

HUMANTIFIC SENSEMAKING FOR CHANGEMAKING



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Humantific is a hybrid, next generation innovation consultancy.

We help multi-disciplinary teams and organizations innovate and build inclusive innovation cultures.

Our focus is **operationalizing cross-disciplinary innovation**, making it understandable, teachable and real.

Our **hybrid approach** integrates the best of human-centered design, strategic problem solving, and information visualization.

Humantific is based in New York City and works on projects globally.

SERVICES

Working with organizational leaders we make innovation happen! Our unique SenseMaking for ChangeMaking services provide a wide range of options for getting started as well as the onboarding of advanced innovation expertise.

Humantific has pioneered the integration of visual sensemaking into multi-disciplinary innovation.

1 SENSEMAKING:

We make complex situations visual, clear and actionable.

2 CHANGEMAKING:

We help tackle strategic complex situations which often require multi-disciplinary cocreation.

3 INNOVATION CAPACITY:

We are on a mission to help build next generation innovation leaders, teams and cultures.

CLIENTS

We are delighted to be working with **private** and **public** sector leaders, across many industries and sectors.

Some of our clients include:



CLIENTS SPEAK

“Humantific is pioneering and leading the way towards a new way of creating and visualizing strategy creation. They are excellent at facilitating and drawing out disparate pieces of information which then leads to the culmination of putting it all back together visually into pictures that all can view, edit and ultimately agree to as a way forward. The process has the ability to create greater collaboration to build better strategy in a shorter period of time. You need the right process and the right people to get it right.”

Seth Merrin, Liquidnet, CEO and Founder

“I enjoy working with Humantific. It is for more than just the results we get, which are always of the highest quality. What I appreciate most is the way they approach a problem that helps unravel any complexity. This helps to create a new framing of the problem that always lead to a different and better conversation and new possible solutions. I like working with Humantific because it improves the clarity of my thinking and the quality of my decisions.”

Rick Holman, EDS, VP Corporate Envisioning

“Humantific expertly facilitated a discussion among our management team and effectively introduced us to and coached us in new ways of thinking, interacting with each other, and approaching problems. This workshop was worth the two-day time commitment. I walked away with a new awareness about my work style and strengths (and those of my colleagues) and a new set of tools for identifying and solving problems.”

Nicolette Lodico, Director, Information Management, Ford Foundation

“I highly recommend the pioneering creative work of Humantific.”

Susan Hairston, Director, Office of Program Services, Ford Foundation

“If you are lucky enough to have the opportunity to work with Humantific, then seize it. They are phenomenally talented experts who are able to take extremely complex concepts - no matter the subject area - and make sense out of them in clear, crisp, compelling and beautifully-rendered visual assets.”

Brian Walsh, Head of Impact, Liquidnet

“Humantific helped our team learn some great new skills around innovating and collaborating. I was very impressed with what we were able to accomplish in a few short days especially that we continue to utilize those skills in our everyday interactions as a team.”

Phil Weisberg, Managing Director, Global Head of Foreign Exchange Thomson Reuters

“Humantific helped me to structure and make sense out of a very complex business challenge. They managed a workshop with a large group of senior managers and helped us achieve an excellent result thanks to high integrity and strong process skills.”

Morten Nielsen, Vice President Corporate Communications, Carlsberg Group

“Humantific helped us a lot to transition the team from disparate visions and reality perceptions to a common framework which allowed us to work better as a team. Their methodology was very helpful as well as their professionalism and attention to detail.”

