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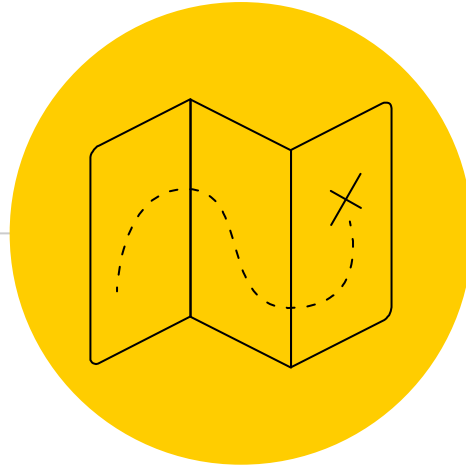
DESIGN YOUR VOCATION

HOW TO TURN YOUR IDEAS INTO ACTION



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In collaboration with Dysco
& Great to Awesome



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Dysco HQ, Mumbai

Design **your** vocation

How to turn your ideas into **action**

welcome

about us - about today - about you

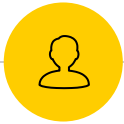


“what's next?”

“what's the right
thing to do?”

“how to go about it?”

“how to design more
actionable plans?”



Some of your **questions**

“where to begin?”

“but is that the
right choice?”

“exploring other ideas”

“take my career to the next level”

“whether I should switch”



Who's in the room?



**Re-defining
success**



What are some of the beliefs that keep us stuck?

**BUSTING
MYTHS**



Myth #1

Follow “your Passion”



Myth #1

~~Follow “your Passion”~~

Passion is cultivated



Myth #2

Find “the One”



Myth #2

~~Find “the One”~~

Be **open** to “the ones”



Myth #3

The grass is always “greener”



