

# Insights that matter

Day 2: 26 July 2024

With: Hong Khai Seng Lye Yen Kai



Workshop	Overview
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Day 1: 9:30am – 5:30pm

Welcome & Intro

**Recording Data Comprehensively** 

Break: ~11am

**5 Criteria of Good Insights** 

Lunch: ~1pm

#### Framework: FAST

Break: ~4pm

#### Practice

Day 2: 9:30am – 6pm

**Framework: MECE** 

Break: ~11am

**Framework: Lines and Arrows** 

Lunch: ~1pm

**Cause & Effect, Contradiction, Dilemma** 

Break: ~3.15pm

**Polarity**, **Paradox** 

Closing

Insights That Matter: Sense-making for Change

# **Emerging Questions**

EMERGING QUESTIONS \* Choosing Frameworks 5 match 2 mix \* Interpretation & Phenome na \* How to get client to give thick descript?? \* Clustering / Categorising \* Male Insight ectionable

# **Tips for Facilitators**

FACUTATOR 1) Watch for participant Using existing model. Loask question Lodiscussion 2. Facilitate clusterings 1-> randomise 4) Relationship Ly Insightful ? Wow! 4 Insightful to Wow!

3) Natch energy
4 Keep Going .....
4 Go for Break











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Insights That Matter: Sense-making for Change





NOT EXCLUSIVE

D1

NOT EXHAUSTIVE

# Insight Value Matrix

Client's Story telling Researchers Frame Throw Away New Rec

#### **Problem Typologies**

#### Lines

#### Exact Grouping

- Alphabetical
- Chronological
- Geographic
- Demographic

#### Subjective Grouping

- Audience
- Topic
- Task
- Metaphor
- Hybrid





#### **Problem Typologies**



#### Cause & Effect



# **Cause & Effect Dynamics**



Why/ is it hard for sustainable behaviours to take root in Singapore?



How might creativity be unintentionally stifled in Singapore schools?



What influences an organisation's ability to support employee mental wellbeing?



Why is the local design industry unable to afford competitive salary progressions?



#### Contradictions







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#### **Project Sharing**

#### Fostering Sustainability in Singapore

Insights and Actions for the Public Sector, Businesses, and Communities

How Do We Rebalance Our Security Needs Against Sustainability?

#### 8 Levers for Sustainable Change



A Good Design Research (GDR) Initiative



# Most Singaporeans still think of progress in terms of economic growth and consuming more.

Today, the Singapore Story is all about how progress leads to prosperity, which brings us happiness. We typically achieve this by working hard to buy and own more things, to live more comfortable lives.

But sustainability's message says we should use and consume less. To many Singaporeans, this doesn't fit with our nation's story; some fear that sustainability may bring too drastic change to their lifestyle, money, and relationships. "[Singaporean consumers] feel like they can acquire a lot of resources without thinking how much they can consume. They don't have a check and balance. They hustle and want to be better than their neighbour, they're perpetually stressed, there is no end to it. How many Lamborghinis do you want to have?"

INSIGHT

R1, high level of sustainability knowledge

"Everyone wants their kids to live a better lifestyle."

R22, high level of sustainability knowledge

#### INSIGHT

# New goods, plastic packaging, and some traditions are cherished as signs of prosperity and progress.

Some respondents said that older Singaporeans still think plastic packaging shows that they can afford hygiene and buy new things.

Others look down on buying and selling second-hand goods, and while it's good to reduce waste, it can seem stingy to people used to consuming more.

Some traditional practices, such as a bride tossing red fans that symbolise her old self out of the bridal car on her wedding day, require buying new items. Others, like burning joss paper and effigies of luxury cars and other riches to send to the afterlife, are meant to signal wealth and abundance. "My family still uses a lot of plastics. For my parents' generation, it was the sense that we can finally have new and clean things, we can finally preserve things, so it is a sign of progress. We have this kind of abundance we never had before."

R35B, high level of sustainability knowledge

Long-Term Levers

We, the citizens of Singapore, pledge ourselves as one united people, regardless of race, language or religion, to build a democratic society based on justice and equality so as to achieve happiness, prosperity, and progress for our nation.