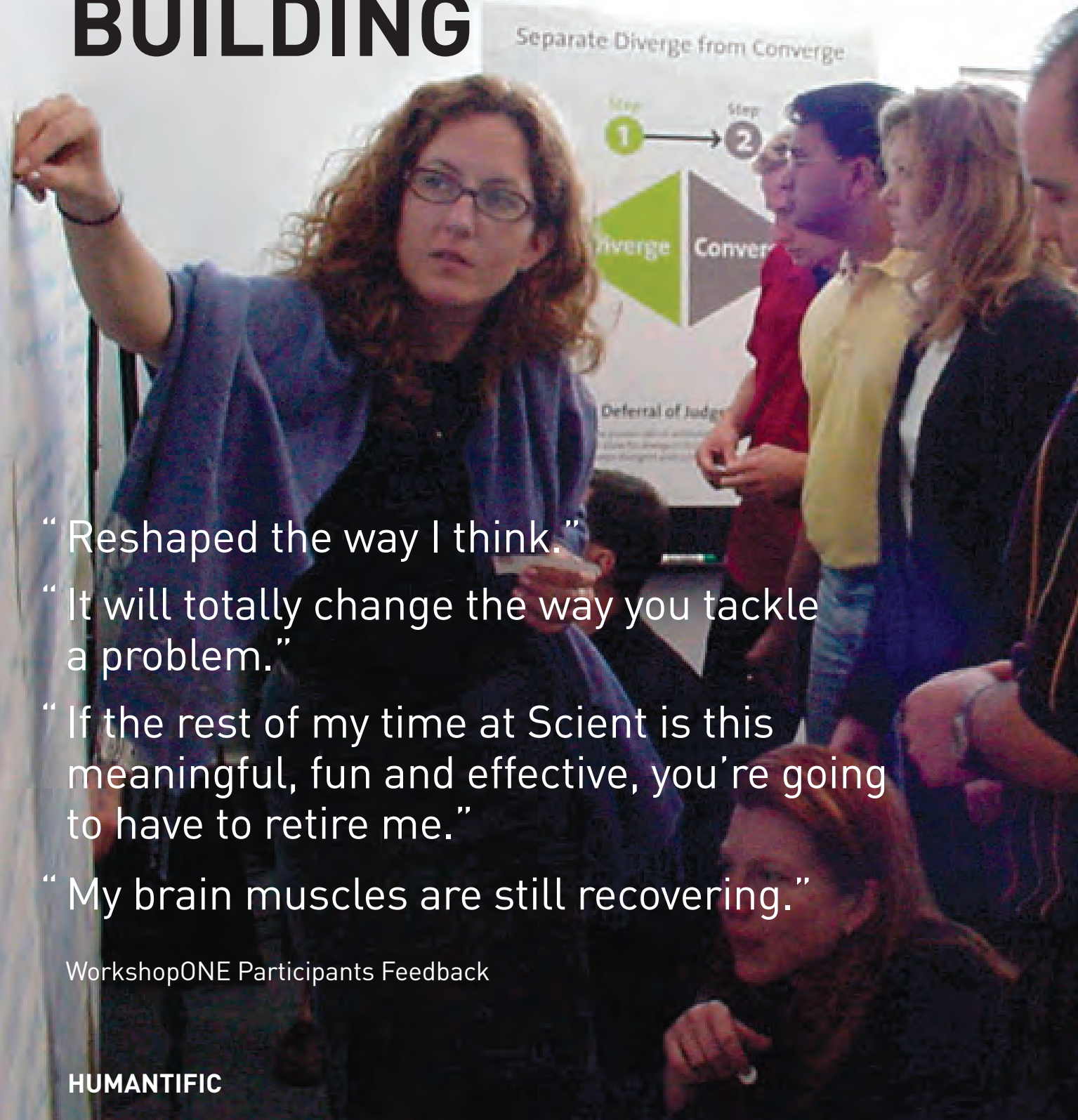
David Carro, Public Website & Digital Capabilities Manager, Vodafone Spain

“When I or my colleagues have strategic work that requires refinement, Humantific is always my first recommendation.”

Tony Fross, Director Organizational Alignment Business Technology & Information Science, Pfizer

CASE STUDY: SCIENT

INNOVATION CULTURE BUILDING



“Reshaped the way I think.”

“It will totally change the way you tackle a problem.”

“If the rest of my time at Scient is this meaningful, fun and effective, you’re going to have to retire me.”

“My brain muscles are still recovering.”

