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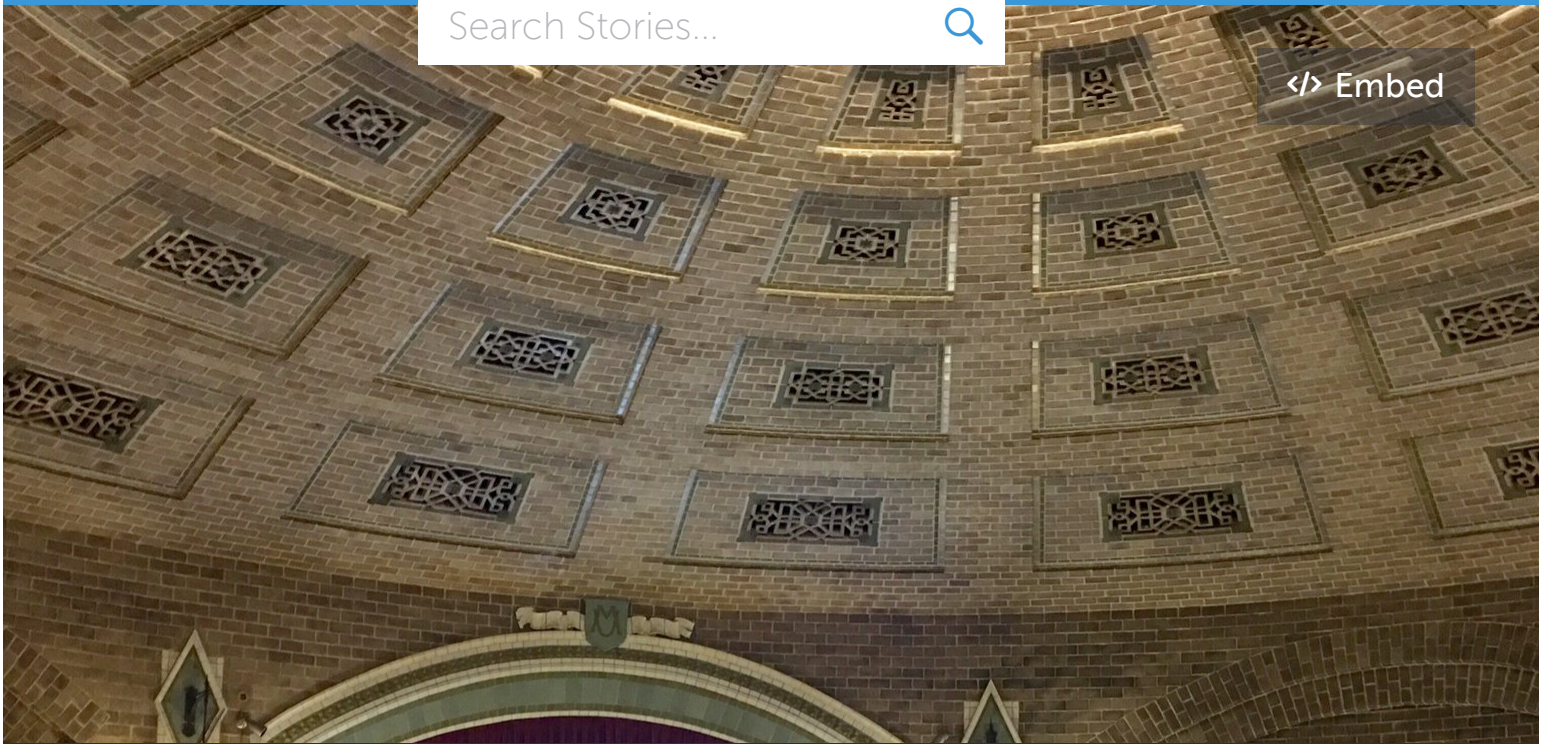
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


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# Purpose Driven Design: An Impact Focused Model for Innovation by Amy Cueva

Amy Cueva's opening keynote for ForgeConf

by  Anne Gibson 6 months ago 15 Views ▾

I missed close to the first half hour of Amy's talk because the SEPTA R5 decided not to stop at Radnor at 8:30... sigh.



