



**Leading Design**

# **Eat Only Elk: Authenticity, Transformation, and the Business of Design**

**Andrea Mignolo | @pnts**



LeadingDesignConf  
@LDconf

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One should 'Eat Only Elk', according to  
@pnts - find out why, at #leadingdesign  
[buff.ly/2xsMdLc](http://buff.ly/2xsMdLc) #designleadership  
#conference

The graphic features a black and white portrait of a smiling woman (Andrea Mignolo) on the left. On the right, the 'ld.' logo is displayed above the word 'TALK'. The title 'Eat Only Elk: Authenticity, Transformation, and the Business of Design' is centered in large, bold, white font. Below the title, the speaker's name 'Andrea Mignolo, Movable Ink' is shown in a smaller white font.

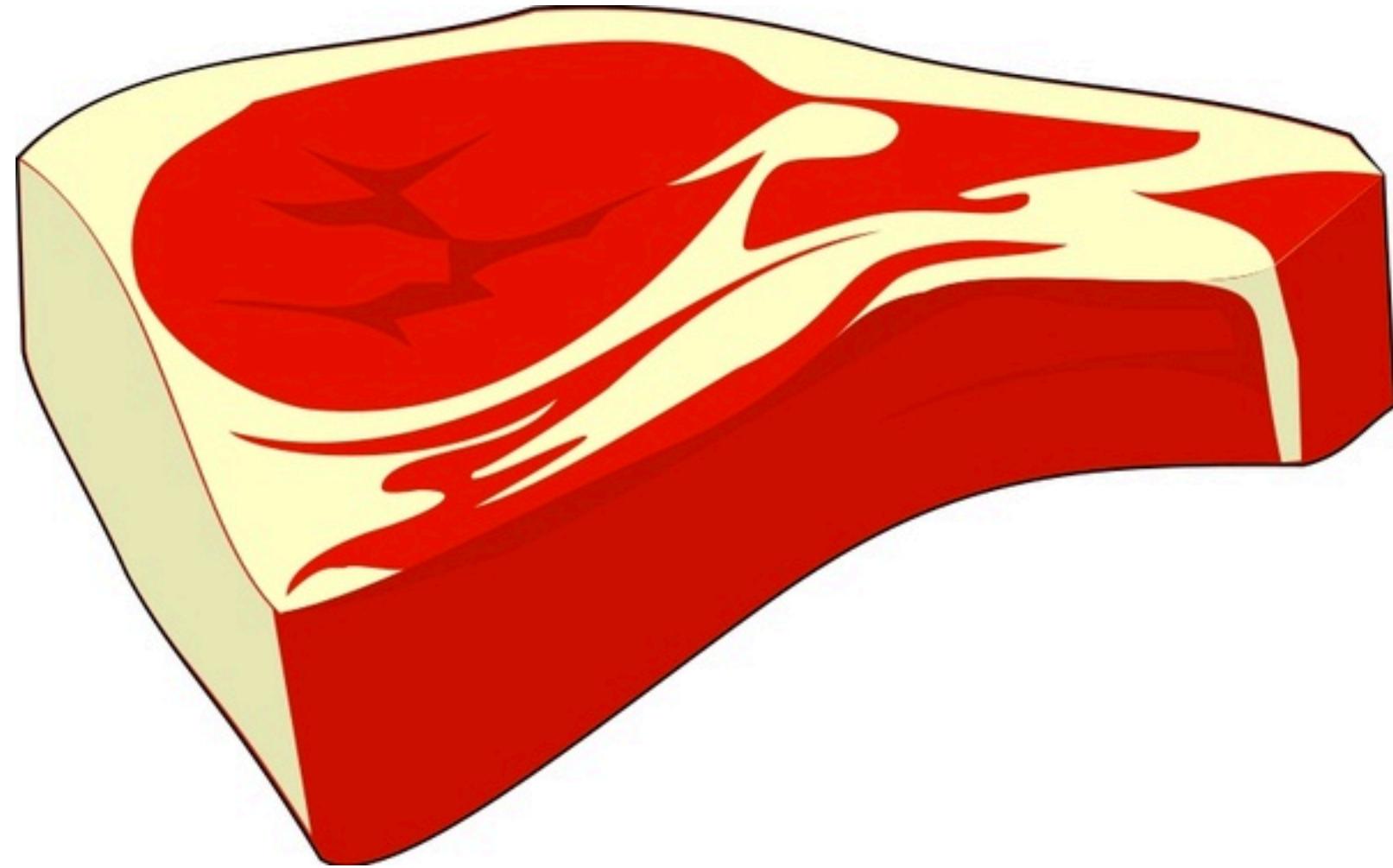
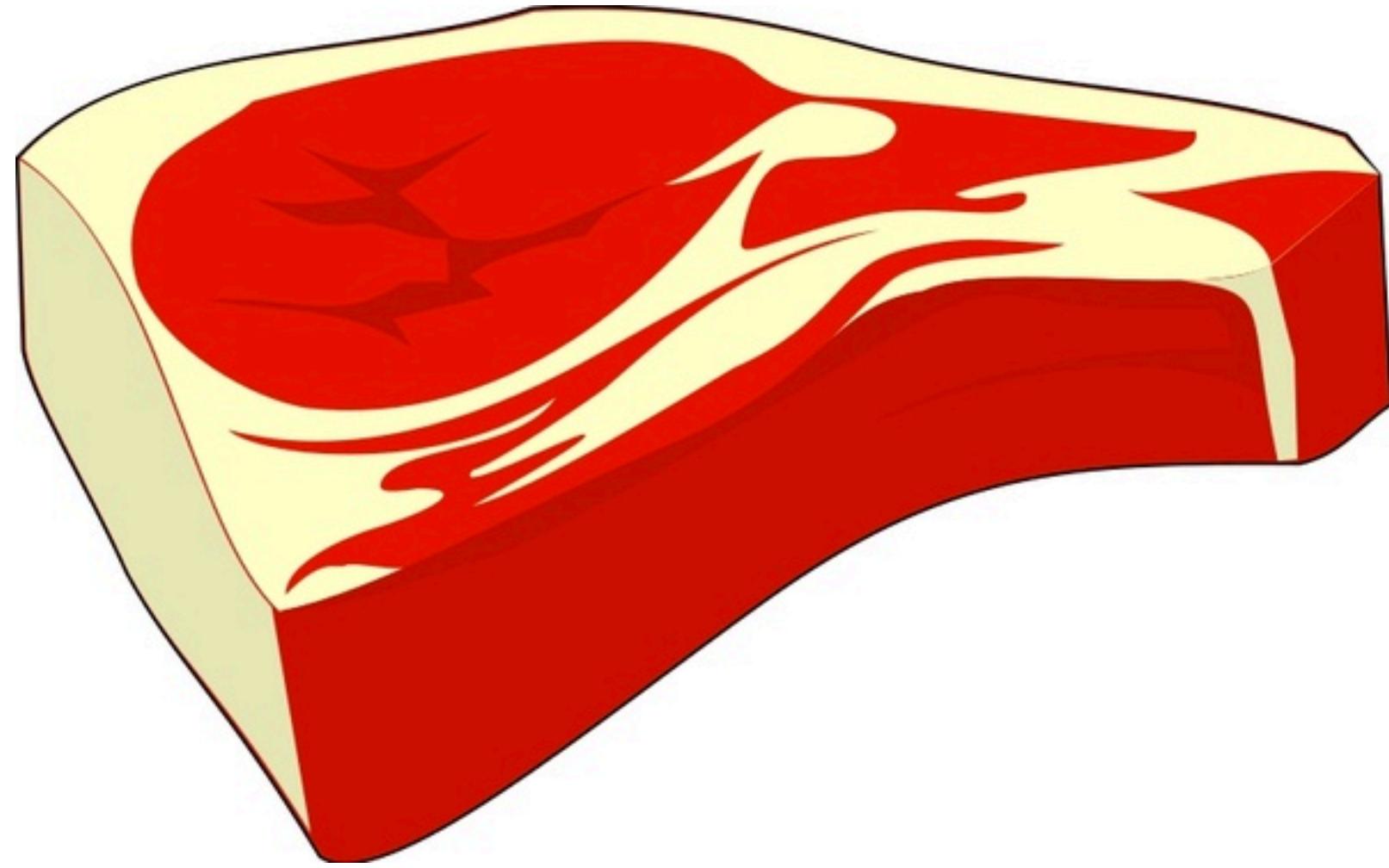
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**Leading Design**