WorkshopONE Participants Feedback

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THE CHALLENGE:

How might we create an organizational innovation capability that reflects company values and makes innovation real and actionable?

THE SOLUTION:

Scient’s Innovation Acceleration Lab

Working to make Scient an ebusiness innovation leader, Humantific founders, Garry VanPatter and Elizabeth Pastor created Scient’s Innovation Acceleration Labs. They designed the company’s innovation strategy, innovation environments, workshops, tools and all of its experiential learning systems. Key to the Lab’s success was its inclusive whole brain innovation model that respects and maximizes the brainpower of multidisciplinary teams, and embraces skill-building as a fundamental stepstone to creating a cultural shift.

As part of the innovation program, they created the award winning introductory experience, **Workshop ONE**, designed to help 2,000+ colleagues understand and learn a fundamental innovation language throughout the organization.



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CASE STUDY: CITY OF AUSTIN

BUILDING A CIVIC INNOVATION CULTURE

THE CHALLENGE:

How might we help a city's chief innovation officer build innovation capacity across the multiple departments within the city?

THE SOLUTION:

Complexity Navigation Program

Working closely with a newly appointed chief city innovation officer, Humantific is delivering our proprietary **Complexity Navigation Program** to leaders within a cross section of city departments. The Complexity Navigation Program consists of Strategic CoCreation, Design Research and Visual SenseMaking.

The focus of the program was on teaching leaders to innovate at an advanced level so they can bring it back within their departments and thus make innovation something that happens everywhere, vs keeping it within an innovation group. A series of introductory workshops to a larger set of city employees is taking place in parallel to maximize acceptance of the new approach. The different levels of depth range from introduction, to specific skills development to advanced master classes.

“Humantific’s Complexity Navigation Program was a very insightful program. There was a nice balance between listening/learning and practice time. I felt refreshed, renewed, and energized each day. Loved it!”

City of Austin Innovation Program

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CASE STUDY: WELLS FARGO

FUTURE ENVISIONING PROGRAM

“Humantic has a unique offering. They have an incredible innovation framework, grounded in theory, but imminently practical.”

Mark McCormick, Wells Fargo, VP Customer Experience

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THE CHALLENGE:

How might we envision the unexpressed needs and desires of our banking customers?
 How might we provide employees the opportunity to step away from their daily activities and think outside the box?

THE SOLUTION:

Future Envisioning Innovation Bootcamp

Working with a leading global financial services corporation based in San Francisco, Humantic designed and delivered a program of Future Envisioning CoCreation Workshops for 500 employees. The program was focused on learning innovation skills and applying them to specific customer personas in future trends scenarios.

Humantic taught envisioning skills to all participants, as well as designed the information fields on future trends and customer personas that workshop participants jumped off from in their envisioning exercises. Participants generated new future focused ideas for products and services. Future envisioning gives employees the opportunity to step away from their daily activities and think outside the box.



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CASE STUDY: BBC

INNOVATION CAPABILITY BUILDING



“I am not overstating things when I say that Humantific’s work was transformational. Many organizations can provide training in Design thinking /Innovation space, but Humantific brings unique insights and approaches – and what’s more, they bring themselves. Inspirational.”

Adam Powers, BBC, Head of UX and Digital Design for Branded Experiences

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THE CHALLENGE:

How might we help BBC’s customer experience team build their innovation and adaptability skills so they become a more strategic partner within BBC product teams?

THE SOLUTION:

Strategic CoCreation Program

The BBC UX team felt it was seen as a follower of product team direction vs leading the way on potential opportunities. Humantific worked with BBC UX leadership for several years to upskill their team around leadership in innovation, strategy and adaptability.

We brought methods, tools and skills from Humantific’s **Complexity Navigation Program** focused Be4Design, a key strategic difference between design thinking methodologies that tend to focus on product and service design. The skills learned provide adaptability to any type of challenge and opportunity and are applicable to the everyday, creating significant cultural shifts.



