"EGO IS THE ENEMY"

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We cannot design and build a better society with the same mindset that created the problems in the first place.

The societies we live in are shaped by collective human behavior. If our default behavior is competition, status and self-interest, then we will build competitive, fragmented societies.

But If we replace ego with empathy, we can design societies around collaboration, shared prosperity and collective progress.

HUMAN CENTERED DESIGN

The opposite of ego is empathy (not humility).
Empathy asks, “What does it feel like to walk in your shoes? And to design for humans, we must first understand the core human pain points.

Ego breaks systems. Empathy makes collaboration possible
and Collaboration allows us to effective design better societies.

THE 4OUR ENEMIES

EGO IS THE ENEMY OF



CULTURE PROGRESS SUSTAINABILITY PEACE.

ENEMY OF CULTURE

Culture is what happens when people collectively decide what matters: what we celebrate, what we preserve, what we make, and what we pass down.

Ego makes culture personal:
My culture. My people. My idea. My language. My achievement. My territory.

And when culture is more personal than it is collective, society suffers. Because culture forms and grows when ideologies meet. Not when everybody agrees, but when different people bring different experiences to the same table.

ENEMY OF PROGRESS

When ego takes the place of progress, society suffers.

The architect needs the engineer. The engineer needs the community. The government needs the citizen. The entrepreneur needs the customer.
The designer needs the end user.

In order to advance our collective experience as humans and design better societies, we must put ego aside and adjust our perspective on what true collaboration is and allow progressive ideas become more important than any individual.

ENEMY OF SUSTAINABILITY

Sustainability is fundamentally about thinking beyond yourself.

If we only care about what we consume today, we do not need to think about tomorrow. But sustainability asks us to consider people we will never meet: children who have not been born, communities that do not yet exist, people living decades after we are gone.

Sustainability is empathy extended through time.

ENEMY OF PEACE

Most conflict begins with competing versions of reality fueled by egomania.

Empathy interrupts that.
Not because empathy means agreeing, but it requires understanding.
You can understand someone without endorsing them. You can disagree with someone without conflict.
Peace does not begin when everyone thinks the same, but when our difference stops being a threat.

EMPATHY IS YOUR FRIEND

Empathy is not merely an emotion.
It is a design tool.

I am a designer, and designers are essentially professional problem-solvers.
But before you can design a solution, you have to understand the person experiencing the problem.

And you cannot design a good society without understanding the people who make up that society, because society itself is a design problem (or opportunity).

The first principle of good design is empathy

PRACTICALITY

Empathy has to become behavior.

ASK: Your neighbor. Your employee. Your customer. Your child. Your community.

LISTEN: Do not listen to respond. Listen to understand and document your understanding.

DESIGN: Take what you have learned and create something better: a business, a product, a neighborhood, a policy, a relationship, a community, a culture.

THE E.N.D

E.N.D: Energy Never Dies, it only transforms or transmits.

The future belongs to people who understand that we were never supposed to get there alone.
Because the collective is always greater than the individual.

Your idea can become better through my perspective.Your strength can compensate for my weakness.

And in the age of artificial intelligence, the machines need a human centred appproach to collaborate and build a better future for humans. At the end of the day, machines are trained by human input.


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