

Hello.

How are you today?

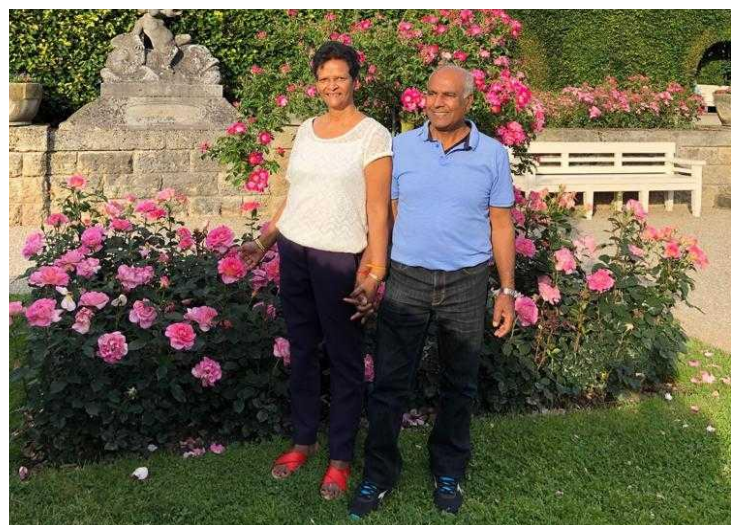
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**Why does
designing your
culture help your
code?**

culture

your





designing culture

**Unconsciou
s**

Culture

- cute
- cartoon
- boy
- newborn
- wallpaper
- beautiful
- sleeping
- sweet
- angel
- born
- panda
- love
- twin
- black



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mothercare.com



Baby Clothes And Nurser...
direct.asda.com



Gently stroking babies 'provides pain ...
bbc.com



Is my baby about to lose his cute thigh ...
theguardian.com



Baby - Today's Parent
todaysparent.com



Swaddle Your Baby ...
parents.com



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The deadly truth about a world built for men - from stab vests to car crashes

Crash-test dummies based on the 'average' male are just one example of design that forgets about women - and puts lives at risk



How white engineers built racist code - and why it's dangerous for black people

As facial recognition tools play a bigger role in fighting crime, inbuilt racial biases raise troubling questions about the systems that create them



AI is sending people to jail —and getting it wrong

Using historical data to train risk assessment tools could mean that machines are copying the mistakes of the past.

by **Karen Hao**

Jan 21, 2019

**Bad things
happen**

**If we can't work
together, nothing
else matters.**

designing culture

Conscious Culture



**Working
together**



**We share
knowledge and
expertise.**



Empowering individuality

**We bring our
whole selves to
work.**

Why so serious?



**We aren't
scared to have
fun.**

A young woman with long blonde hair is smiling and looking to her right. She is sitting in a modern office environment. The background features large, orange acoustic panels and a grey acoustic panel. The text "Accepting difference" is overlaid in large, bold, yellow letters. In the background, there is a blue wall with a white silhouette of a person and a pool table.

Accepting difference

**We know that
everyone is
different.**

A person is shown from the chest up, wearing a black HTC Vive VR headset and holding two black Vive Trackers. They are wearing a yellow t-shirt with a repeating pattern of white cats and a black lanyard with a 'DigitalBridge' logo. The person is smiling and looking towards the right. In the background, a television screen displays a VR interface with a large white knife and a circular object. The text 'Technology for everyone' is overlaid in large, bold, yellow font across the center of the image.

Technology for everyone

**We build for
those
differences.**

What have we learnt?



**Personal
space matters**



**Make the time
to get to know
yourself.**



**Values
are important**

**Don't force people
to conform to
yours.**

A photograph of two men sitting at a white table in a room with large windows. The man on the left is wearing a red and black plaid shirt and is looking towards the other man. The man on the right is bald, wearing a black t-shirt, and is laughing while holding a card. On the table, there is a can of Diet Coke, several playing cards, and several green dice. The background shows a cityscape with buildings and trees.

**Laugh
everyday**

**Have fun at work
in a way that
works for you.**

A modern office interior with exposed ductwork, wooden walls, and people working. The scene is brightly lit with long, horizontal pendant lights. In the foreground, two people are sitting at a table, viewed from behind. The background shows a workspace with a whiteboard, a table, and chairs. A large planter box with green plants is in the lower right. The text 'Constraints matter' is overlaid in the center in a bold, yellow font.

Constraints matter

**Set clear limits
and expectations
for everyone.**



**We don't
know
everything**

The image shows a collaborative office environment. Five individuals are engaged in a discussion. One man in a light blue shirt is pointing at a wall of sticky notes. A woman in a dark floral top is gesturing towards the group. The background features a white wall with a sign that reads 'EQUIPE' and a large orange wall with a grid of sticky notes. The scene is lit by several pendant lights.

**Things will
change
-communicate
it.**

Underpinning everything...

**You work your
best,**

**You work your
best, when you
feel
your best.**

feel

So...

designing your culture helps your code

Thank you

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