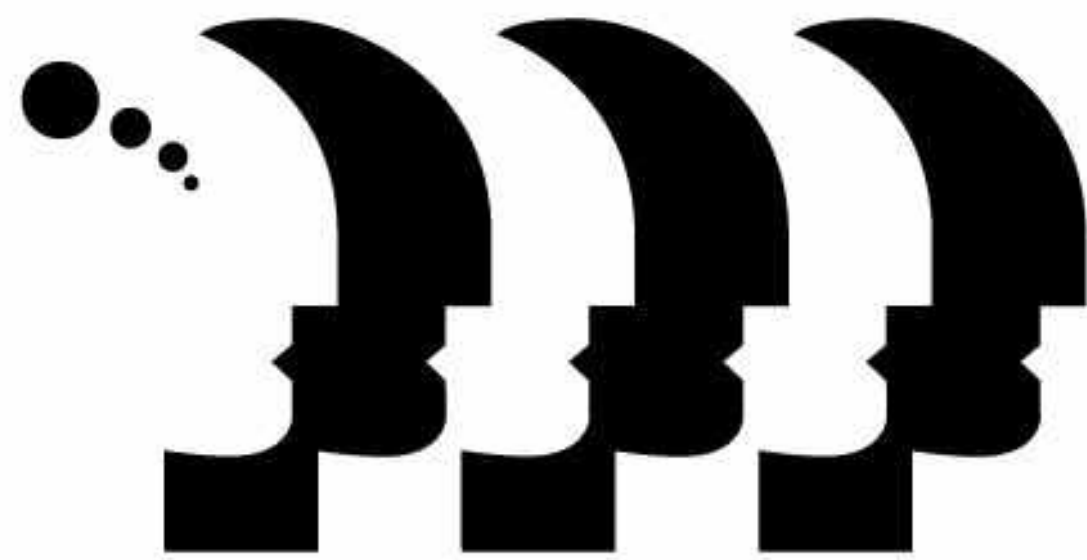


# DESIGN LEADERSHIP

THE ART OF BEING A LEADER

by Paula Mariani



ПрофсоUX



## ABOUT

Who am I?

What am I doing here?





01 Experiencing, what is it?

02 Narratives on leadership.

03 The job of a leader.

04 Our responsibility.

INDEX

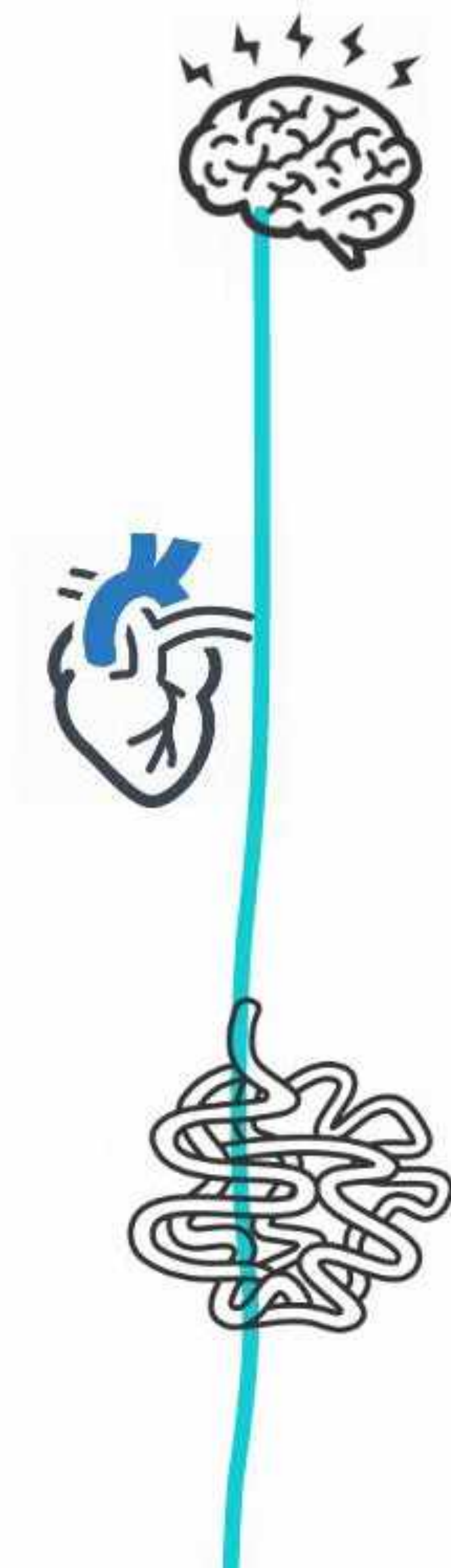
What to  
expect from  
this talk?