**Den Talalá**

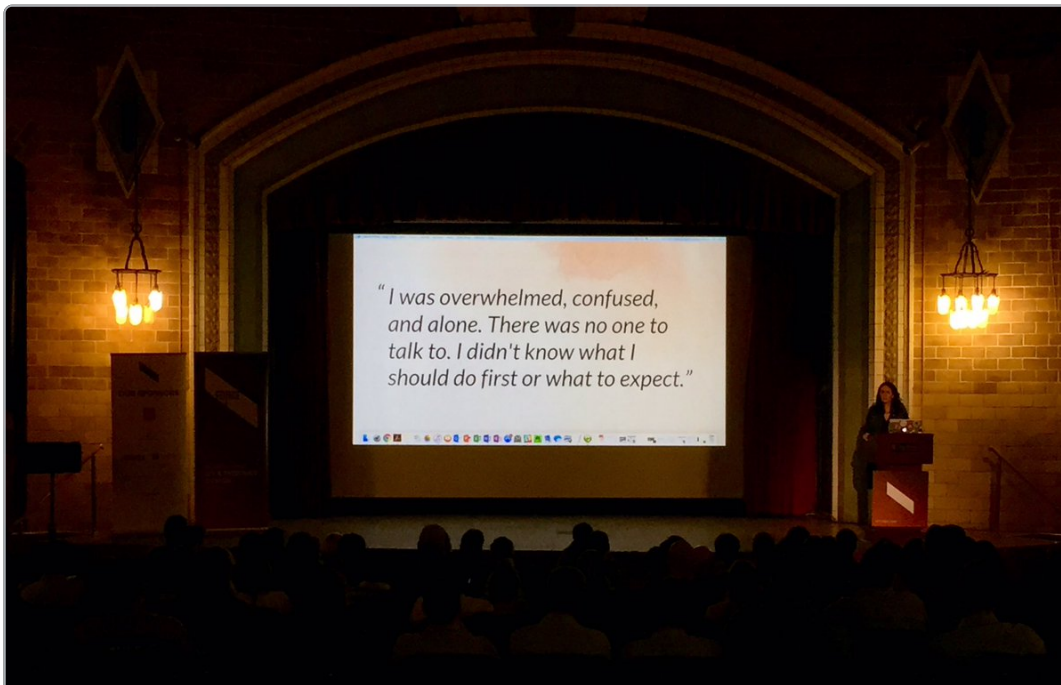
@r3s3t

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[#forgeconf](#) is about to start in a very nice venue:

