

A Tamarack Learning Centre Webinar

OVERCOMING POWER AND PRIVILEGE IN COMMUNITY CHANGE

With George Aye

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With George Aye

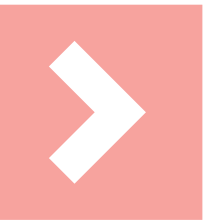
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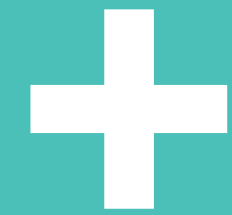


George Aye

Co-Founder

Greater Good Studio





**Design changes behavior.
It matters who's asking for that change.**



**Greater
Good
Studio**



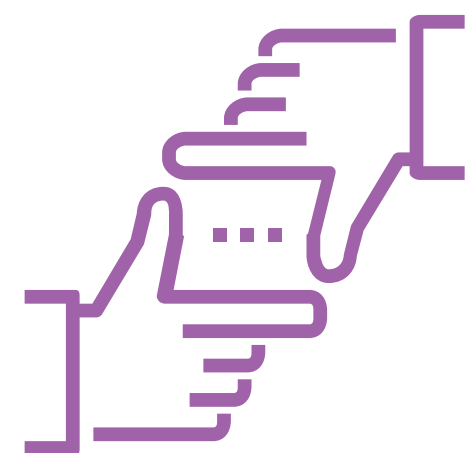


100+ projects

8 years

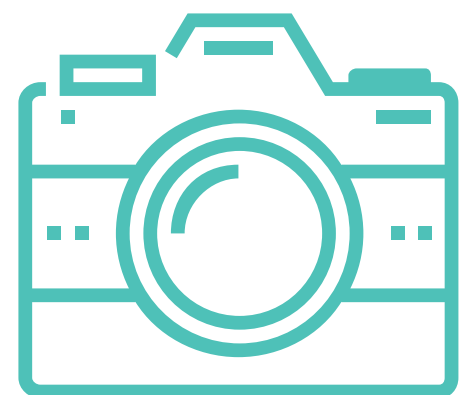


Human-Centered Design for the Social Sector



FRAMING

Defining questions
to answer and