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CASE STUDY: SERMO

BUSINESS CONCEPT VISUALIZATION

“Humantific has a very interesting ability to take away the pretension about an idea, put all things on the table, and then, ‘unpack the idea’ In that process of unpacking, and then rebuilding it back up, you come up with a much sharper, a much simpler idea, that ultimately allows you to get that idea out to a larger number of people.”

Daniel Palestrant, Sermo, CEO

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THE CHALLENGE:

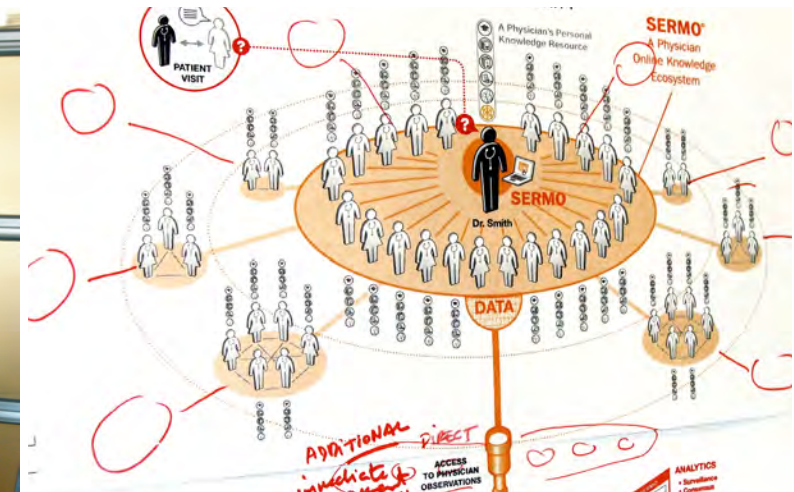
How might we create and explain the value of a new kind of professional social network for physicians?

THE SOLUTION:

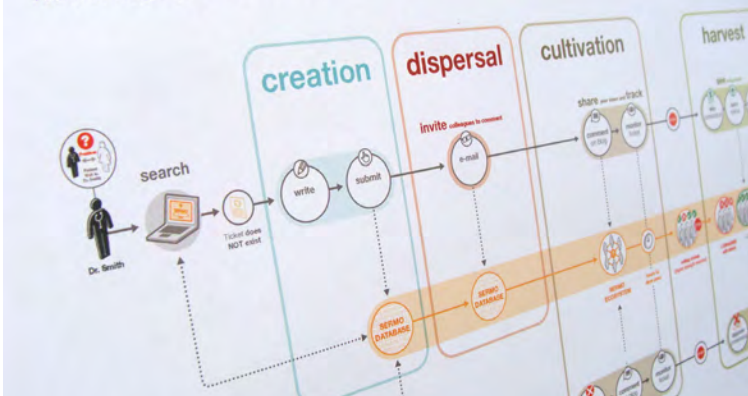
Sermo Strategic Story and Business Concept Visualization

Humantific worked closely with Daniel Palestrant, the CEO of Sermo, to conceptualize a new kind of professional social networking platform that tapped into the power of prediction markets bringing outside communities to the table. Sermo is designed for physicians to exchange clinical insights, observations, and review cases in real time. Outside communities have insider access to the conversations happening at Sermo and can also ask questions to expand the conversation.

We started working with Daniel when he was building the company and having early discussions with potential investors. Moving from an abstract idea to a tangible business proposition, Humantific created visual models and a strategic story that Sermo used to raise 40 million dollars. Humantific and Daniel were featured on Time Magazine article, *Different by Design, a new breed of consultant is using the tools of design to solve business problems creatively.*



The Journey of a Physician's Idea
 Harnessing the Power of Untapped Observations



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CASE STUDY: INTER-AMERICAN DEVELOPMENT BANK

FUTURE ENVISIONING



“I like working with Humantific because it improves the clarity of my thinking and the quality of my decisions.”

Rick Holman, EDS, VP Corporate Envisioning



THE CHALLENGE:

How might leaders from different banking organizations help create the bank of the future?