9:01 AM - 26 Sep 2016 · Philadelphia, PA





**Brian Crumley**

@briancrumley

 Follow

here we go!!... @ForgeConf 2016 kicks off with @AmyCueva of @MadPow! #forgeconf

9:17 AM - 26 Sep 2016

  1  2



**Brian Crumley**

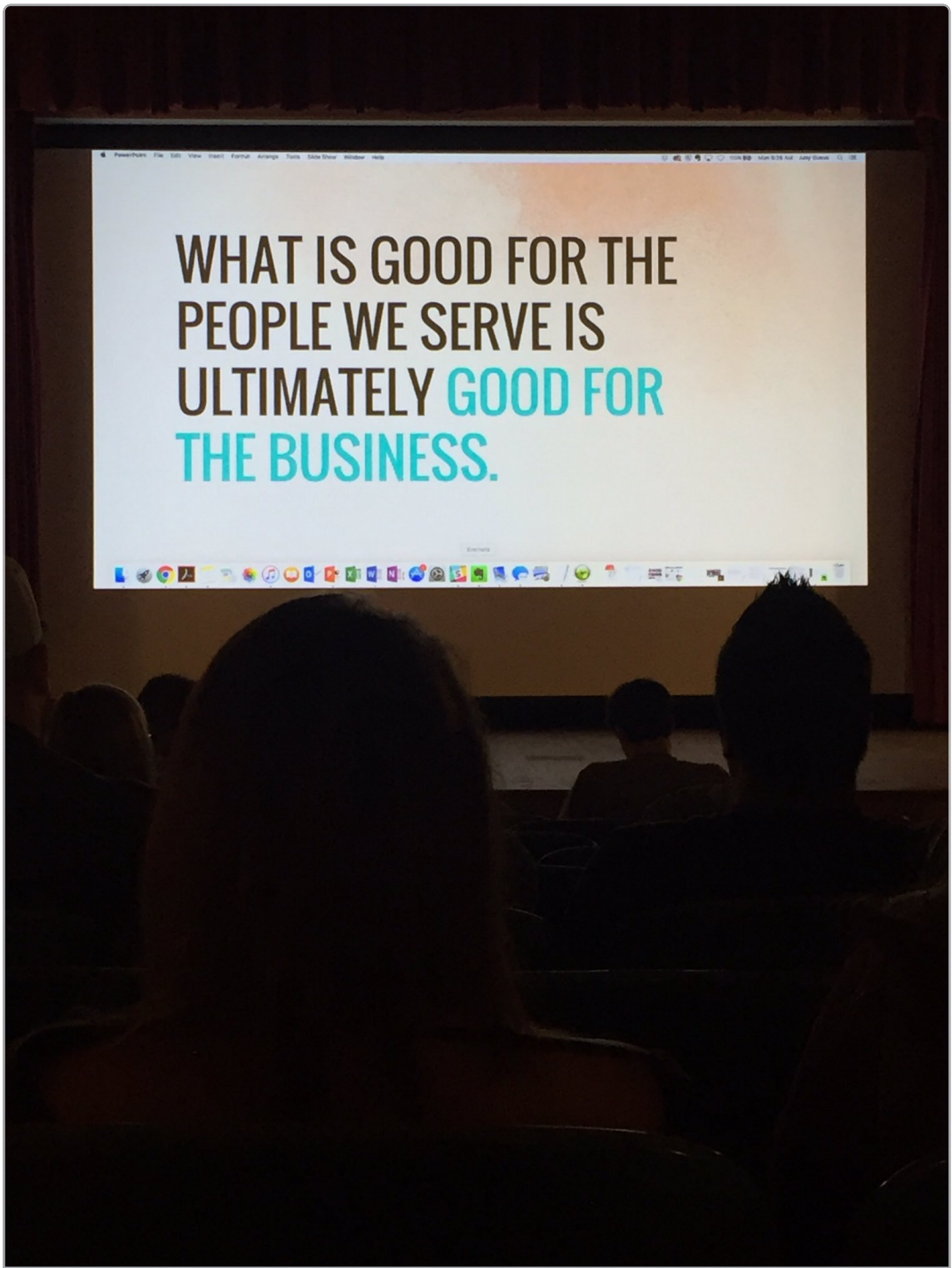
@briancrumley

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"design gets us from where we are to where we want to be" - @AmyCueva #forgeconf

9:22 AM - 26 Sep 2016 · Philadelphia, PA

  1  6



**Kirsten Malinowski**

@kirstenmal

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[@SeerInteractive](#) [@AmyCueva](#) [#forgeconf](#)

9:28 AM - 26 Sep 2016





**Howie Ross**

@howdiz

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"What could we create If we align with our purpose" -  
[@AmyCueva](#) kicking off [#forgeconf](#) with some inspiration!

9:26 AM - 26 Sep 2016 · Philadelphia, PA



**Jessica Warhus**

@warhus18

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"Empathy is not a trend, it's a philosophy" - [@AmyCueva](#)  
[#forgeconf](#) [#designthinking](#)

9:30 AM - 26 Sep 2016



**Amanda Clark**

@CaptnPollyanna

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[#Empathy](#) means we need to love our users, our coworkers, our audiences. - [@AmyCueva](#) [#forgeconf](#)