Myth #3

~~The grass is always “greener”~~

De-romanticize the destination



Myth #4

The big leap of faith



Myth #4

~~The big leap of faith~~

It starts with **small steps** and
little decisions



Myth #5

Think. Plan. Implement



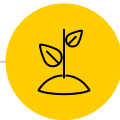
Myth #5

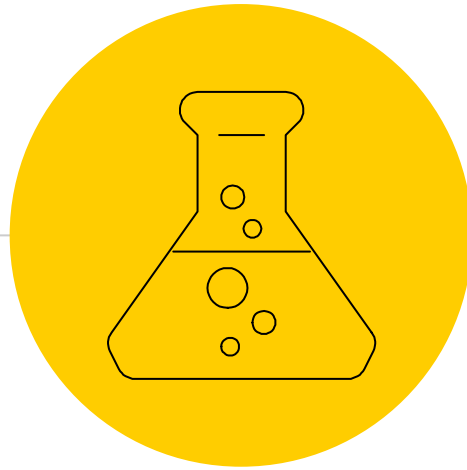
~~Think. Plan. Implement~~

Act first, reflect later

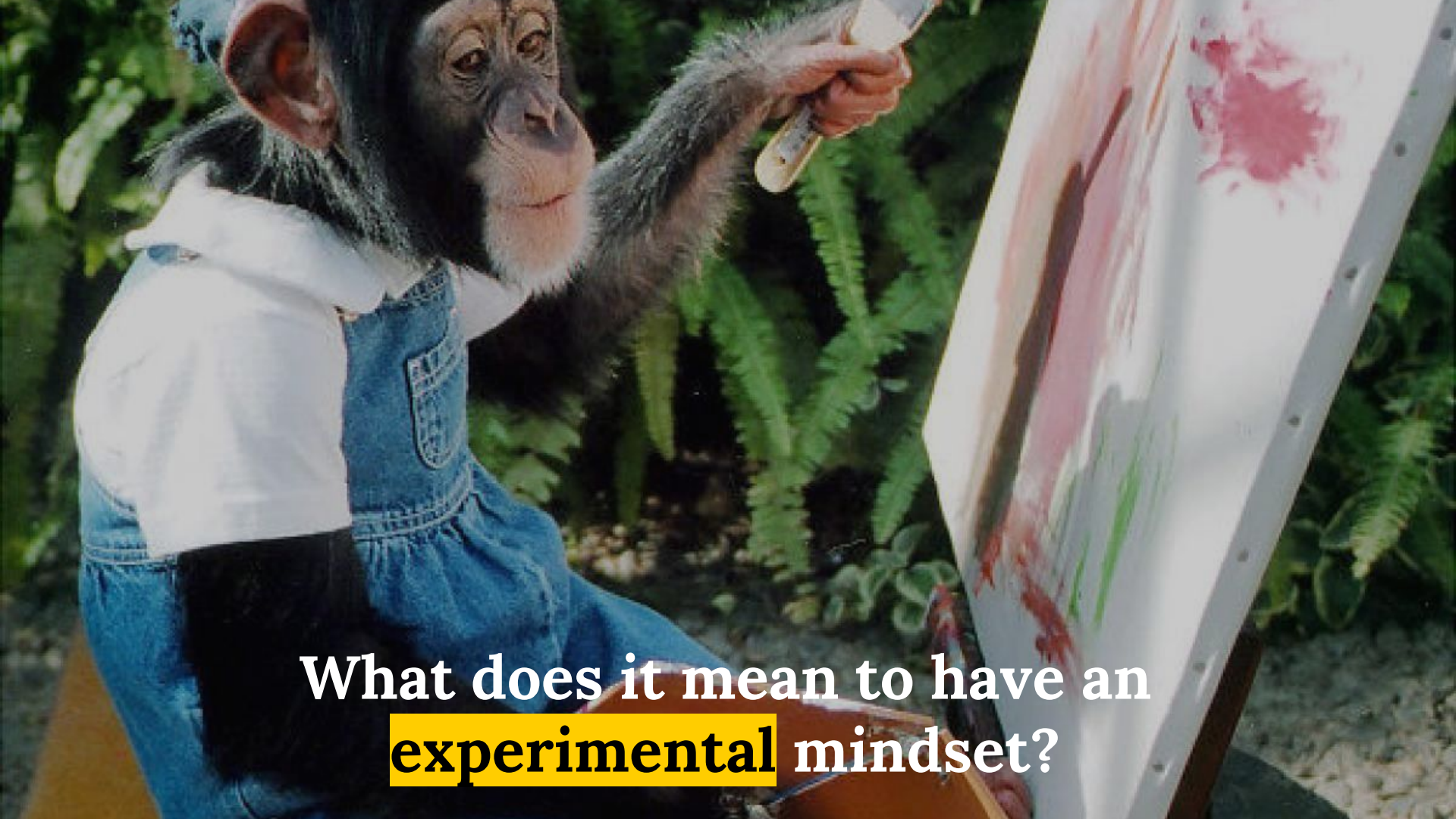
Change

is hard





Experimental life design



What does it mean to have an **experimental** mindset?



What changes by approaching life changes as experiments?

Failure

“It didn’t work ...”

Transformation

“I’m going to [insert radical life change”

Excuses

“I can’t because ...”, “I don’t know how to ...”

becomes

Learning

“I learned that ...”

Step by step

“Let me try and see how I enjoy ... “

Solutions

“How could I ...?”, “What would be a way to ...?”



What changes by approaching life changes as experiments?

Imagination

“I’m sure I would be much happier if ...”

Inaction

“That’s not going to happen so never mind”

Goals

“I just want to ...”

becomes

Proof

“From experience I know doing this makes me happy”

Prototyping

“How could I explore this in a small way?”

Journeys

“I would like to try ... next”



Say bye to

Analysis paralysis

“You don’t have to see the whole stairs to start climbing, just take the first step.”

Waste

Investing your valuable resources (time, money, energy) on things you find out later are not for you.