people to engage



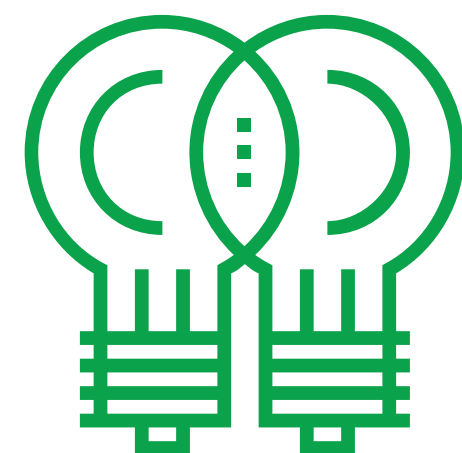
RESEARCH

Learning from
people about
their needs and
values



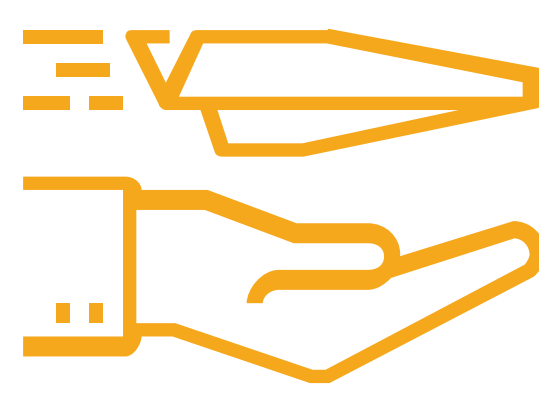
SYNTHESIS

Finding patterns and
areas of opportunity



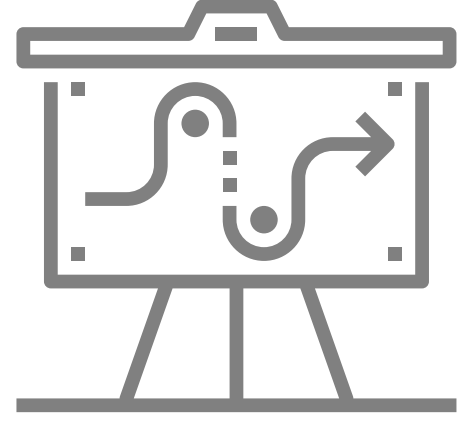
CONCEPTING

Creating a high
volume of new ideas



PROTOTYPING

Making tangible
mock-ups and
gathering feedback

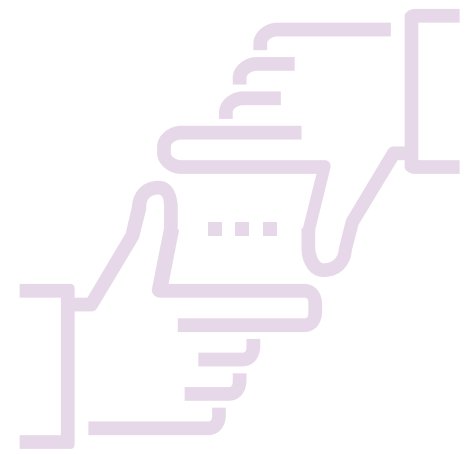


PILOTING

Refining solutions
in order to
pilot test

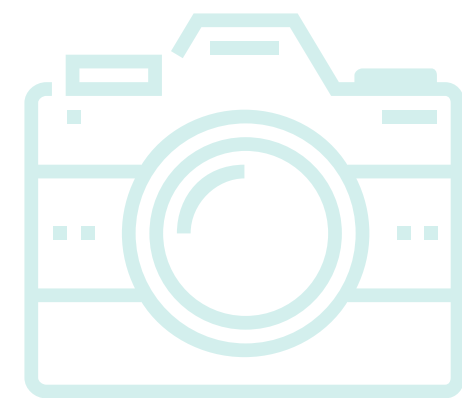


But HCD is not inherently good.



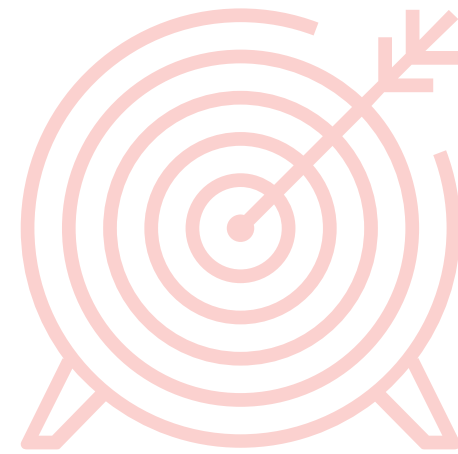
FRAMING

Defining questions to answer and people to engage.