9:31 AM - 26 Sep 2016



**Amanda Stockwell**

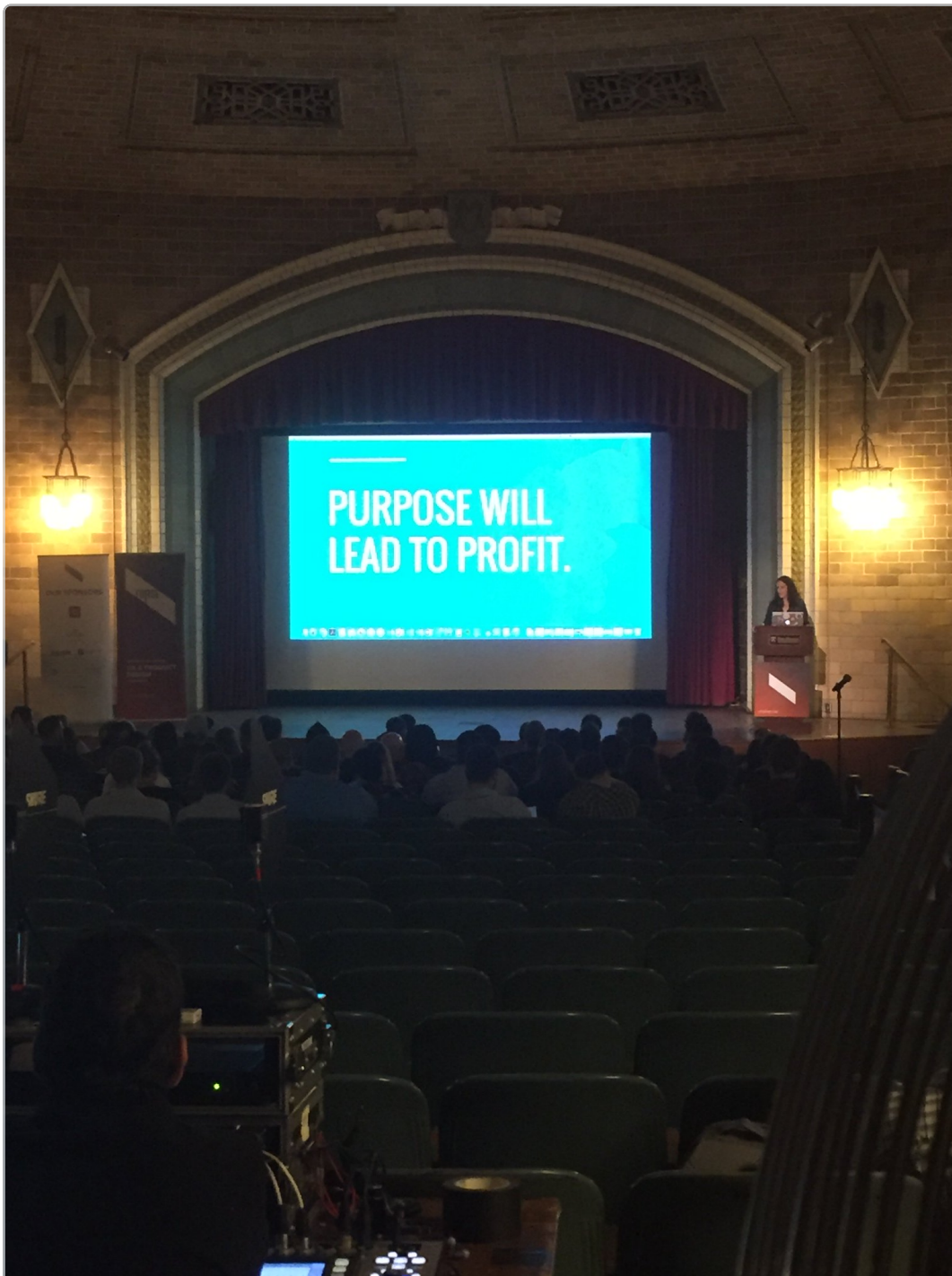
@MandaLaceyS

 Follow

We have a seat at the table now, what are we going to do with it? Good question [@amycueva](#), good question! [#ForgeConf](#)

9:36 AM - 26 Sep 2016





**Courtney Wilburn**

@cjwilburn

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Purpose will lead to profit. [#forgeconf](#) keynote from [@AmyCueva](#)

9:38 AM - 26 Sep 2016 · University City, Philadelphia

   3



**Anne Gibson**

@perpendicularme

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If we're a mess of silos on the inside or a mess of silos in the industry, we'll be a mess in what we provide too [#forgeconf](#)

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**Howie Ross**

@howdiz

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It's not what you sell it's what you stand for - Roy Spence via [@AmyCueva](#) [#forgeconf](#)

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Government is asking designers to help solve the problem of how to design better medical bills. 8-10 orgs collaborating [#forgeconf](#)

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**Anne Gibson**

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Collaboration is the new innovation. What could we accomplish together aligned with our purpose? [#ForgeConf](#)

9:42 AM - 26 Sep 2016





**Brian Crumley**

@briancrumley

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"design with the goal of human flourishing" - @AmyCueva  
[#forgeconf](#)

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**Anne Gibson**

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Methods: ask what is our purpose? How do we measure it? Is it the right measurement? Meaning and value? [#ForgeConf](#)

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**Anne Gibson**

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Principles should safeguard the populations we serve, the unintended consequences of decisions we make. What can go wrong? [#ForgeConf](#)

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**Anne Gibson**

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Become students of the problem. Get real facetime with the people we serve. Bring people with you. [#ForgeConf](#)

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Humana paired a c-suite exec with an ethnographer, spending one day per month with a Medicare member. Empathy-building activity [#ForgeConf](#)

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@perpendicularme

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Came back saying oh my god there's so much we need to do. Easy to lose sight of it when we're at our desks. [#ForgeConf](#)

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Goal at Humana becomes making their population 80% healthier by 2020. Design the business to deliver that promise [#ForgeConf](#)

