



Session 5 – March 11, 2025

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# Today



## Reflecting and debriefing on where we are

## Exploring visual thinking

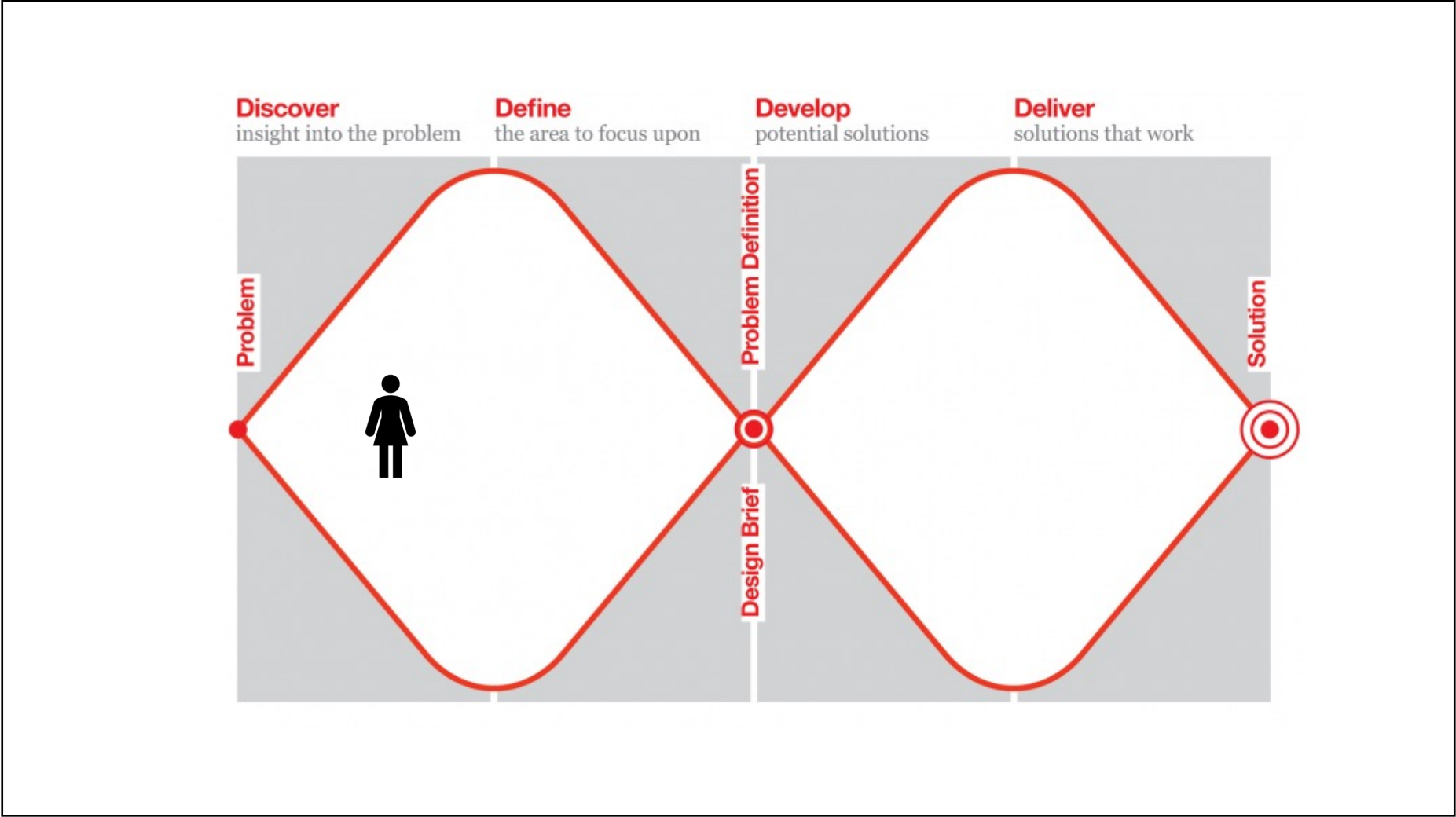
## Sketching as a form of collaborative brainstorming