THE SOLUTION:

FutureBankingLab Workshops

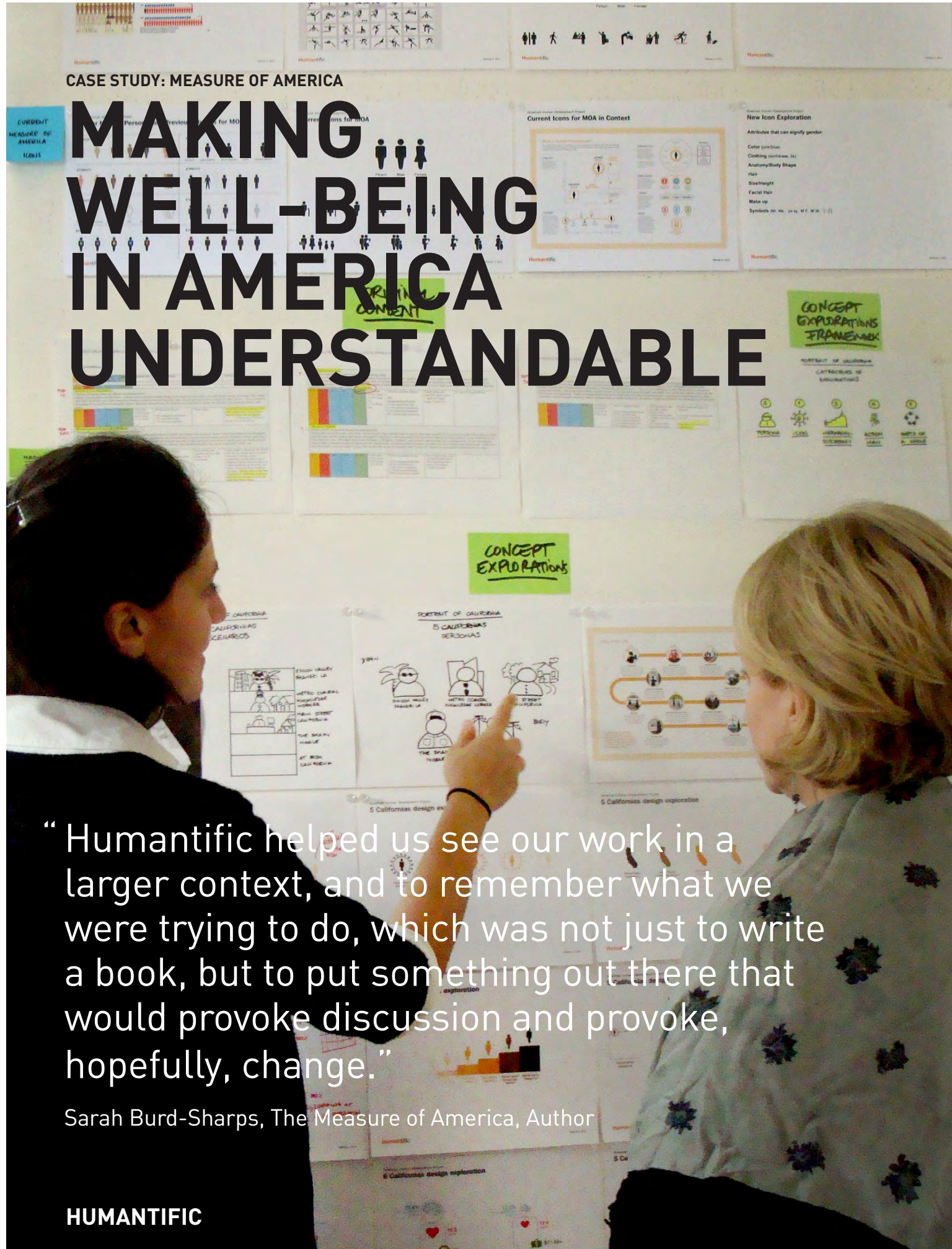
Humantific worked with the Inter-American Development Bank's **FutureBankingLab**, which is an idea laboratory and think tank formed by institutions and experts in different areas of banking. FutureBankingLab promotes sustainable social and corporate governance principles among Latin American and Caribbean financial intermediaries through financial and technical cooperation.