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**Anne Gibson**  
@perpendicularme

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We used to design for people. Now we invite the people to join us and design with them. [#ForgeConf](#)

9:47 AM - 26 Sep 2016





**Anne Gibson**

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Design takes training but it needs everyone — a great designer who partners with others is that much greater [#ForgeConf](#)

9:48 AM - 26 Sep 2016

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**Brian Crumley**

@briancrumley

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love [@AmyCueva](#) dropping Participatory Design bombs at [#forgeconf](#). design is a tool to bring people to the table to make better decisions

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**Anne Gibson**

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We can have elitist tendencies in viewing our personas. “Design for \*those\* people”. At any moment we could be that person. [#ForgeConf](#)

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**Anne Gibson**

@perpendicularme

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The job of personas is to inspire empathy. Make your team cry. Audio, video, recorded calls, bring them to life. [#ForgeConf](#)

9:49 AM - 26 Sep 2016



**Anne Gibson**

@perpendicularme

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What are the emotions in your journey? Map them on anxiety, frustration, etc. #ForgeConf

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**Anne Gibson**

@perpendicularme

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Consider users at their worst. If it works for people at their most vulnerable, it work work for everyone. S/o to @sara\_ann\_marie #forgeconf

9:51 AM - 26 Sep 2016



**Anne Gibson**

@perpendicularme

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Look for “Orphaned” needs - whose responsibility is this need that doesn’t fall into the hierarchy cleanly? #ForgeConf

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**Anne Gibson**

@perpendicularme

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What are the touchpoints in the content that we can use as triggers to get something done? #ForgeConf

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**Matthew Steffey**

@Beef\_is\_here

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"We have to become students of the problem, inclusive in our approach." @AmyCueva Yes! You have to understand before you can fix #forgeconf

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**Anne Gibson**

@perpendicularme

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People have implicit intentions, needs they may not express. "I'm going to go educate myself on finances today!" #ForgeConf

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**Anne Gibson**

@perpendicularme

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Empathy can be measured. Consider measuring on hierarchy of needs, purpose, design principles. Align incentives to what matters #ForgeConf

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**Anne Gibson**

@perpendicularme

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Will X have a positive effect, neutral effect, or negative effect? If negative, how can we address and fix? #ForgeConf

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**Anne Gibson**

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It isn't enough to imagine better experiences, we have to move from thinking to doing. #ForgeConf

9:56 AM - 26 Sep 2016

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**Anne Gibson**

@perpendicularme

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What's your super power? What do you care about? What impact do you want to make? You are essential! #ForgeConf

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**Anne Gibson**

@perpendicularme

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We are the design. What we care about. How we work. We can change the world. #ForgeConf

9:57 AM - 26 Sep 2016

   2



**Ashley Morgan**

@AshleyAMorgan

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"We need to actually make things happen. Move from design thinking to design doing." @AmyCueva #forgeconf

9:57 AM - 26 Sep 2016

  1  6



**Brit Pinesich**

@britpinesich

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"What impact do you want to make?" @AmyCueva @madpow #forgeconf #preach

9:58 AM - 26 Sep 2016 · Penn Museum

That wrapped Amy's excellent talk. Below are the notes from the Q&A that followed.