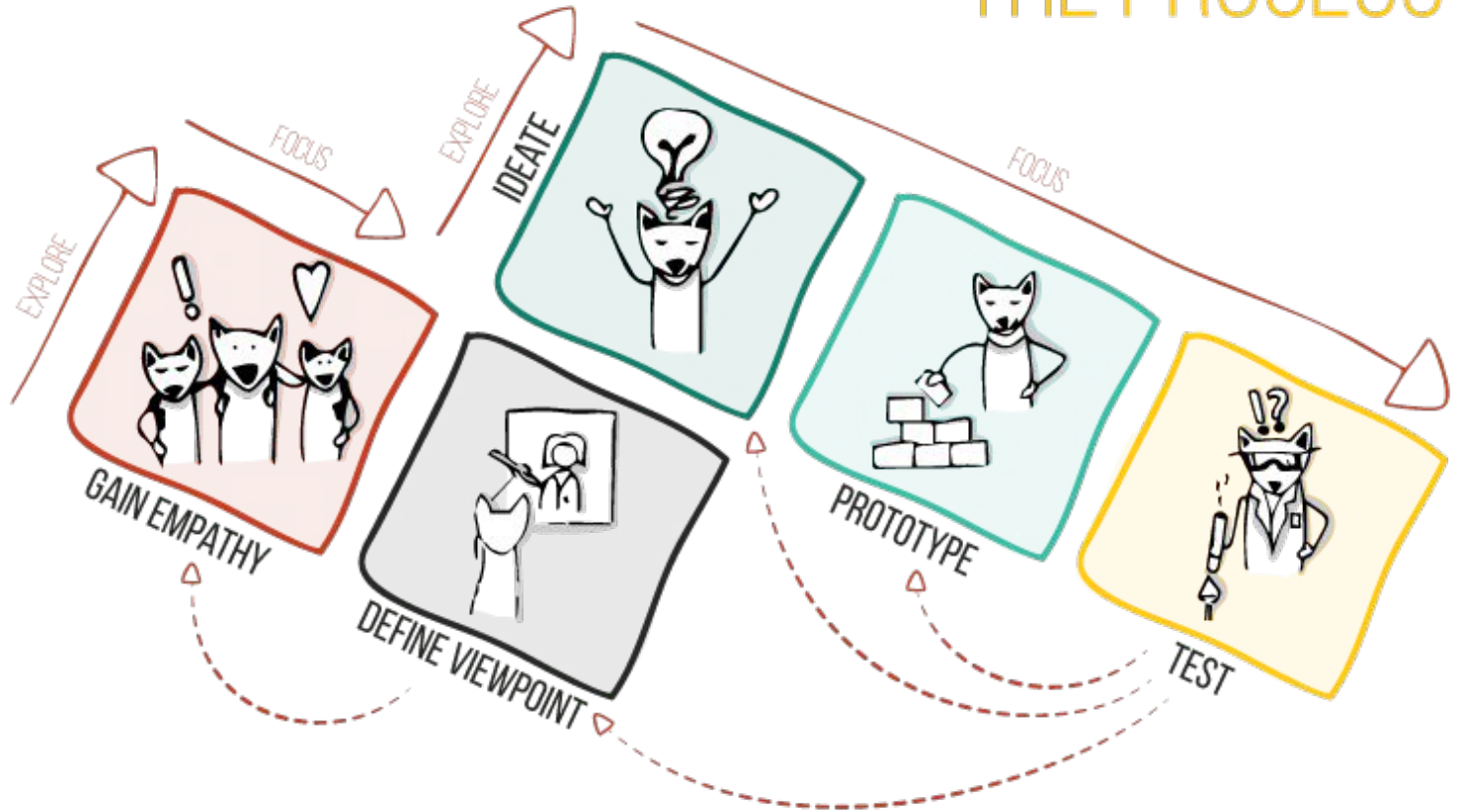
Limiting beliefs

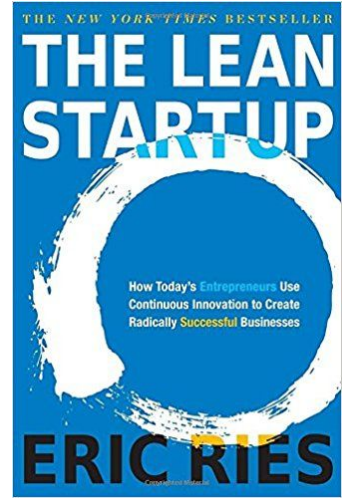