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accessible	discriminated	inclusive	privilege
activism	discrimination	inclusive leadership	privileges
activists	discriminatory	inclusiveness	promote diversity
advocacy	disparity	inclusivity	promoting diversity
advocate	diverse	increase diversity	pronoun
advocates	diverse backgrounds	increase the diversity	pronouns
affirming care	diverse communities	indigenous community	prostitute
all-inclusive	diverse community	inequalities	race
allyship	diverse group	inequality	race and ethnicity
anti-racism	diverse groups	inequitable	racial
antiracist	diversified	inequities	racial diversity
assigned at birth	diversify	inequity	racial identity
assigned female at birth	diversifying	injustice	racial inequality
assigned male at birth	diversity	institutional	racial justice
at risk	enhance the diversity	intersectional	racially
barrier	enhancing diversity	intersectionality	racism
barriers	environmental quality	key groups	segregation
belong	equal opportunity	key people	sense of belonging
bias	equality	key populations	sex
biased	equitable	Latinx	sexual preferences
biased toward	equitableness	LGBT	sexuality
biases	equity	LGBTQ	social justice
biases towards	ethnicity	marginalize	sociocultural
biologically female	excluded	marginalized	socioeconomic
biologically male	exclusion	men who have sex with	status
BIPOC	expression	men	stereotype
Black	female	mental health	stereotypes
breastfeed + people	females	minorities	systemic
breastfeed + person	feminism	minority	systemically
chestfeed + people	fostering inclusivity	most risk	they/them
chestfeed + person	GBV	MSM	trans
clean energy	gender	multicultural	transgender
climate crisis	gender based	Mx	transsexual
climate science	gender based violence	Native American	trauma
commercial sex worker	gender diversity	non-binary	traumatic
community diversity	gender identity	nonbinary	tribal
community equity	gender ideology	oppression	unconscious bias
confirmation bias	gender-affirming care	oppressive	underappreciated
cultural competence	genders	orientation	underprivileged
cultural differences	Gulf of Mexico	people + uterus	underrepresentation
cultural heritage	hate speech	people-centered care	underrepresented
cultural sensitivity	health disparity	person-centered	underserved
culturally appropriate	health equity	person-centered care	undervalued
culturally responsive	hispanic minority	polarization	victim
DEI	historically	political	victims
DEIA	identity	pollution	vulnerable populations
DEIAB	immigrants	pregnant people	women
DEIJ	implicit bias	pregnant person	women and
disabilities	implicit biases	pregnant persons	underrepresented
disability	inclusion	prejudice	

March 7th 20025, *New York Times*

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## Timeline for the next 3 weeks

- Research phase: until March 17th
- Sense making, framing and start ideation on March 18th
- Plan one brainstorming session as a team by April 1st.

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## Feedback on the research

- Feedback as a conversation...😊
- Secondary research:
  - Very rich, analytical, and breadth (of topics and methods)
  - A lot of great questions:
    - What is inclusion? Who defines the in and out group
    - Integration as relational (2-way, dialogue)
    - Home and sense of belonging as multi-layered concepts
    - How to move from awareness to action? (or is awareness already a form of action?)
    - Who will we be designing for? (varieties of stakeholders and multiple realities)
- Primary research:
  - Remember details, specifics, contexts and verbatim quotes
  - Don't overgeneralize: an individual story does not speak for all

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# Collaborative approach

## Sustainable living

- How might we create the conditions (programs, services, policies, and practices) to enable all immigrants to be better included in the workforce and thrive in the economy?

## Making a home, feeling at home

- How can we support people on the move to develop their full potential and feel at home?

## Equipping diverse communities to foster dialogues

- How can receiving communities be engaged and equipped to foster their potential for hospitality while helping people on the move to connect better with receiving communities – thus fostering dialogues for the benefit of all?

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**“A picture is worth a thousand words”**