What is it like to have  
an experience?

1

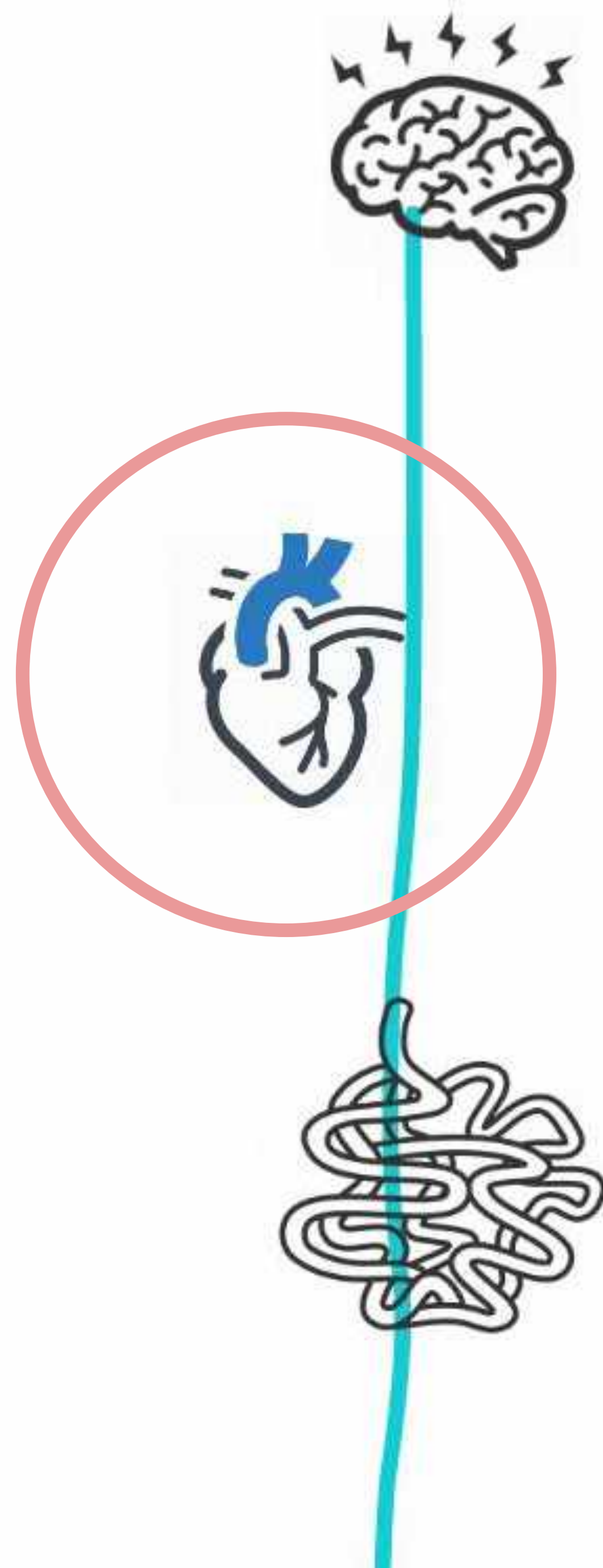


# The 3 brains



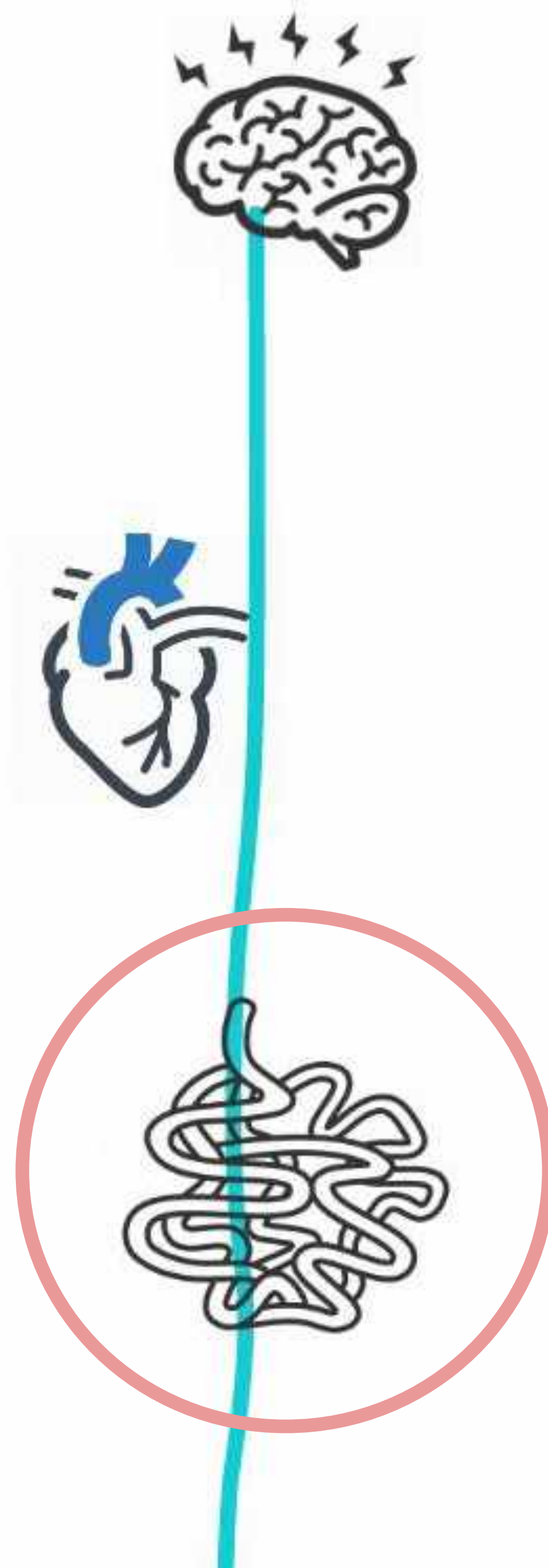


The 3  
brains



The heart has  
about **40,000**  
**neurons** that  
can sense, feel,  
learn and  
remember

## The 3 brains



Known as the **brain in the gut** because it can operate independently of the **brain** and spinal cord.