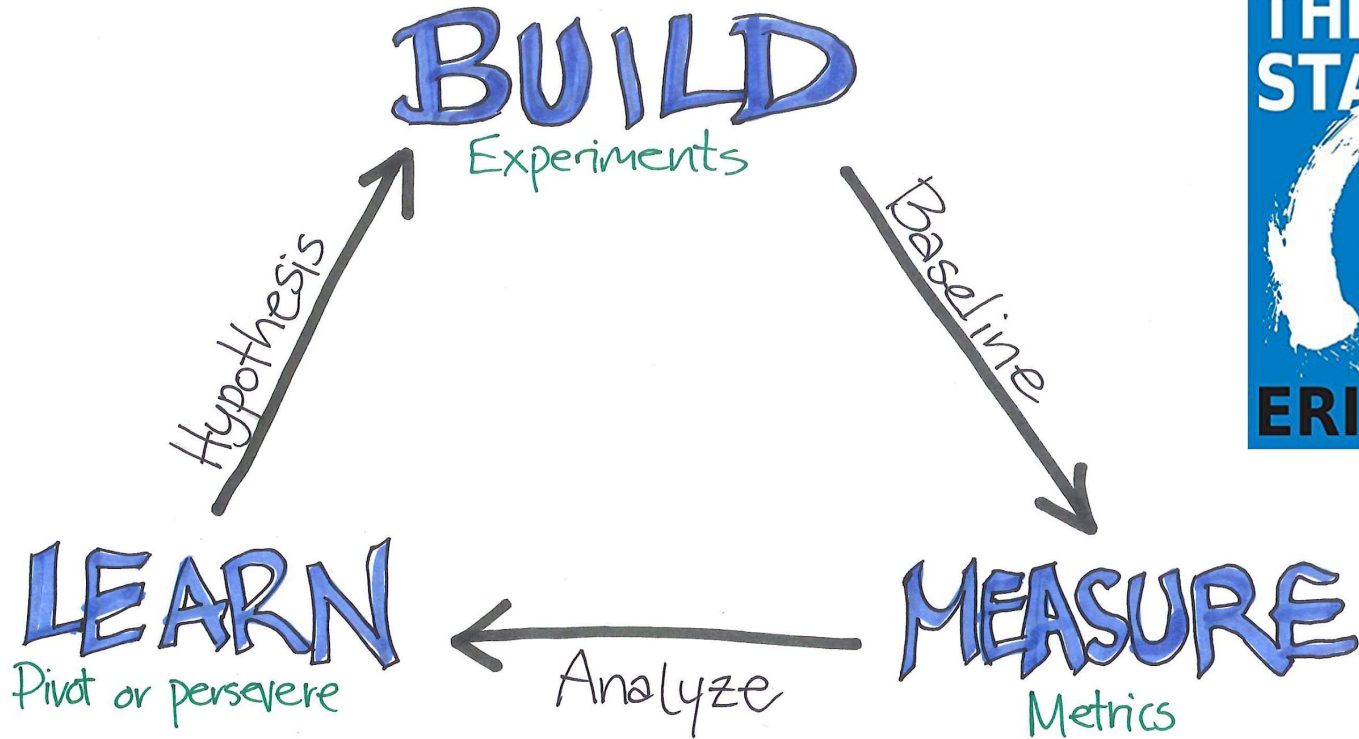
Limiting beliefs including perfectionism, lack of resources and demotivation,