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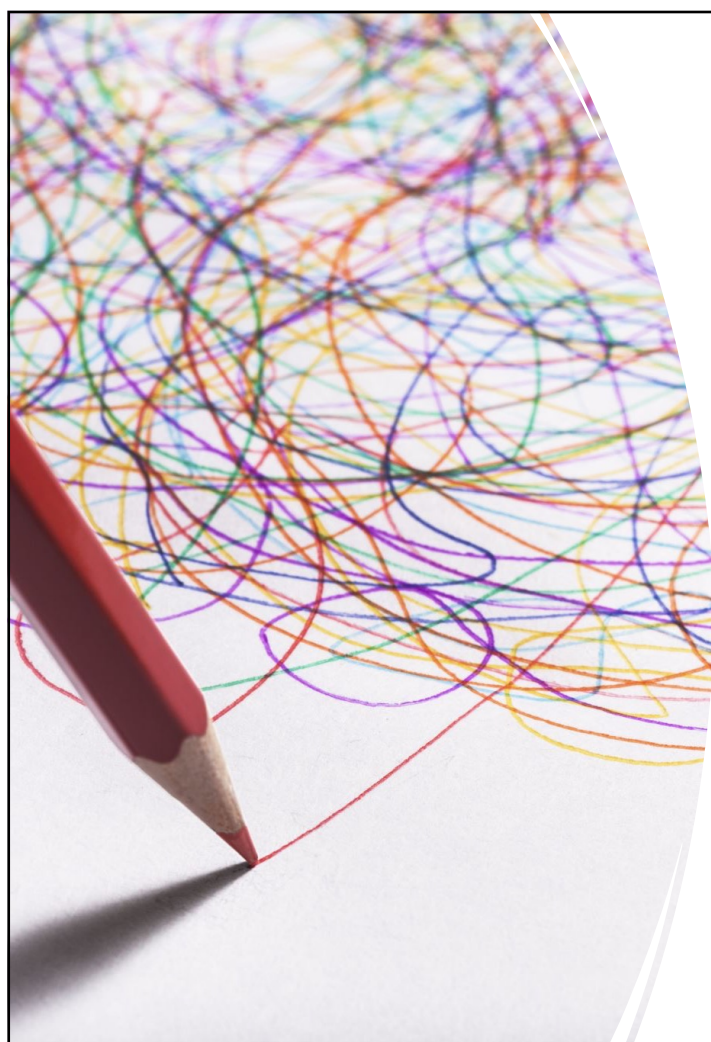




## Collaborative sketching and Visual brainstorming



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## Two ways sketching can help you in your meetings now:

- **Sketching as Active Listening**
  - Draw what you heard. Get the quote on a post-it.
  - (Remember, if you don't write it down, it never happened!)
  - "What I heard is this:" (show the post-it) "Is that right?" "How can we summarize that?"
  - Using objects (the whiteboard, post-its and the walls) as your partners in active listening can create a visual record of the meeting as you go along. **Boundary objects**
- **Metaphors**
  - Finding the right visual metaphor for a problem can be game-changing. Is the problem an iceberg? Or is it a stage, with a front and back, a visible arena and a staging area?
  - Sketching and mapping the challenge in an unexpected way can allow you and your team to step back and see the problem with new eyes.

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# Getting ready for next week

**Goal:** write your insights on post-it notes

*one insight = post it note*

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## Interviews

**NO**

**YES**

**Summary / key words**

**Quotes / specific facts**

People care about recycling but cost

“When I was a child, my father taught me to think the earth as a spinning top. If you keep taking the resources without giving them back, the top will spin around faster, and eventually lose control. There will be serious consequences if it happens.” Interview with Jacob’s vendor for a farm at the farmer market

Food packaging= lot of plastic

“I noticed that the only customer carrying a reusable bag used it just to put many plastic bags inside it, and not to replace them. I also noticed that carrying something with them isn't the problem *per se*: many customers bring their own carts to shop there” Observation in a small neighborhood store

Bring your own bag is inconvenient / Inconvenient

“My husband uses a lot of single use plastic and I constantly tries to teach him to recycle plastic (...) I don’t understand how my bin gets filled up so fast and I need to take it every two days. I believe it’s because of the cups we use at our home “ Interview with Amanda, Janitor’s at NYU

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HOW TO CAPTURE OBSERVATIONS:

OBSERVATIONS ARE:

Seen, Heard, Felt, Experienced

Written verbatim

Express a single datapoint

CAPTURE THE RAW OBSERVATION OR QUOTE, NOT YOUR INTERPRETATION OF IT.

OBSERVATIONS ARE NOT:

Summaries of multiple observations

Interpretations

Information out of context (always provide a source!)

SAMPLE OBSERVATION:

"I've always loved swimming because the weightlessness makes me feel like I'm flying. I can't get enough of that freedom."

Sandy, 35, Mother of 2 Daughter (2), Son (5), New York City

Write the observation/quote (what you saw, heard, or read)

Write the source (who & where)

GOOD VS BAD OBSERVATIONS:

OBSERVATION	GOOD OR BAD	WHY
"The number of memberships at city pools has increased 12% over the past five years." -New York Times, 5/9/12	Good	It's something you've read and the source is identified.
People don't swim in the ocean enough because they are grossed out by seaweed.	Bad	A generalization - an interpretation of the data. Multiple sources.
"The consumer can't be bothered to get up early to swim before work."	Bad	Too much judgment in 'can't be bothered.' No source.