Heinz's wife was dying from a special type of cancer. Doctors said a new drug might save her. The drug had been discovered by a local chemist, and Heinz tried desperately to buy some, but the chemist was charging ten times the money it cost to make the drug, and this was much more than Heinz could afford.

Heinz could only raise half the money, even after help from family and friends. He explained to the chemist that his wife was dying and asked if he could have the drug cheaper or pay the rest of the money later.

The chemist refused, saying that he had discovered the drug and was going to make money from it. The husband was desperate to save his wife, so later that night he broke into the chemist's and stole the drug.

# Should Heinz have broken into the laboratory to steal the drug for his wife? Why or why not?

Image Credit: https://www.simplypsychology.org/kohlberg.html

#### Dilemmas



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Long-Term Levers

We, the citizens of Singapore, pledge ourselves as one united people, regardless of race, language or religion, to build a democratic society based on justice and equality so as to achieve happiness, prosperity, and progress for our nation.

#### Happiness, Prosperity, and Progress

The quest to create lasting sustainable change lies in our ability to redefine what happiness, prosperity, and progress for our nation means to us.

#### **Polarities**



#### **Polarities**



#### **Polarities**



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The test of first rate intelligence is the ability to hold two opposing ideas in mind at the same time, and still retain the ability to function.

- F. Scott Fitzgerald
## **POLARITIES**



All polarities contain two opposing points of view which are absolutely true AND need each other over time.



## Paradoxes



## **Project Sharing**

Reimagine Mental Wellbeing at the Workplace Report

Explore innovative ways to enhance mental wellbeing for more supportive and inclusive workplaces

CROUND Studios





I lied to my company, I didn't tell them that I burnt out. I told them I went to pursue my studies. It's not a lie, it's just a matter of time...they released me, to be in support of my personal development.

- Interview Transcript 7

My depression was silent, I was still very high functioning, so my depression felt very invisible, and I felt that was where the problem was also.

- Interview Transcript 19

I want more support at work: telling bosses is a gamble, it doesn't always work out; I'm very lucky that when I told my first boss, he had physical health issues, which made it easier for him to empathise and work with me to manage my workload. When I changed to [new workplace], my bosses kind of listen, say the right things, but I was just viewed as a staff that's not productive, not meeting the mark; as opposed to someone who is just struggling. I don't sense any real empathy, which is ironic since we are serving [role redacted].

- Interview Transcript 16

I have come to terms with the fact that I will always have to be my own boss. One of the things about being depressed is that for masking it, you need to disappear sometimes. So if you are in the office, then you cannot disappear. You can't go off to one side. Even if you can hide to one side, last time when lunch time comes, the norm at my previous office is to go with your colleagues to lunch, and laugh and like haha and heehee.

- Interview Transcript 30

Providing in-house resources was very hard. We tried to provide counsellors for in-house services during COVID but there was no take up. We also tried to train in-house care / emergency officers as counsellors, but no one reached out to take on these services. Our programs with most traction talk about sleep, CPF, finances and resilient thinking. Our counselling sessions to do small group sessions to deal with stress mechanisms had zero responses even though it was organised during COVID.

- Employer Transcript 1

At the end of the day, the [employee] must be able to draw a line and say that it is enough.

-Employer Transcript 6



Employers can find it hard to know the real situation because employees' mental health concerns are often concealed by everyday requests.

#### Help Me Help You

This may seem like an obvious point for everyone, but we still need to repeat it because of how common this situation is. Organisations and employees are often caught in a catch-22: Employers look to employees to disclose their mental health conditions, so that they can better understand the employees' concerns in order to create a safe and supportive workplace for them. However, most employees need to experience a safe workplace first before they are willing to disclose to their employers.



Why is it hard for sustainable behaviours to take root in Singapore?

#### 5 Criteria Of Good Insights



Twist

Challenging

Relevant

Actionable



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How might creativity be unintentionally stifled in Singapore schools?