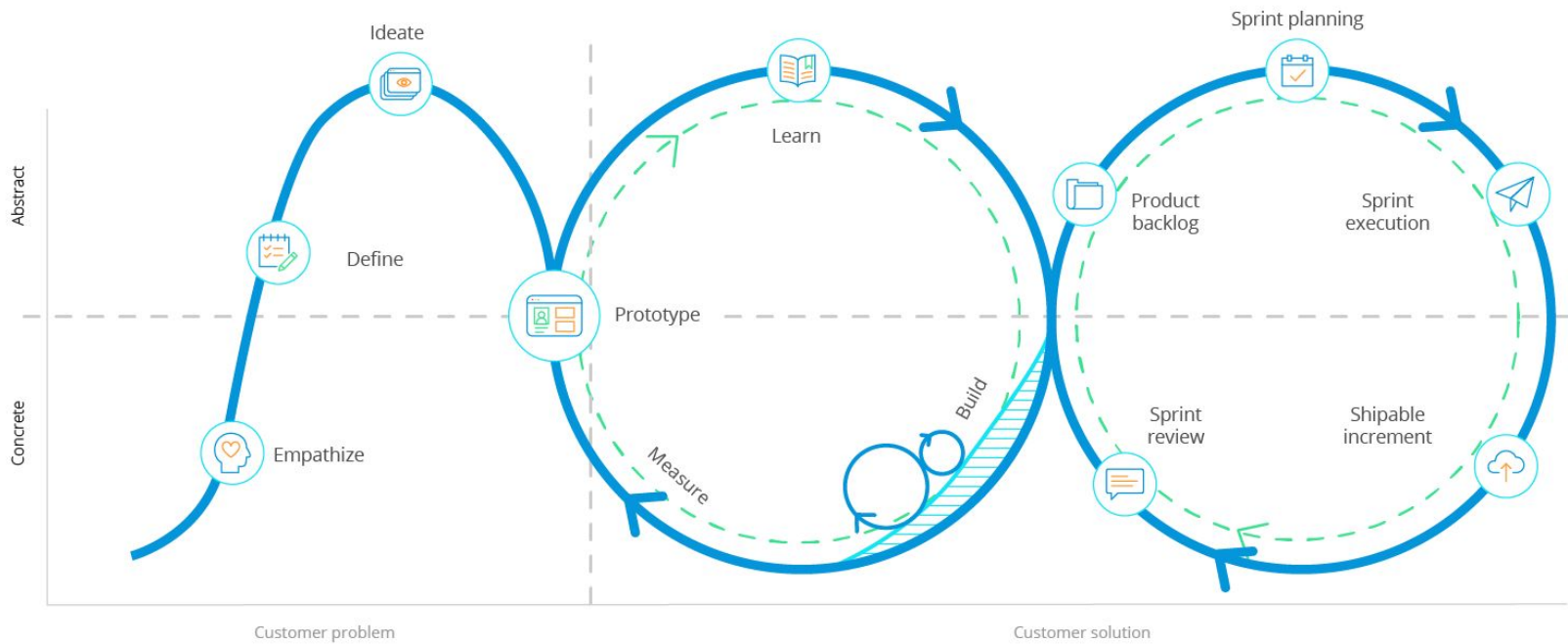
The Origins

DESIGN THINKING THE PROCESS









Design Thinking

1. Generate

Lean Startup

2. Develop

Agile

3. Transfer



Guides of the **experimental** mindset

- ◉ Embrace Experimentation
- ◉ Bias Toward Action
- ◉ Show Don't Tell
- ◉ Focus on Human Values
- ◉ Craft Clarity
- ◉ Be Mindful of Process
- ◉ Radical Collaboration

d.school bootcamp (2010) mindsets

“I’ve missed more than 9,000 shots in my career. I’ve lost almost 300 games. 26 times I’ve been trusted to take the game winning shot and missed.

*I’ve **failed over and over** and over again in my life.
And that is why I **succeed.**”*



“

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– Michael Jordan



“

*"I have not failed.
I've just found 10000 ways
that won't work"*

“



*"I have not failed.
I've just found 10000 ways
that won't work"*

- Thomas A. Edison

“



*Fail faster,
succeed sooner.*

- David Kelley, founder of IDEO

“



The Practice



But, how?

Design an experiment

Execute the experiment

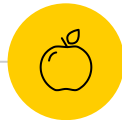
Measure its impact

Learn from your observations

Iterate & repeat

more after the break

if you're not sure which idea to explore,
come talk to us during the break





Designing Your Vocation

time to get to work!