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Bad observation	Why they are bad
Men are more likely to use fans than women - various interviews	A generalization - an interpretation of the data. Multiple sources.
I saw a lazy woman who couldn't be bothered to reposition the fan	Too much judgment in 'lazy' and 'couldn't be bothered'. Unattributed clue.
The answer is to make it quieter and we should focus on promotions	Multiple thoughts, your opinion, not backed by any data.

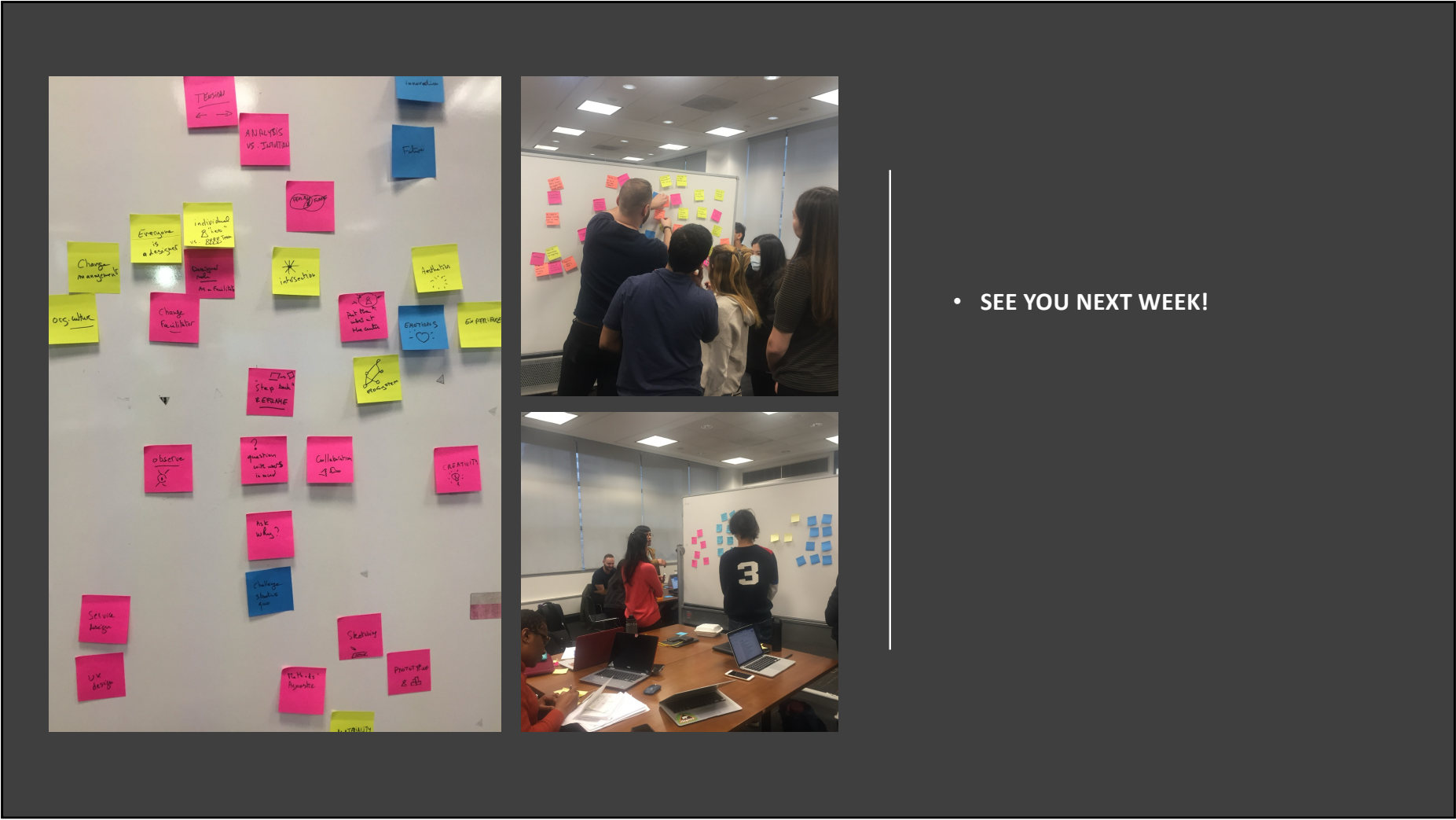
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• SEE YOU NEXT WEEK!