

EDE18 Findhorn Design Studio

Primary Dimension: **Worldview**

Main Design Project - Spiral Dynamics - Monday 29 October morning session

Task:

Choose two Spiral Dynamic memes and create two elevator pitches - 2 minutes each - that tell the story of your project - what you know so far - demonstrating the different worldviews through words and style you would use depending on the meme.

Here are some ideas for who you might be talking to:

- The Client
- People who already live in your site area
- People you want to attract to live in the community
- People you want to attract to work in the community
- The nearby villages and town residents
- Local media - radio, print
- Project Funder/s
 - External - government, foundation grants
 - Internal - community members
- The Local Council (Government) - funding, planning permission
- The National Government - the Cabinet Secretary for Housing or the Environment Secretary - for example

Or you may have another idea.

It's up to you to decide what Spiral Dynamics meme the ones you choose tend towards.

Process - in relation to the Task

Suggestions

Done: Begin with the end in mind. What will the project look like when it's done? Before you start look at all the elements you think are needed to include in the presentation designs and agree on your definition of done so everyone is clear what they are working towards.

A possible design framework for your process:

1. Identify the **need** for presentation
2. Plan it - the two pitches
3. Do it - present the two pitches
4. Check it - did the rest of the group know which meme it was?

For the Need - make it up based on the audience/meme you choose

Some examples could be:

People who already live in the site area: **Need** - to engage them in the project

An external funder: **Need** - to raise funds for the project

Planning permission from the local council: **Need** to get permission to build your houses/offices

Relationship

Keep your team agreements in mind and heart as you work together. Draw on the communication tools we used last week. Draw on the skills and tools you brought with you.

The **process** and the **relationship** are as important as the **tasks**.

****At all times remember that the design projects are intended for you to apply what you are learning as a way of embodying the knowledge by having an experience.**

Dimensions of Success Questions

Use this questions to help you stay on track and connected.

Results/Tasks

Are the results of the quality we want?

Are the results within our time frame?

Do the results meet our requirement - our definition of done?

Process

Is the process clear for all members?

Is the process efficient?

Is the process appropriate for the task?

Relationship

Do the we feel supported?

Do we trust each other?

Do we feel valued?

Resources: Spiral Dynamics handout

Meme 1:	Meme 2:
Who you are pitching/talking to:	Who you are pitching/talking to:
Words, style, values	Words, style, values