let's practice together.



Narratives ON  
leadership.





Photo by [Ben Rosett](#) on [Unsplash](#)

**I AM THE CEO**



**OKRS, KRS ON  
BUSINESS IMPACT**



**HIGH  
PERFORMING  
TEAM.**



**"EVERYTHING IS UNDER CONTROL"**





**BE  
YOURSELF**



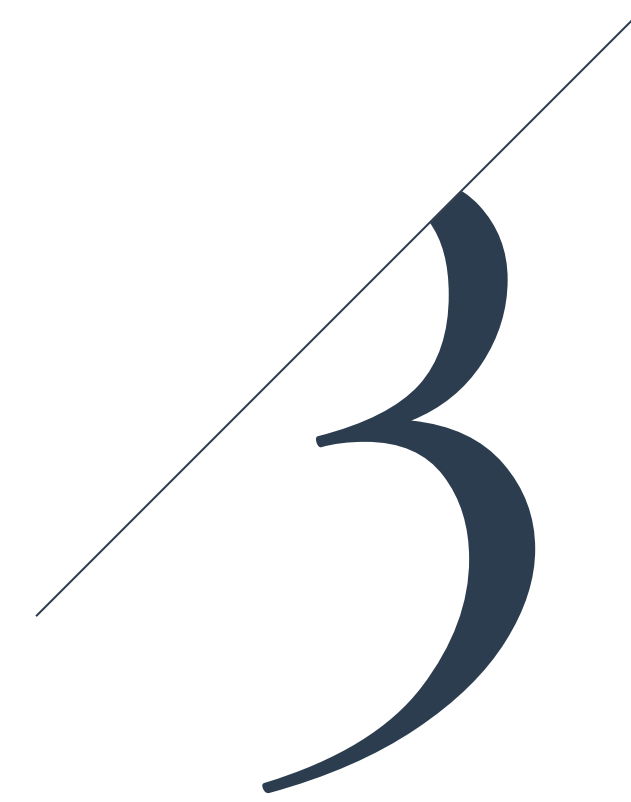
So then,  
what's the point of  
reference?

