



INNOVATOR PACK

This pack is for design and technology innovators who play a role in the advancement of automated products and services. This pack includes a point of view and principles to establish a practice of considering how workers are affected by design and development decisions, and to plan ahead for unintended consequences.



DESIGN PRINCIPLES FOR AUTOMATION

We believe in innovating responsibly and that we can do our best to integrate social impact into all of our projects if we keep these things in mind.



LOOK AT THE WHOLE PICTURE

Take steps to understand the full implications of your work. Know what happens to the people whose jobs are impacted with your automation services.



FOCUS ON THE PEOPLE, NOT THE JOB

Investigate the mindsets of people who may be affected by your work. Adapting to change isn't easy for everyone, consider this when designing or developing your systems.



RAISE THE RED FLAG

If you know that people will be affected by your work, make the implications clear to stakeholders and let them know what other options they may have.



AMPLIFY HUMAN VALUE

Don't just focus on the value that automated technologies bring to projects but think about the distinct value that humans bring to these situations and capitalize on that.



COMMIT TO SOCIAL GOOD

Create and stay aligned to your human-centered design principles to ensure that you are always considering those who may be affected by your work, in every project. There is an opportunity to do social good in every kind of design project when you consider the human impact as you approach new challenges and implement broad change.



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SCOPING &
RESEARCH



LOOK AT THE WHOLE PICTURE

Take steps to understand the full implications of your work. Know what happens to the people whose jobs are impacted with your automation services.

ARE THERE ANY TASKS THAT PEOPLE DO TODAY THAT MAY NOT BE NECESSARY ONCE YOU HAVE DELIVERED YOUR DESIGN AND DEVELOPMENT SOLUTIONS?

If so, which ones?

How many people currently do these tasks?

What percentage of their job is taken up by these tasks?

How will these people's jobs change once they are no longer doing these tasks?

ARE THERE ANY ROLES THAT EXIST TODAY THAT MAY NOT BE NECESSARY ONCE YOU HAVE DONE YOUR JOB?

If so, which ones?

How many people currently fill those roles?

What is the company's current plan for these workers?

IS YOUR PARTNER OR CLIENT AWARE THAT THE EFFECTS THE ADVANCEMENTS YOU'VE BEEN TASKED WITH WILL AFFECT THEIR WORKERS?

Do they have a plan for what to do once these advancements are in place?



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RESEARCH
& DESIGN



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When thinking about people who are threatened by automation, these are four mindsets that we found were common for people to be in:

EXPLORER

- Adapts quickly to change
- Seeks opportunities outside of comfort zones
- Flexible and eager to take on new skills

! Consideration

You won't face much push back from Explorers, especially if the work you're doing changes their role in a way that expands their skillset

SURVIVOR

- Seeks to understand change in order to protect existing roles
- Thrives in consistency and seeks opportunities for further stability
- Has skills in a specific area & works to ensure they remain valuable

! Consideration

A Survivor needs reassurance that they will still be relevant in their role. Work with other stakeholders to ensure transparency when communicating to them

WANDERER

- Reacts to change as it comes and is unlikely to make clear plans without guidance
- Uncertain of what opportunities to seek out
- Not confident about skills and hesitant to apply to new roles

! Consideration

Any transition in a Wanderer's role based on your work will need to be seamless and easy

MAINTAINER

- Highly resistant to change
- Relies on others to take control of complex situations and defers opportunities to gain authority or exposure
- Struggles to articulate skills and interests

! Consideration

if your work affects a Maintainer, ensure that you are clearly communicating this impact and ensure proper support is in place for these workers during role transitions



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STAKEHOLDER
COMMUNICATION



RAISE THE RED FLAG

If you know that people will be affected by your work, use these tips to make the implications clear to stakeholders and let them know what other options they may have.

INCORPORATE EFFECTS ON PEOPLE IN PITCHES

Include information upfront, before getting into the project, around the likely effects on workers from this type of work.

INCORPORATE EFFECTS ON PEOPLE INTO RESEARCH READOUTS

During your research you should discover the types of effects your work could have on people across your partner's organization. Be sure to make this human impact clear to stakeholders.

BACK UP DESIGN DECISIONS

When incorporating your findings from research into your concepts and designs, make sure to document and communicate the influences that effects on people had on the work.



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RESEARCH
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ASK THE RIGHT QUESTIONS

Do the legwork to find out what value humans bring to the work that machines can't match.

What are the situations where someone prefers a human?

What is something new a person can do when supported by a robot?

What would be missing if the human was removed from the equation?

TALK TO THE RIGHT PEOPLE

You can leverage what you learn about affected workers and the value they bring to their jobs to work in your concepts. You may find out the human value that these people bring from outside sources like customers, or other stakeholders so make sure you are talking to the right people.

LEVERAGE VALUE IN THE BEST WAYS FOR THE COMPANY AND THE WORKER

Integrate the distinct human value into your work, not just for the sake of helping workers keep their jobs - make the business case for it. In many industries and types of work, people still value working with other people over machines.



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ON-GOING



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CREATE GENERAL WORKING PRINCIPLES AND PROJECT-SPECIFIC ONES

...or use ours! This set of principles is a good place to start for general use, but you might also find it useful to create design principles that come straight from your unique research in each of your projects.

CRAFT YOUR PRINCIPLES WITH PROACTIVE INTENT

Make your design principles specific, actionable, focused on people, and have everyone on the team contribute to them.

STICK TO YOUR PRINCIPLES

Print out your principles and put them in a place that you can see while you work. Incorporate your design principles into your meeting agendas- as a team are you tracking to maintain alignment? Use your principles in a decision framework: any concept that comes up needs to correspond with these principles.