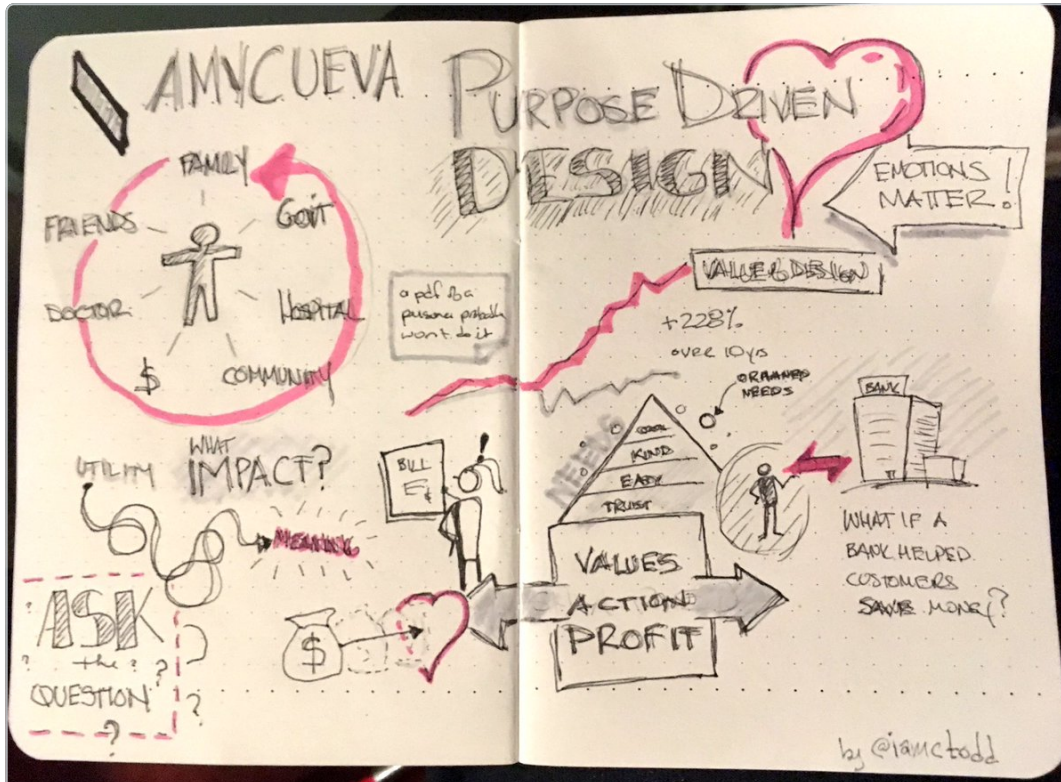


Anne Gibson  
@perpendicularme



How do you teach emotional empathy in the workplace?  
Empathy mapping. What is this person seeing, feeling, thinking, doing? #ForgeConf

9:58 AM - 26 Sep 2016



C Todd Lombardo  
@iamctodd



"What's your purpose?" @AmyCueva at #forgeconf  
#sketchnotes

9:59 AM - 26 Sep 2016





**Anne Gibson**

@perpendicularme

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Stakeholders forget what it's like to do the task. Remind people what it's like. Open with a story. How do we feel about that?

[#ForgeConf](#)

10:00 AM - 26 Sep 2016



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1



**Anne Gibson**

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Who's leading the way on meaning and money? The government is taking leaps and bounds forward. [#ForgeConf](#)

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Shout out to [@18F](#) for their work with veterans and the VA. [#ForgeConf](#)

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2



**Anne Gibson**

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Walmart is really trying to help poor people. How do they enhance their employees' finance knowledge? Wage raise is just a start [#ForgeConf](#)

10:03 AM - 26 Sep 2016







**Anne Gibson**

@perpendicularme

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The people in companies we hate - healthcare, government, even cable companies - are nice people trying to fix things  
[#ForgeConf](#)

10:04 AM - 26 Sep 2016



**Anne Gibson**

@perpendicularme

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One approach to not having the ROI discussion around empathy is just refuse to. [#ForgeConf](#)

10:05 AM - 26 Sep 2016



**Anne Gibson**

@perpendicularme

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Net promoter score might be one tool, but make it very granular. Measure trust and forgiveness. [#ForgeConf](#)

10:05 AM - 26 Sep 2016



**Anne Gibson**

@perpendicularme

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Are we measuring the moments that matter? Not the call, the empathy during the call. [#ForgeConf](#)

10:06 AM - 26 Sep 2016





**Anne Gibson**  
@perpendicularme

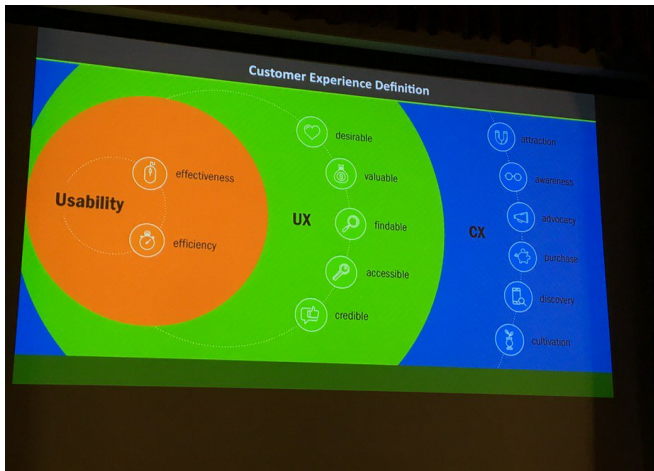


It takes time to get everyone past stereotypes of each others' work "We all know pharmaceuticals are bad" & find shared purpose #ForgeConf

10:09 AM - 26 Sep 2016



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