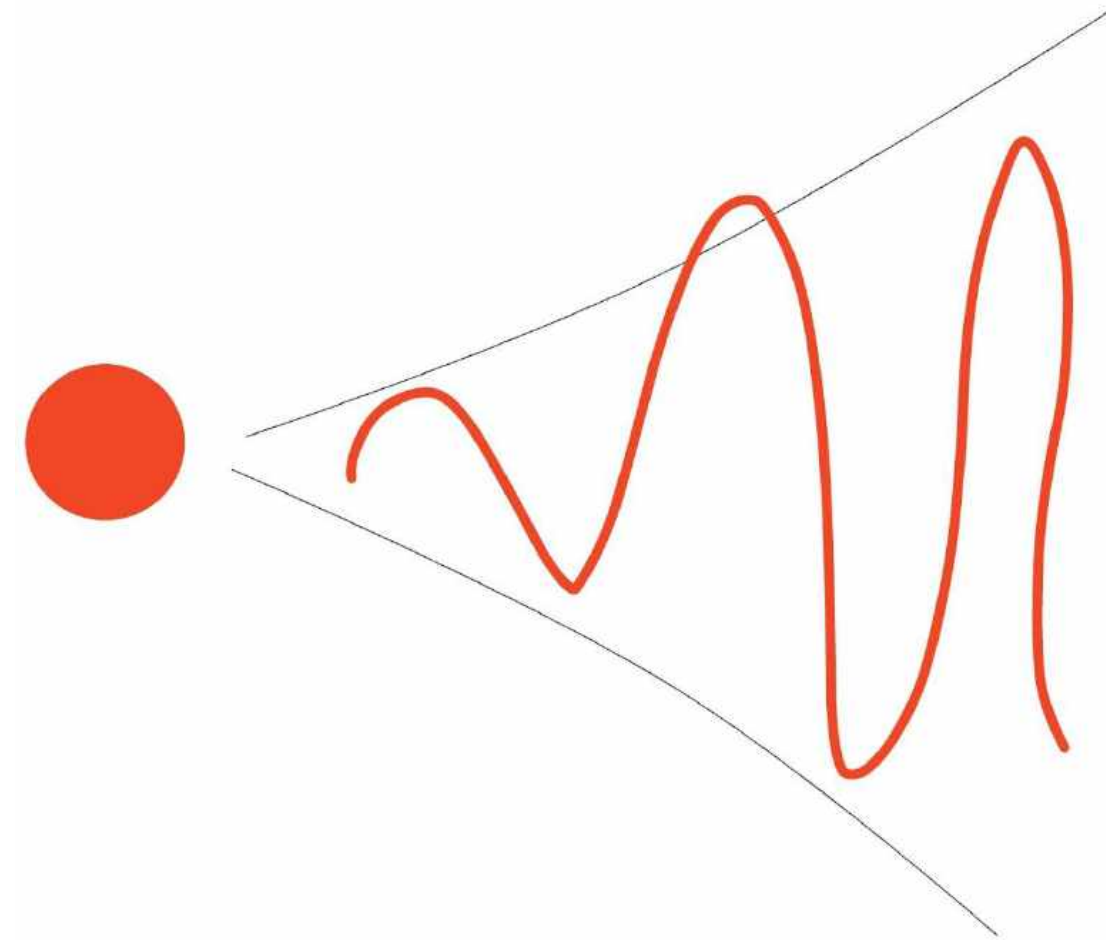




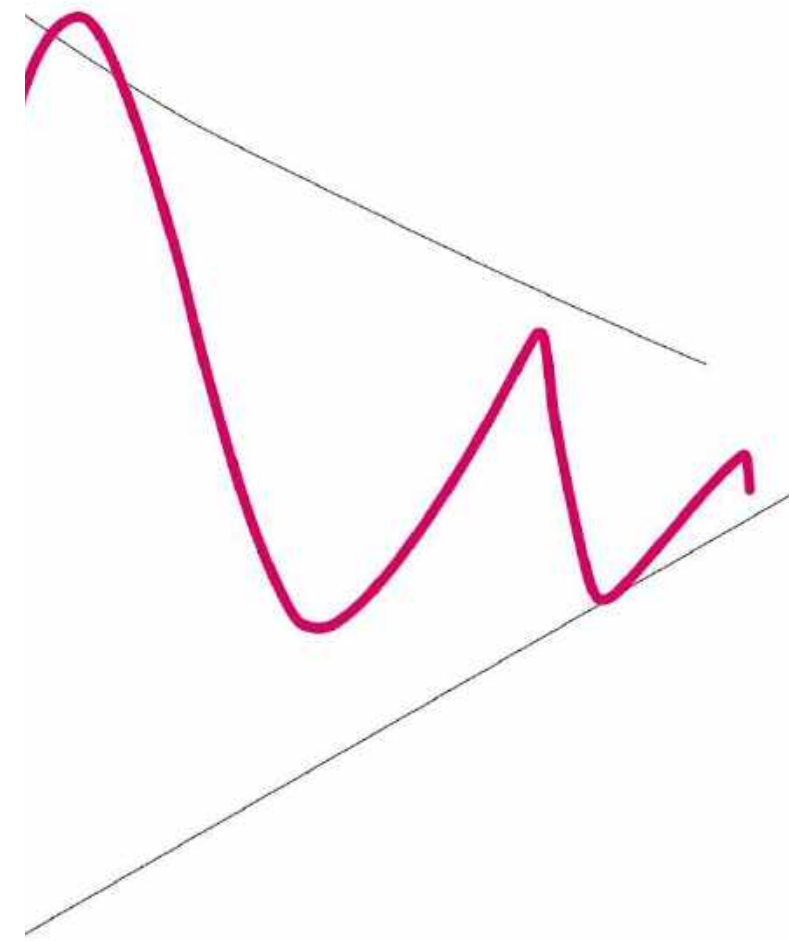


The job of a Design  
Leader.





Divergence.



