

# Designing to Design



I'm done hearing "our schools are broken". Point to another industry during this crisis that has more quickly adapted to change, supported our most vulnerable, and served the community at large...without a bailout. I'll wait...

-W. Kieschnick



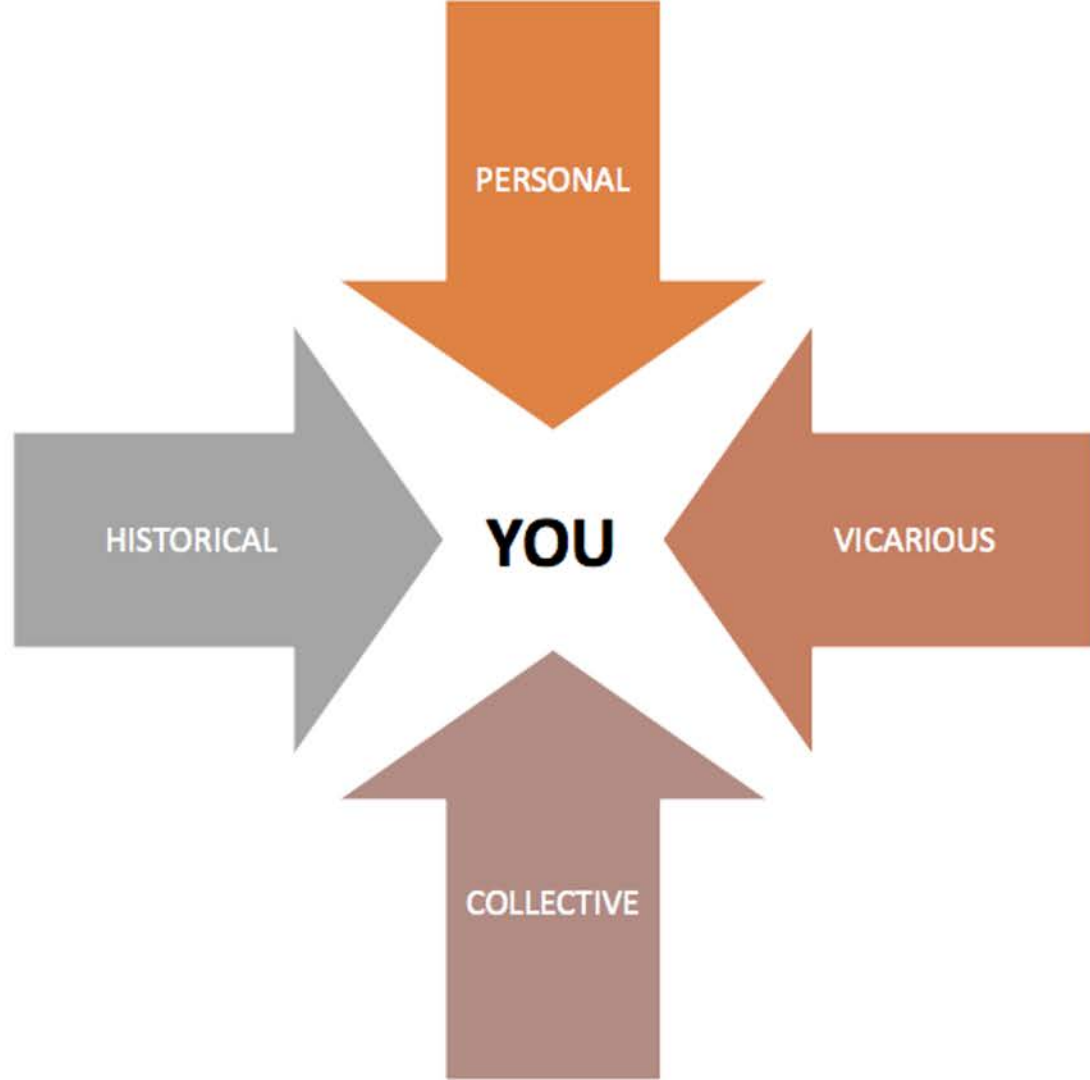
# Why is this important?

# Our Current State

- Global Pandemic
- Civil Rights Movement
- Risk Negotiation
- Change in every day, normal behavior
- Zoom Gloom



# INTERSECTIONAL TRAUMA

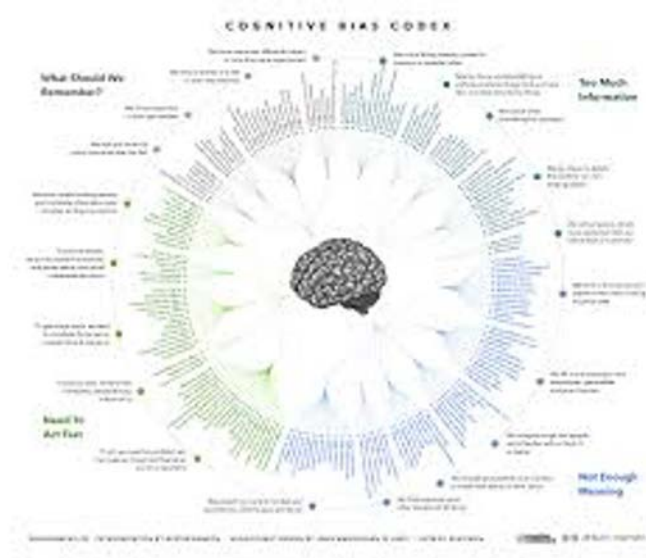


# Forced Adaptation

- Pandemic Persona (emoting more)
- Zoom Fatigue (virtual interactions are hard on the brain)
  - We communicate even when we are quiet
  - Impairs our ingrained abilities
  - Multi Person screens- challenges the brains central vision
  - Group video chats become less collaborative
  - Brain becomes overwhelmed by unfamiliar excess stimuli and search for non verbal cues that it can't find
  - Two Zoom Brain Fatigue Articles: [Wall Street Journal](#) [National Geo](#)
  - GRIEF [Harvard Business Review](#)

# Our Biased Brain

- Implicit Bias is automatic
  - Our Efficient Brain
- Currently, it's easier to take short cuts because we are tired, anxious, grieving, experiencing forced change
- “Dream a new way” - I can barely sleep...



WORKING FROM HOME BE LIKE



Let's normalize our reality...

- Kids, pets, significant others, roommates ok to make Zoom “cameo appearances”
- Permission to “stop video” when needed



## COMMUNICATING IN A CRISIS



Try to carry on as normal



Acknowledge the crisis and  
give voice to concerns

## HANDLING BAD NEWS



Hide bad news until  
pushed to report it



Be upfront and transparent  
about bad news

# What might we do?

- Acknowledge that things aren't normal
  - This isn't a time to put on a smile and pretend that everything is normal.
- Establish a good routine for communication and sharing
  - Allow flexible schedules with async communication
- Agree on what it means to be a good digital colleague- Creation of Pandemic Norms
- Celebrate group achievements
- Encourage transparency and inclusion (aspects of social-isolation)



# What might we do?

- Healthy Check ins and check out
  - What are you bringing today? What do you need from the team? (Importance of Rituals)
- Intentionally leveraging other identities and roles
- Healthy Questions to our Design- (to promote diverse points of view)-*Let's argue with this idea...*
- Intentionally Establish Healthy Feedback Loops
- Be Ok with leaving/asking for “homework” and then returning ready to discuss



*The Chinese believe that before **you can conquer a beast**  
**you first must make it beautiful***

[Article Link](#)



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