Humantific designed and led several workshops for FutureBankingLab in Germany, and Spain. The Madrid workshop was a collaboration of IDB, Banco Bilbao Vizcaya Argentaria and the Multilateral Investment Fund, where banking experts from all over the globe were invited to codevelop strategies to fund “The Missing Middle” in Latin America and the Caribbean’s financial sector.



CASE STUDY: MEASURE OF AMERICA

MAKING WELL-BEING IN AMERICA UNDERSTANDABLE



“Humantific helped us see our work in a larger context, and to remember what we were trying to do, which was not just to write a book, but to put something out there that would provoke discussion and provoke, hopefully, change.”

Sarah Burd-Sharps, The Measure of America, Author

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THE CHALLENGE:

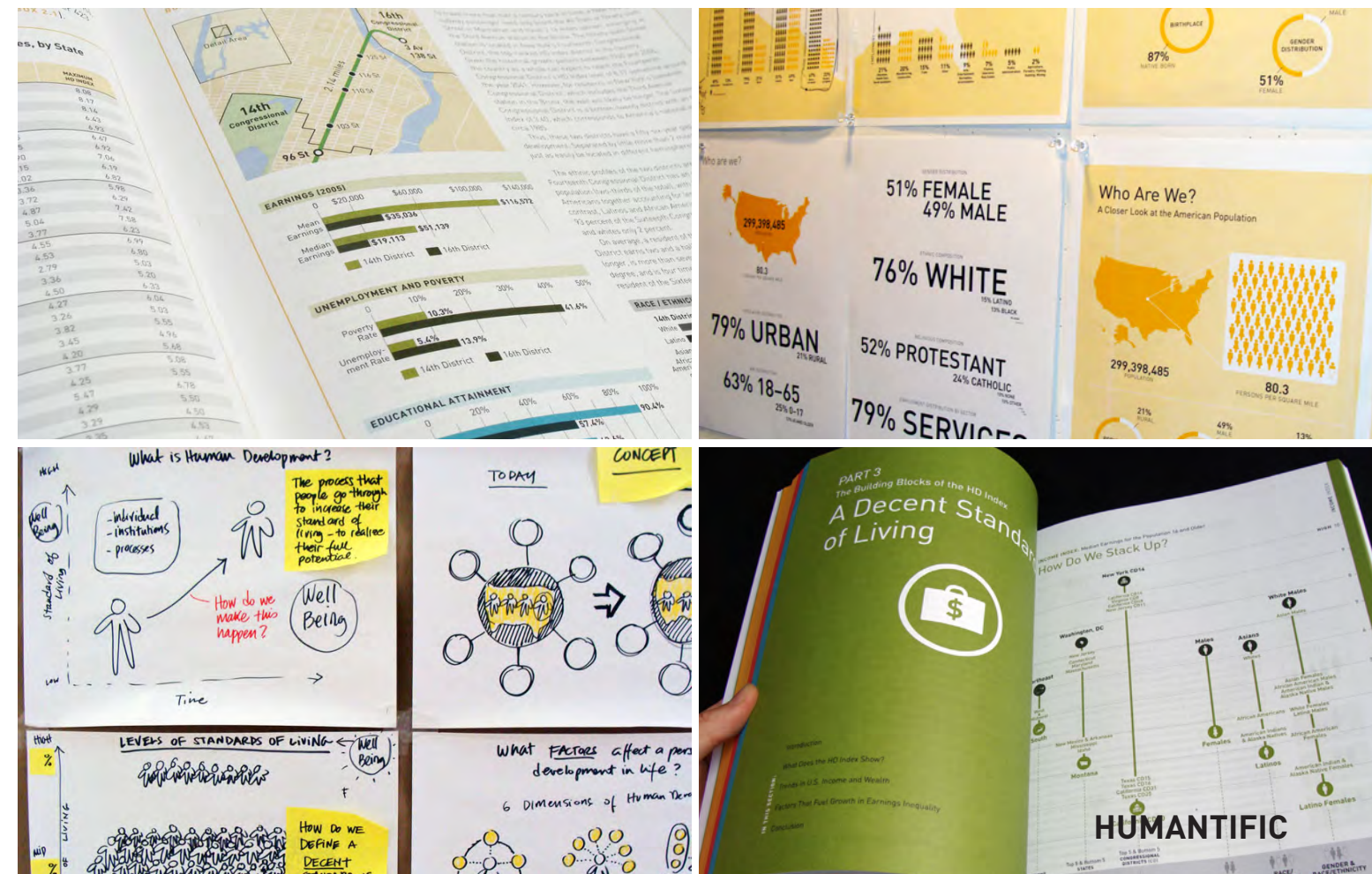
How might we make research-based insights on the real conditions of American society engaging, visual, and actionable?