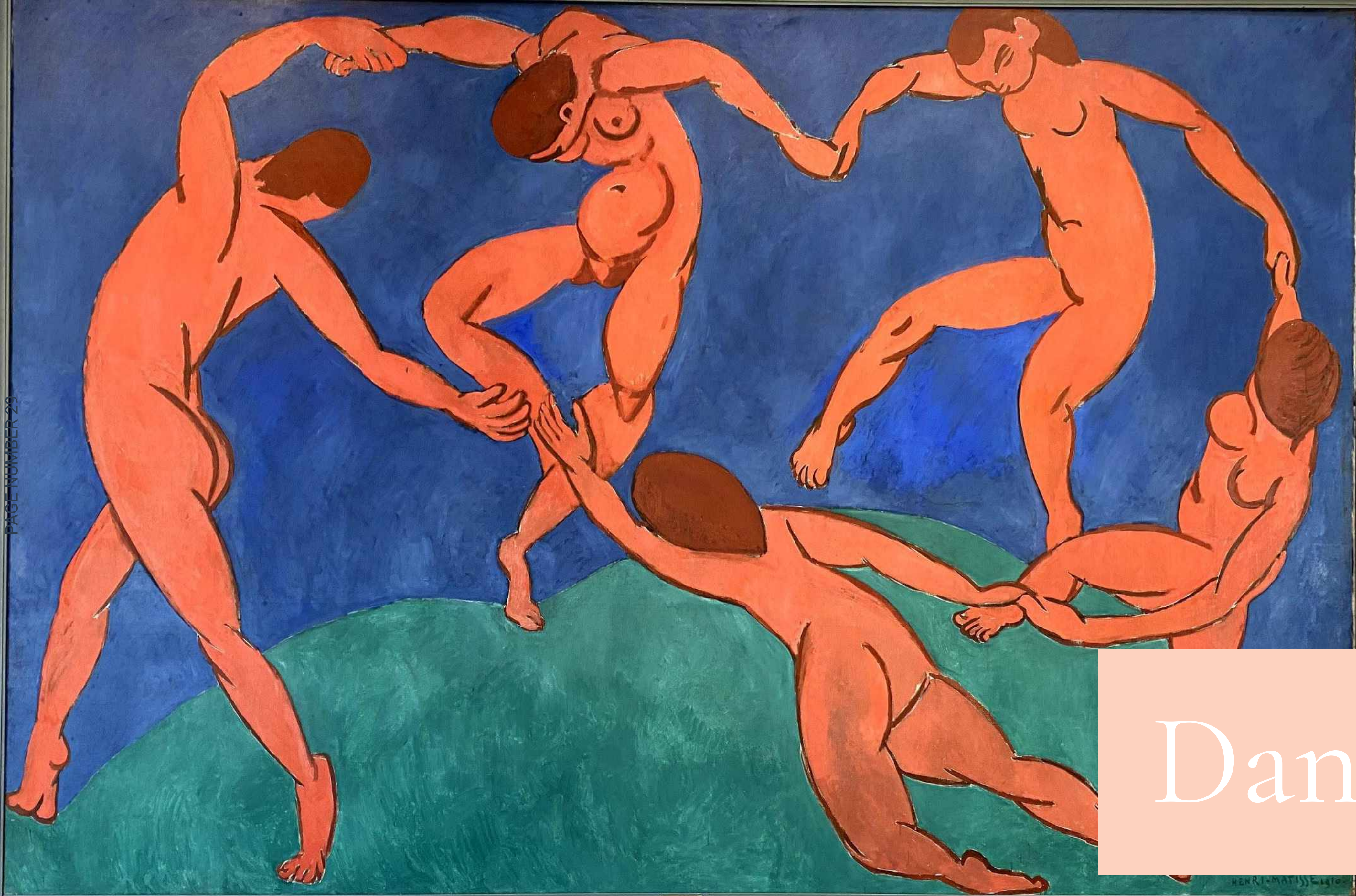
Convergence.

miro

# 1. TO HOLD THE SPACE.







Dance.





Musique.