1

Get in the zone

State before strategy
'Priming'

2

Pick an idea to explore

One, for now

Give it a catchy title!



What makes for a useful experiment?

- ◉ Isolates one aspect that allows you to “try out” some version of a potentially interesting future
- ◉ Small enough to be realistically achievable in the timeframe
- ◉ Asks good questions
- ◉ Creates experiences that allow you to fail fast and learn fast
- ◉ Interacts with the world (1 person or many people)
- ◉ You want to do it, but it’s uncomfortable
- ◉ Or...you don’t want to do it, but you’re excited when you think about having done it
- ◉ There’s a degree of risk involved or potential for making mistakes or feeling foolish

3

Connect with the why

Why is it important to you?

What impact would it make?

How would this make you feel?

What type of person would you become?

4

Build your assumptions and questions

Feasibility: Do I have what it takes?

Desirability: Will I enjoy it?

Viable: Will it pay my bills?

5

What are the 2 - 3 **key**
questions / assumptions?

6

Design your experiment

Experimental experiences
Experimental conversations



Examples

- ◉ Event Planning → ?
- ◉ Drawing/Design → ?
- ◉ Consulting (based on your skills) → ?
- ◉ Travel Blogging → ?



Examples

- ◉ Event Planning → Announce an event on Meetups. Make tickets free or a small fee to cover costs. Invite friends.
- ◉ Drawing/Design → Start a “30 days of art” project and share your daily creations on Facebook/Instagram each day for 30 days.
- ◉ Consulting (based on your skills) → Offer your services to an early stage startup for free and reflect back your findings.
- ◉ Travel Blogging → Take a weekend trip for the sole purpose of blogging about it. Take photos, write an interesting piece, email it out.



Design your experiment

Conversations

Get someones story who is doing or living what you're contemplating.

- ◉ Want they love and hate?
- ◉ What does their day looks like?
- ◉ How they got there?
- ◉ ...

Think about:

- ◉ Who do you want to interview?
- ◉ Where will you find them?
- ◉ What would you ask them?
- ◉ How will you stay in touch?

[Life Design Lab video](#)



Design your experiment

Experiences

Hand-on experiences - get to actually do the stuff you're curious about!

- ◉ Shadow someone for a day
- ◉ Attend or create a meetup
- ◉ Do an internship / some free (low \$) work
- ◉ 30 day challenge
- ◉ Enroll a course online / follow tutorials
- ◉ Do a small / frugal version
- ◉ ...

7

Identify your challenges

What will stop you from making it happen?

External constraints (out of your control)

Internal constraints (skills, time, habits)

Limiting beliefs (narratives, insecurities)

8

Identify your enablers

Who and what will help you make it happen?

External enablers (team, resources)

Internal enablers (skills, habits)

Empowering beliefs (mindset)

9

Weekly milestones

What are the weekly milestones?

10

Plan it all out

What are the to-do's?

How can you start small?

Is there a way to hack it?

How much time will it take?

Add it in your calendar / whatever your system is.

11

Build in “review” time

When will you check-in to see if you are making progress?
Add a weekly + end of the month reminder to your calendar

12

Run the experiment!

Nothing to it but to do it

13

Learnings

Answers

What are the answers to the questions you pre-defined?

What else did you learn?

Conclusion

What does this mean for you?

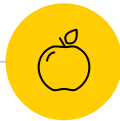
Will you persevere, pivot, or kill your idea?

What will your next experiment be?

+ Reflection

How can you set up your next experiment to be even more fruitful?

break



Sharing is
caring





Mindful listening

Benefits

- People will feel more comfortable around you
- Connectedness
- Better serve your clients/users

Applications

- Focus intently on others to gather more information (content, tone, body language)
- Use this exercise in situations of conflict
- Simply as a gift



12

Do something NOW!

Share your experiment
Invite others to help
Take note

**It's a
wrap**





Last but not least, please:



**What's your
biggest learning
of today?**





Thanks!

Any **questions** ?

Let's stay in touch:

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ben@greattoawesome.com
- Great to Awesome | @greattoawesome
- Dysco | @dyscoapp



“

el fin

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