THE SOLUTION:

American Human Development Reports

Humantific collaborated with American Human Development Project authors Sarah Burd-Sharps, Kristen Lewis and Eduardo Borges Martins to create the first ever American Human Development Report introducing the HDI Index, a single measure of well-being for all Americans based on indicators in three key areas: Health, Education and Income.

The Measure of America was selected by the Globalist as its favorite book of 2008. The report became an important benchmark in the realm of Social SenseMaking. In 2012, The Measure of America Series was awarded the International Institute for Information Design Award in the category of Social Affairs.



HUMANTIFIC

FOUNDERS

Garry K VanPatter COFOUNDER & DIRECTOR



GK VanPatter is an internationally recognized innovation capacity building advisor and design thinking visionary. The practices of Humantific help organizations large and small create inclusive innovation strategies, visualize early stage innovation ideas and build adaptable cross-disciplinary innovation capabilities. Humantific has pioneered the integration of visual sensemaking into cross-disciplinary innovation.

GK has a particular passion for building next generation inclusive innovation teams and cultures. He is coauthor of **Innovation Methods Mapping / Demystifying 80 Years of Innovation Process Design, and Design Thinking Made Visible.** He has more than twenty-five years of design leadership experience and has consulted to numerous leading business organizations.

Prior to forming Humantific GK was Innovation VP at Scient, a Scient Fellow and Co-Founder of Scient's Innovation Acceleration Labs. In collaboration with Elizabeth Pastor he conceived, designed and directed all aspects of the Innovation Lab including its inclusive strategy, organization, environments, and award winning cross-disciplinary skill-building program.

GK holds a graduate degree in design from Pratt Institute in New York and is recognized as an early advocate for applying design thinking in the context of organizational and societal change making. In collaboration with Elizabeth Pastor he has codesigned the **Humantific Complexity Navigation Program** that is geared to upskilling organizational leaders in the context of a complex, continuously changing world.

Concerned about the future of design leadership GK co-founded the **NextDesign Leadership Institute** with Elizabeth Pastor in the spring of 2002. NextD was created for the purpose of raising awareness regarding how the challenges of design leadership have radically changed at the leading edge of the marketplace. Its mission includes helping design educators and practicing professionals prepare to meet the challenges of cross-disciplinary design and innovation leadership in the 21st century.

Mr. VanPatter speaks frequently at **international conferences** on numerous subjects including SenseMaking for ChangeMaking, Innovation Methods Mapping, Inclusive Innovation Capacity Building, The OTHER Design Thinking and the Future of Design Thinking.

In 2015 Humantific formed **HumanCities Collaborative** to focus on helping city governments accelerate cross-disciplinary innovation.

His ongoing research interests include: Innovation Methods Mapping, Dialogue Mapping, NetBehaviors, Integrative Thinking, Cognitive Bias, Thinking Made Visible, Team Dynamics, Think-Balance, Systems Thinking, Experiential Learning, History of Innovation, Creative Intelligence (1950-2013), Open Innovation (1950-2013), Distributed Cognition Systems, Enabling CoCreation in Organizations, Systemic Design and Inclusive Innovation Culture Building.