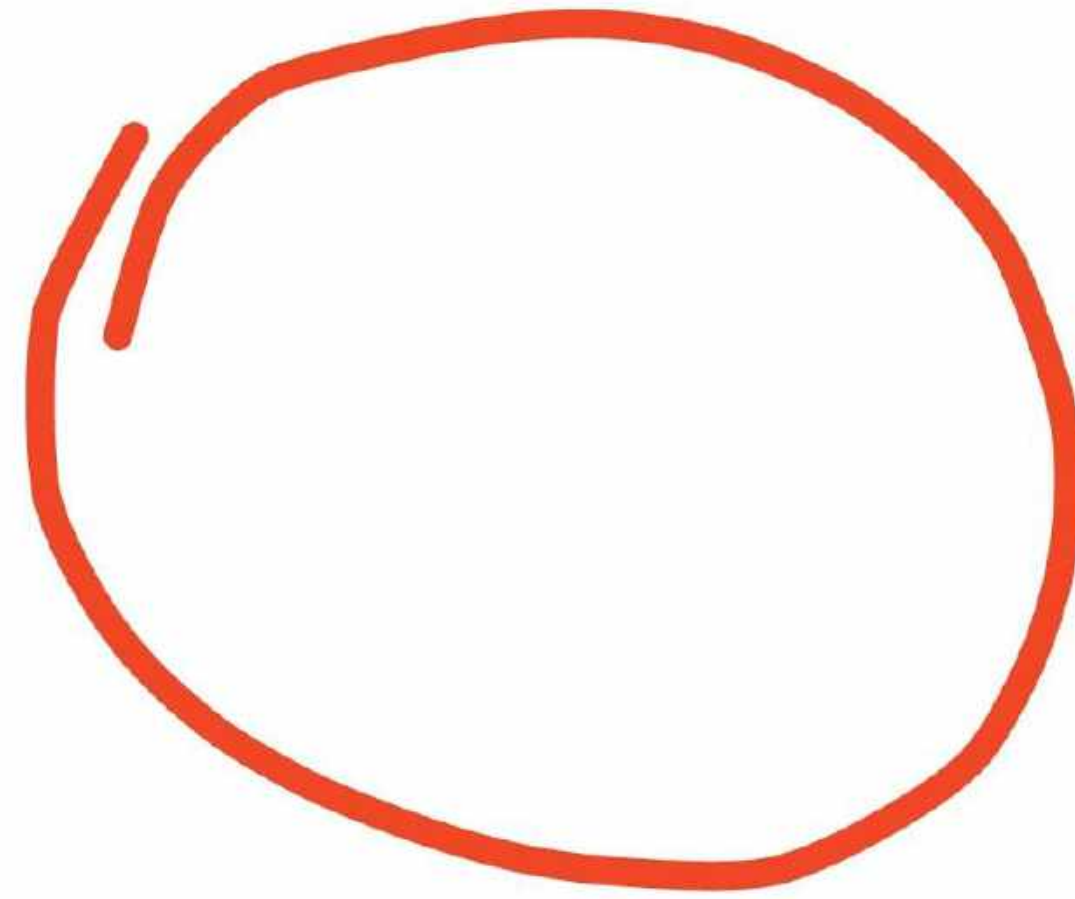
Separation.



Transition.



Incorporation.