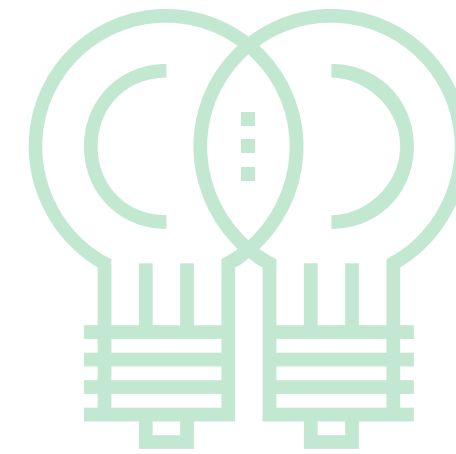
RESEARCH

Learning from people about their needs and values



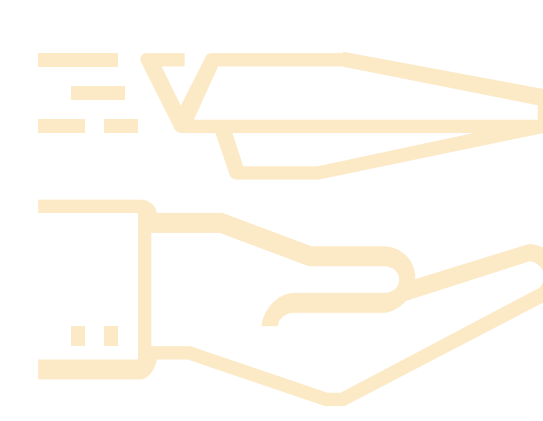
SYNTHESIS

Finding patterns and areas of opportunity



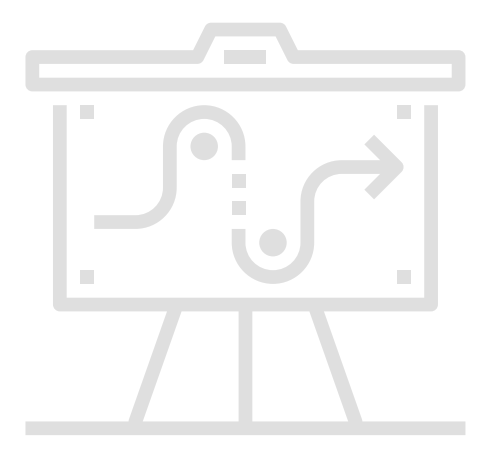
CONCEPTING

Creating a high volume of new ideas



PROTOTYPING

Making tangible mock-ups and gathering feedback



PILOTING

Refining solutions in order to pilot test



“Adam Bowen and James Monsees were pursuing master’s degrees in product design at Stanford when they decided to do something about their smoking addictions.”

<https://www.bloomberg.com/news/articles/2018-11-01/stanford-pals-hit-the-jackpot-with-juul-s-meteoric-rise>