Linkedin Profile: <http://www.linkedin.com/in/gkvanpatter>

Elizabeth Pastor COFOUNDER & DIRECTOR



Elizabeth Pastor is a leading expert in the hybrid combination of Visual SenseMaking and Strategic CoCreation. As an innovation enabling consultant, facilitator, trainer and design thinker she works with organizational leaders in numerous industries. Her passion lies in helping people learn, understand and make sense of complex situations in new and inclusive ways. Designing the conditions for design, learning and accelerated innovation is a stream of logic that runs throughout her work.

Elizabeth has 20+ years of professional experience and has worked both in the US and Spain. She is also Co-Founder of the **NextDesign Leadership Institute.**

Prior to creating Humantific, Elizabeth Co-Founded **Scient's Innovation Acceleration Lab** with GK VanPatter. At Scient they created the Innovation Lab and all of its cross-disciplinary learning experiences. In the two years over two thousand employees and clients gained cross-disciplinary innovation skills in Lab workshops. Workshop ONE subsequently won an AIGA Experience Design award.

Prior to joining Scient, Elizabeth was Senior Information Designer at Donovan and Green in New York where she worked closely with Richard Saul Wurman, Nancye Green and GK VanPatter.

Clients she has worked with include: Johnson & Johnson, IBM, Marriott, Majestic Research, Novartis, Organon, Liquidnet, Sermo, Pfizer, Wells Fargo, Telefónica, Vodafone, etc. as well as with non-profit organizations such as BBC, Ford Foundation, Heron Foundation, Guidestar, Measure of America, UNIFEM, Oxfam, TED Conferences, amongst others...

Elizabeth holds a **Masters Degree in Communication & New Media Design** from Art Center College of Design in California. The focus of her graduate work was **"Understanding in the learning process"** centering on the application of information design to children's educational environments. She has also studied **advanced strategic problem solving** at the Center for Research in Applied Creativity. Elizabeth attended **Harvard Business School's Summer 2006 Executive Program "Business Perspectives for Creative Leaders,"** co-sponsored with AIGA.

Elizabeth teaches Visual SenseMaking and Strategic Co-Creation in the MBA program at the ICADE Graduate Business School. In 2014 Humantific created BRAINBOOM, an innovation orientation program that all incoming graduate students attend at Institute for European Design [IED] in Madrid.

Ms. Pastor speaks frequently at **international conferences** in the US and Europe. Most recently she presented The OTHER Design Thinking at the design thinking conference in Toronto. She is a member of the International Institute for Information Design (IIID) and the Creative Education Foundation.

A native of Madrid, Spain, she now lives in New York City.

Linkedin Profile: <http://www.linkedin.com/in/epastor>

"I feel that this training was the "Apple" version to how we normally receive training at Pfizer, which often feels like those archaic IBM mainframe computers/servers."

"I don't give 10's very often, but this workshop truly was extremely helpful."

"A brilliant methodology that can be applied to any type of work. I will definitely keep practicing!"

"This is one of the best training sessions that the city has offered. Kudos to the City of Austin Innovation Office."

"Changed our team dynamics."

"Extremely meaningful"

"Firm and honest but open and receptive."

"The whole day was a highlight!"

"Gave me a clear understanding of the innovation process."

"The global perspective of the instructors was great."

"I thoroughly enjoyed the day and welcome more training. I am actually planning a retreat for a non-profit team I lead and will be attempting some of the exercises! I am energized..."

WORKSHOP FEEDBACK

"I would absolutely recommend this training become standard for certain positions across the city [government]. I look forward to more soon."

"Refreshing & Repowering"

"Can be used immediately."

"Full of energy"

"New Insights and skills"

"Really great methodology"

"10 out of 10"

"Amazing to receive such a lot of useful information and tools in one day."

"Extremely valuable"

"Very enlightening"

"I now understand how different thinking styles affect the process."

"Makes innovation real."

"The instructors were first class in every way. This type of training could help break down silo walls and educate executives to allow their staff to collaborate, create, and innovate."

"I learned a lot."

"Wow, You were really prepared!"