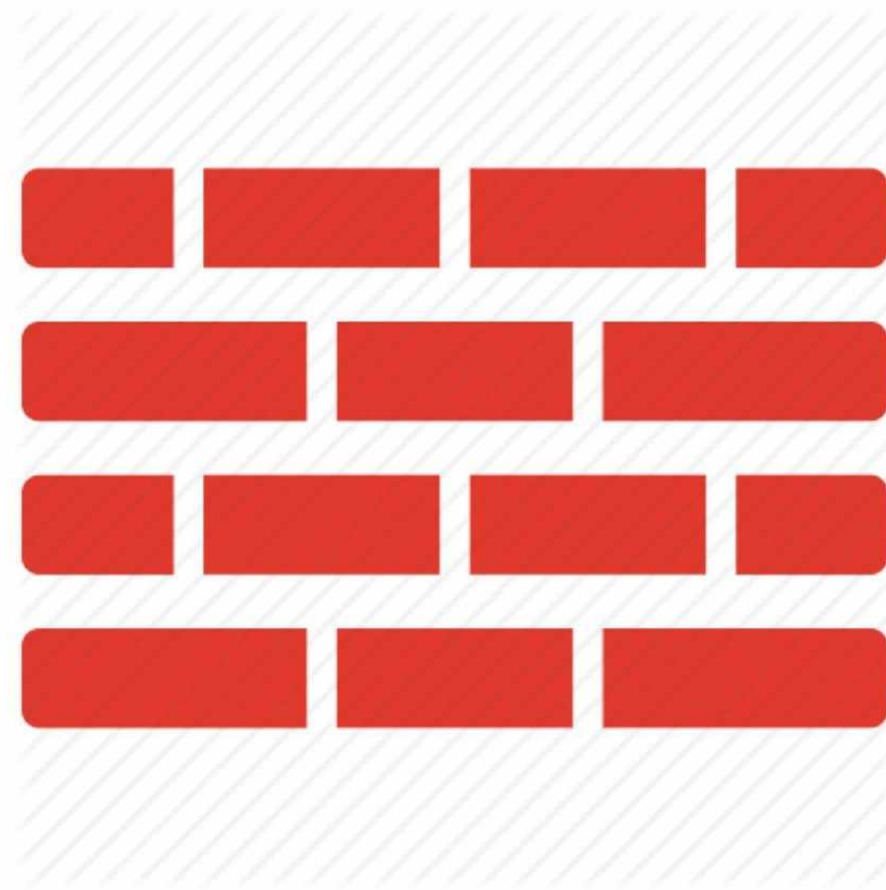


m

**2. TO BE AN  
AGENT OF  
TRANSFORMATION.**







Doing.