“Monsees and Bowen approached smokers on campus and asked them what they loved and hated about their habit.”

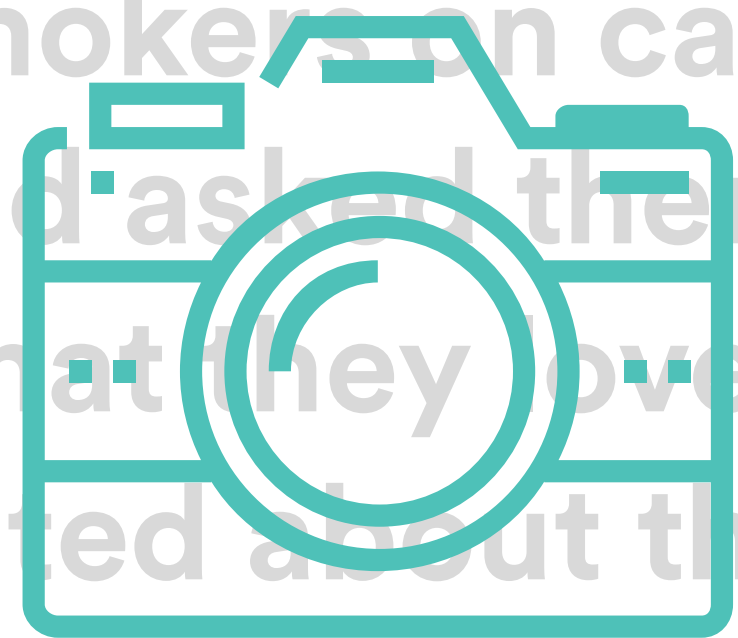
“The complaints were consistent: fear of being seen with a cigarette and paranoia about smelling of smoke on a first date.”

“Their first prototypes were ad-hoc assemblies of bespoke components and items found on drugstore shelves.”

<https://stanfordmag.org/contents/vice-made-nice> July 2012



“Monsees and Bowen approached smokers on campus and asked them what they loved and hated about their habit.”



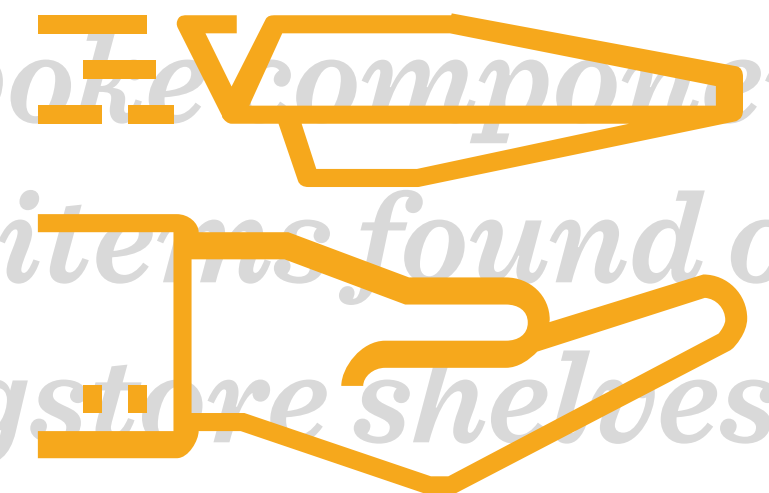
Research

“The complaints were consistent: fear of being seen with a cigarette and paranoia about smelling of smoke on a first date.”