#### 5 Criteria Of Good Insights

- · Novelty
- Twist
- Challenging
- Relevant
- Actionable



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## Concepts & Frameworks

## About Studio Dojo's Interests

### Futures Thinking

Build anticipatory skills Question present assumptions Create visions of the future

### Organisation Development

Healthier organisation dynamics See issues at systemic levels Resolve problems at multiple levels



### Design Thinking

Gain empathy for stakeholders Find and solve underlying problems Think and learn through prototypes

### Leadership Development

Open channel with trusted coach Practise self-awareness and self-regulation Effective leadership use-of-self

# **DESIGN** FACILITATION 1

Foundations, Principles, Processes

### 17 September 2024 (Tue)

What You'll Learn:

- Differences in facilitating divergent, convergent and emergent processes
- Handling neutrality and bias as a facilitator
- Creating active participation and engagement
- Key attitudes of a design thinking facilitator
- Different process tools for different stages of the facilitation process

#### **More Info**

www.studiodojo.com/design-facilitation-1

# **DESIGN FACILITATION 2** Power, Tension, Critique

### 23 & 24 Sep 2024 (Mon & Tues)

#### What You'll Learn:

- Handling power dynamics within a group
- Handling tension and challenging behaviours
- How to run a design critique session
- Learn framing techniques and how they improve your design facilitation
- Facilitate team learning

**More Info** www.studiodojo.com/design-facilitation-2



### SEEING & SHIFTING SYSTEMS

Introduction to Organisational Development for Designers and Changemakers

Dates: 12 & 13 Sep 2024 (Thu & Fri)

#### What You'll Learn:

- Participate in an experiential activity to see how the top, middle and bottom layers of an organisation often act the way they do and how to help them become healthier.
- A consulting style profile to raise your selfawareness and help you see the various ways that you can engage with organisations and be more strategic in how you interact with both internal and external stakeholders.
- Action Research, a 7-phase process of how to seek transformative change in organisations.

#### **More Info**

www.studiodojo.com/seeing-shifting-systems

### Futures Masterclass: CLA & Conflict Transformation

### 30 Aug 2024 (Fri)

Join Studio Dojo as we host world-renowned futurists Professor Sohail Inayatullah and Dr. Ivana Milojevic in a transformative Futures and Foresight masterclass.

**More Info** www.studiodojo.com/futures-masterclass-2024

### 4 Oct 2024 (Fri)

Studio

As part of Singapore Design Week, participants will understand what it means to be a true leader, learn about building trust in a leader, conversation techniques to inspire meaningful change.

Design without losing your

4 OCT 2024, FRI **SOU** 9:30AM - 5PM

Enhance your design leadership and become an agent of change

More Info www.studiodojo.com/design-without-losing-your-soul

#### **Upcoming Workshops 2024**



#### **Unconventional Facilitation 2**

Participatory Learning Through Forum Theatre Trainer Francis Laleman & Hosted by Hong Khai Seng

#### 19 JAN

#### **Design Facilitation 1**

Foundations, Principles, Process Trainers Hong Khai Seng & Lye Yen Kai

13 MAR 9 MAY 12 JUL 17 SEP

#### **Design Facilitation 2**

Power, Tension, Critique Trainers Hong Khai Seng & Lye Yen Kai





Introduction to Organisation Development (OD) for Designers and Changemakers Trainers Hong Khai Seng & Dr. Douglas O'Loughlin

4-5 APR 12-13 SEP

#### **Designing Desirable Futures**

An Intro to Futures Thinking Trainer Hong Khai Seng

24-25 OCT

#### **Insights That Matter**

Sense-Making for Change Trainers Hong Khai Seng & Lye Yen Kai

25-26 JUL 26-27 NOV

**Design Your Decade** 

Look Within, Move Ahead Trainer Hong Khai Seng

6 DEC



## **Connect with us**



khaiseng@studiodojo.com

in linkedin.com/in/khaiseng



Iyeyk@advancing.SGin linkedin.com/in/lyeyenkai/

## Enjoy your experiences of clearer sensemaking processes and new eyes of insight!