Being.

### 3. TO KEEP IT REAL





lets practice together.

The importance of  
leading design.

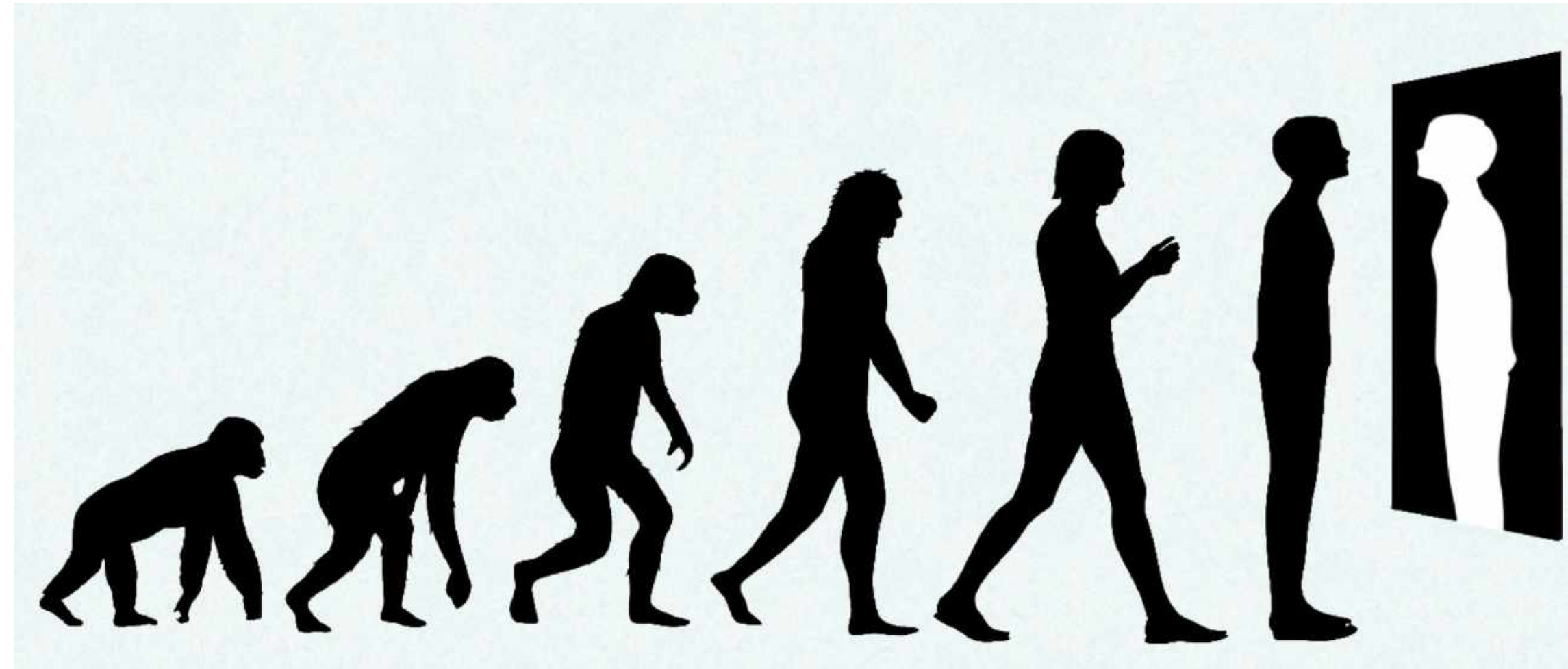
4

While we've  
been upgrading  
our technology  
we've been  
*downgrading  
humanity.*


TECHNOLOGY

HUMANITY

Designers shape  
technology  
and  
technology  
shapes  
human  
behaviors.







Designing the most beautiful world  
our hearts know is possible.

# THANK YOU!

LET'S KEEP IN TOUCH

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 @tobeeradiant