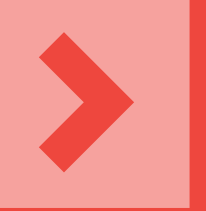
Synthesis

“Their first prototypes were ad-hoc assemblies of bespoke components and items found on drugstore shelves.”



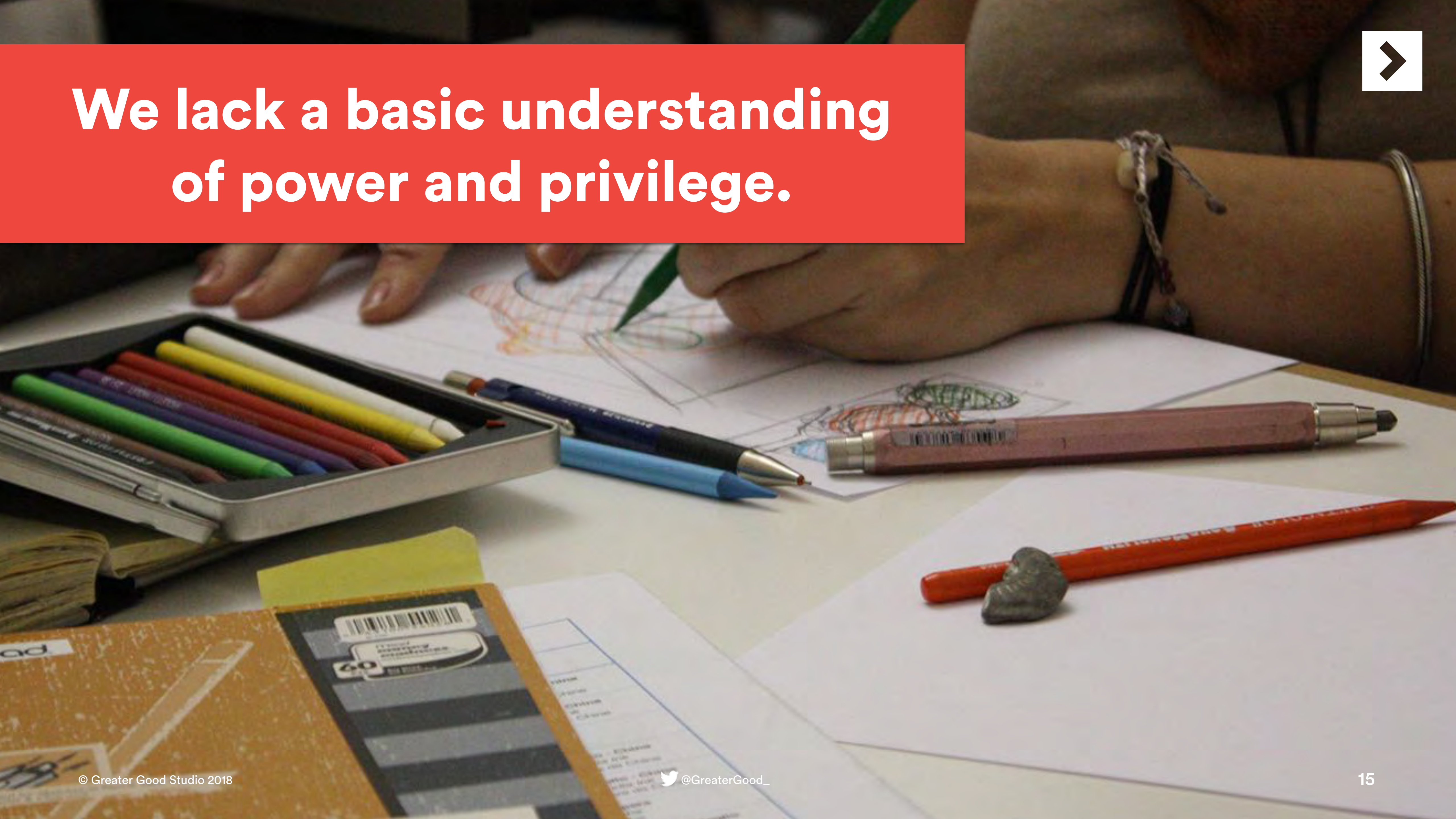
Prototyping

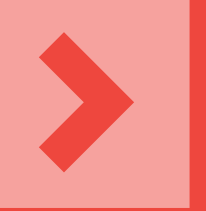
<https://stanfordmag.org/contents/vice-made-nice> July 2012



Human-Centered Design has a weakness.

**We lack a basic understanding
of power and privilege.**



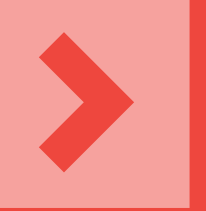


Three observations on power and privilege.



1.

**Power asymmetry affects your relationship
with clients and the people they serve.**



Power:
the ability to affect an outcome

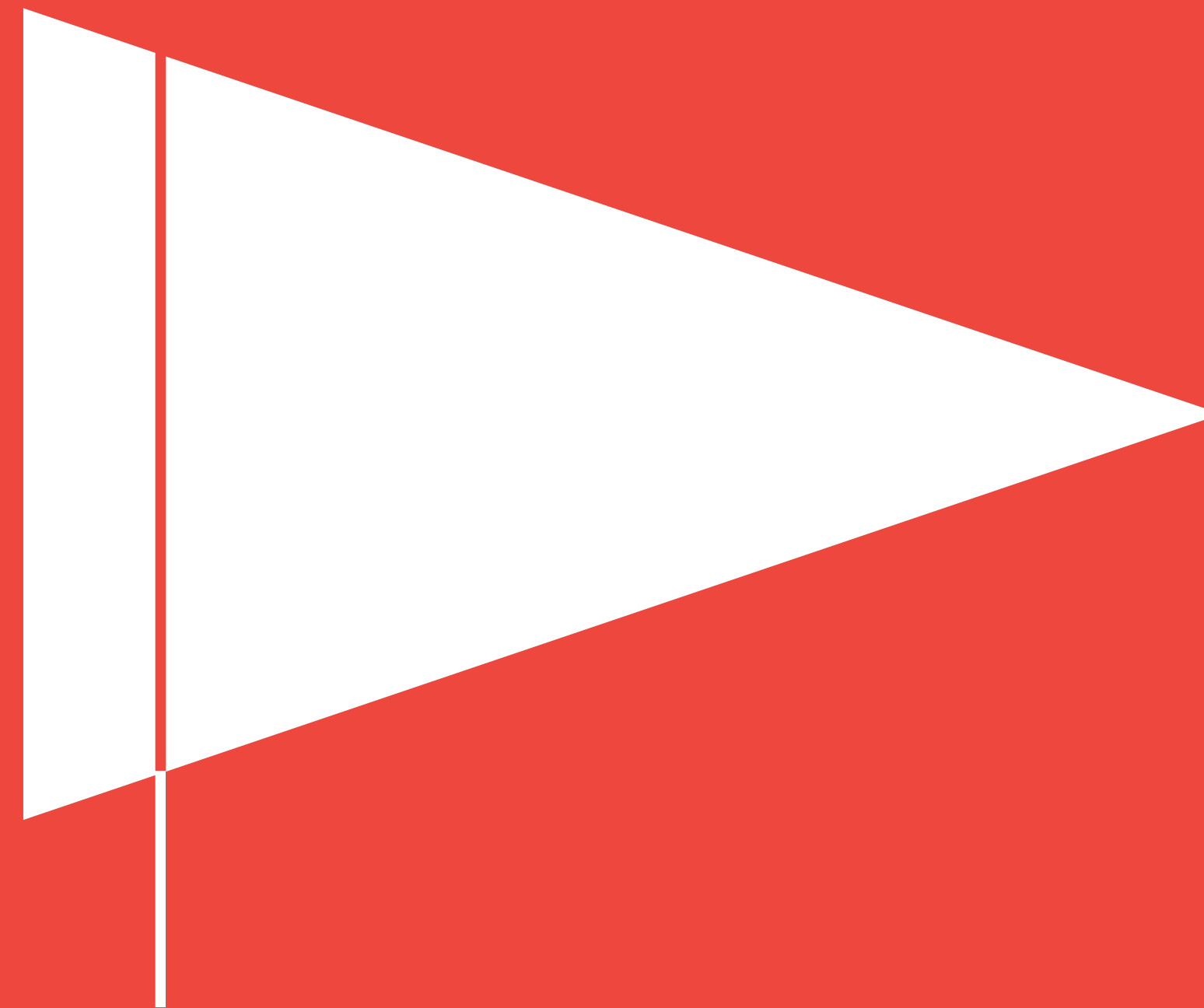


Power asymmetry: *Power is often lopsided*



Power asymmetry

Law Enforcement
Doctors
Employers
Funders
Teachers
Organized religion
Local Government
Leadership



Detainees
Patients
Employees
Grantees
Students
Followers
Community
Front line staff

Greater Good Studio



2.

**Privilege is not evenly distributed.
Not everyone can take the same risks.**



Privilege:
It's a gift that you did nothing to earn

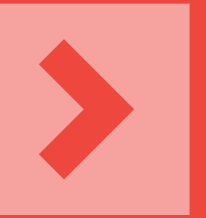


***Ask for forgiveness,
not permission.***

Lean In.

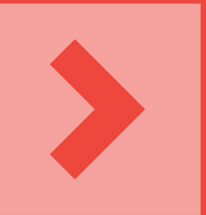
***Move fast and
break things.***

***Go big or
go home.***



3.

**Power and privilege
shape your world**



Years/Decades/Generations

Time

Days/Weeks/Months

The Opioid Epidemic

Crisis

The War on Drugs

Expatriate

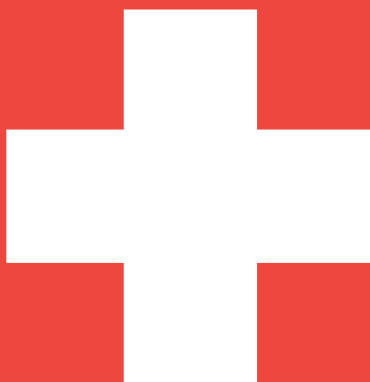
Migration

Immigrant/Refugee

Learning Opportunities

Mistakes

Inherent Flaws



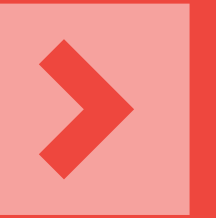
VS





**The choices we make
depend on the choices we have.**

Robert Wood Johnson Foundation



How should we respond?



**A future framework for our studio
(and maybe the field).**



Anthropology *honors reality* .

Social Work *creates ownership* .

Organizing *builds power* .



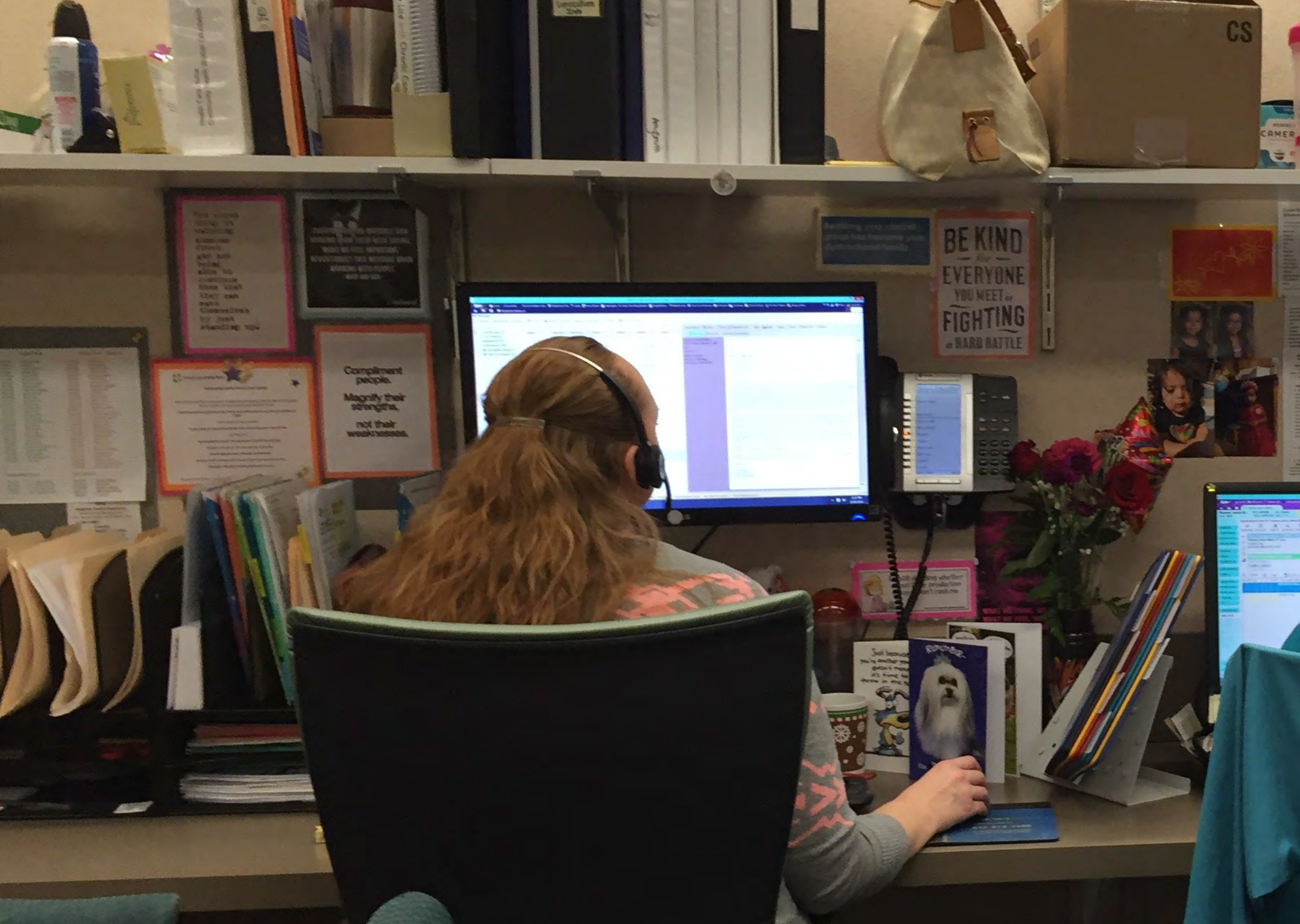
Good design *honors reality* .



**New Models of Care
Hennepin County Medical Center
Minneapolis, MN**



New Models of Care
Hennepin County Medical Center
Minneapolis, MN



New Models of Care Hennepin County Medical Center Minneapolis, MN





Good design *creates ownership*.

CHILDREN



FAMILIES



Raising Places
Robert Wood Johnson Foundation
Six Communities Across US



**Raising Places
Robert Wood Johnson Foundation
Six Communities Across US**



**Raising Places
Robert Wood Johnson Foundation
Six Communities Across US**



Good design *builds power* .



**Squared Away
Metropolitan Tenants Organization
Chicago, IL**



**Squared Away
Metropolitan Tenants Organization
Chicago, IL**



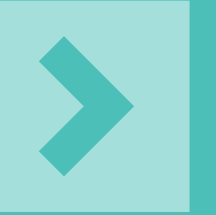
Squared Away Metropolitan Tenants Organization Chicago, IL



Good design *honors reality*.

Good design *creates ownership*.

Good design *builds power*.



Questions and feedback

george@greatergoodstudio.com

@greatergood_



QUESTIONS?

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COMMUNITY CHANGE FESTIVAL

Sept 30 – Oct 3, 2019

Vancouver, BC

Join changemakers from near and far to deepen your knowledge of the 5 practices needed to move your community change agenda from idea to action to impact.

Equip Yourself for Community Change:
<https://events.tamarackcommunity.ca/community-change-festival>



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An aerial, high-angle photograph of a dense urban skyline at night. The image is filled with numerous skyscrapers and buildings, their windows glowing with warm yellow and orange light. The perspective is from a high vantage point, looking down on the city. The overall color palette is dominated by the warm tones of the city lights against the dark night sky.

THANK YOU

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