# **Eat Only Elk: How Meat-only Diets Make You a Better Designer**



**Andrea Mignolo | @pnts**



*"The role of design in our lives is to create the environments within which human intent can move forward in interaction, forming human meaning in the reach toward satisfaction and fulfillment of the original intent."*

**Richard Buchanan**



gfdrmc

Leading Design - Eat Only Elk: Authenticity, Transformation, and the Business of Design

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the pluriverse

# Different ways of knowing, being, and doing.

*"I see Vania Masia's project empowering, while I find interaction design disempowering, but good business. I know that the leaders of interaction design will disagree with me. And that is again the point: how is it the interaction with objects displaces the interaction between people. When you lose direct connection with living organisms and replace them with dead objects, it is easier to lose concern from living organisms."*

**Papa Mignolo**



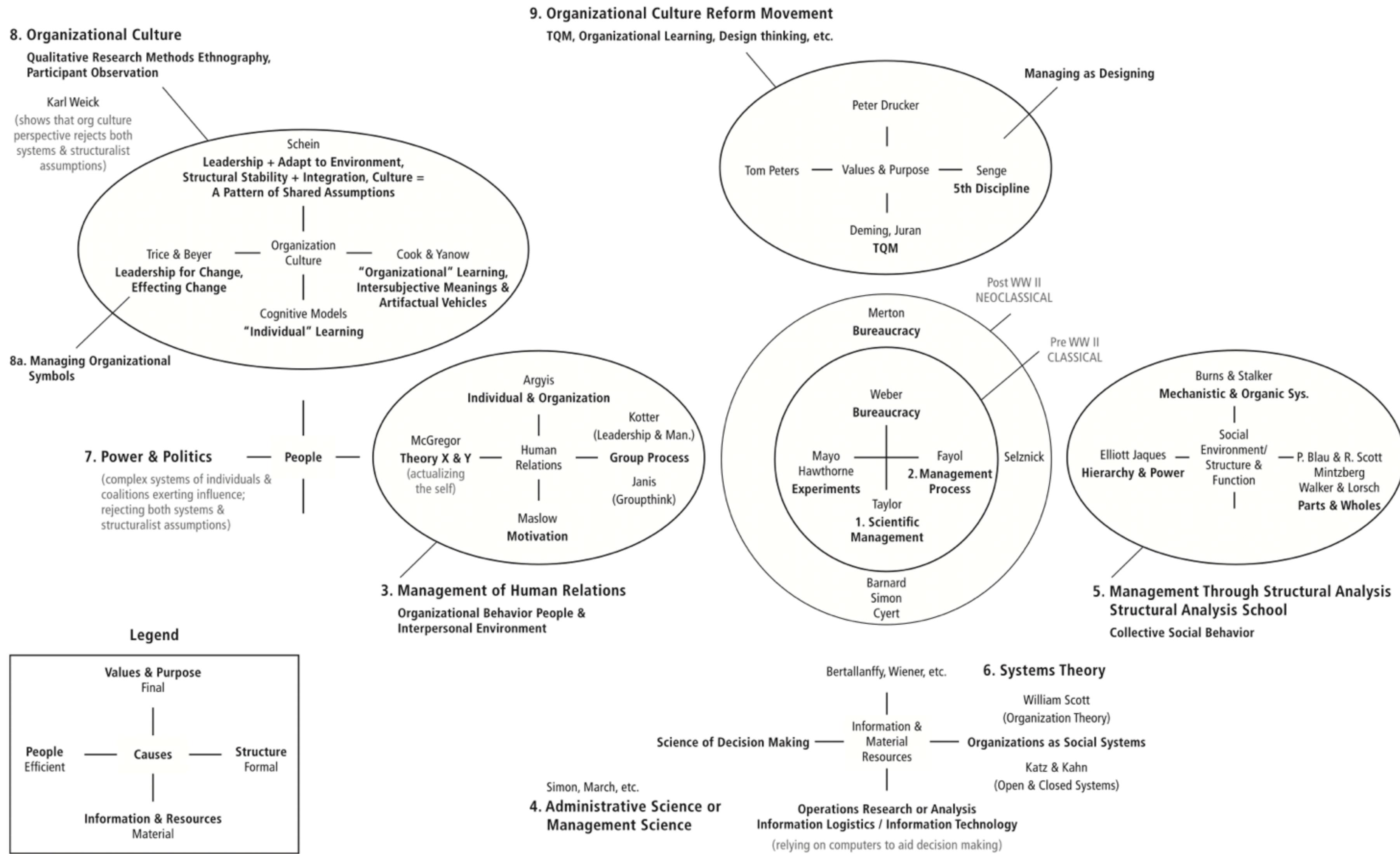


A collage of nature images featuring a central circular overlay. Inside the circle, the word "breathe" is written in a white, sans-serif font. The background consists of various photographs of landscapes, including mountains, clouds, and a planet Earth, all framed by large, overlapping blue and white diagonal triangles.

breathe

*"One of the most significant facts of our time is the predominance of the organization. Quite possibly it is the most significant. It will take time to realize its full effects on the thinking and behavior of individuals. In this conditioning process, few escape its influence."*

**George Nelson**



**Figure 1 Major schools of management & theories of organization.**

**49% DISENGAGED**

**18% ACTIVELY DISENGAGED**

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**49% DISENGAGED**

**18% ACTIVELY DISENGAGED**

---

**BILLIONS OF DOLLARS  
LOST!!!**

**49% DISENGAGED**

**18% ACTIVELY DISENGAGED**

---

**CONNECTION, MEANING,  
PURPOSE LOST!!!**

*"As made and imagined, organizations are products of human interaction and mind, rather than some blind expression of an underlying natural order."*

**David Cooperrider**

Fields of Design Problems				
	Communication Symbols	Construction Things	Interaction Action	Integration Thought
Inventing Symbols	Symbols: Words & Images			
Judging Things		Physical Objects		
Connecting Action			Activities, Services, Processes	
Integrating Thought				Systems, Organizations, Environments

## Arts of Design Thinking

Could we invent a more powerful, more meaningful, more soulful way of working together if only we changed our belief system?

**Frederic Laloux**

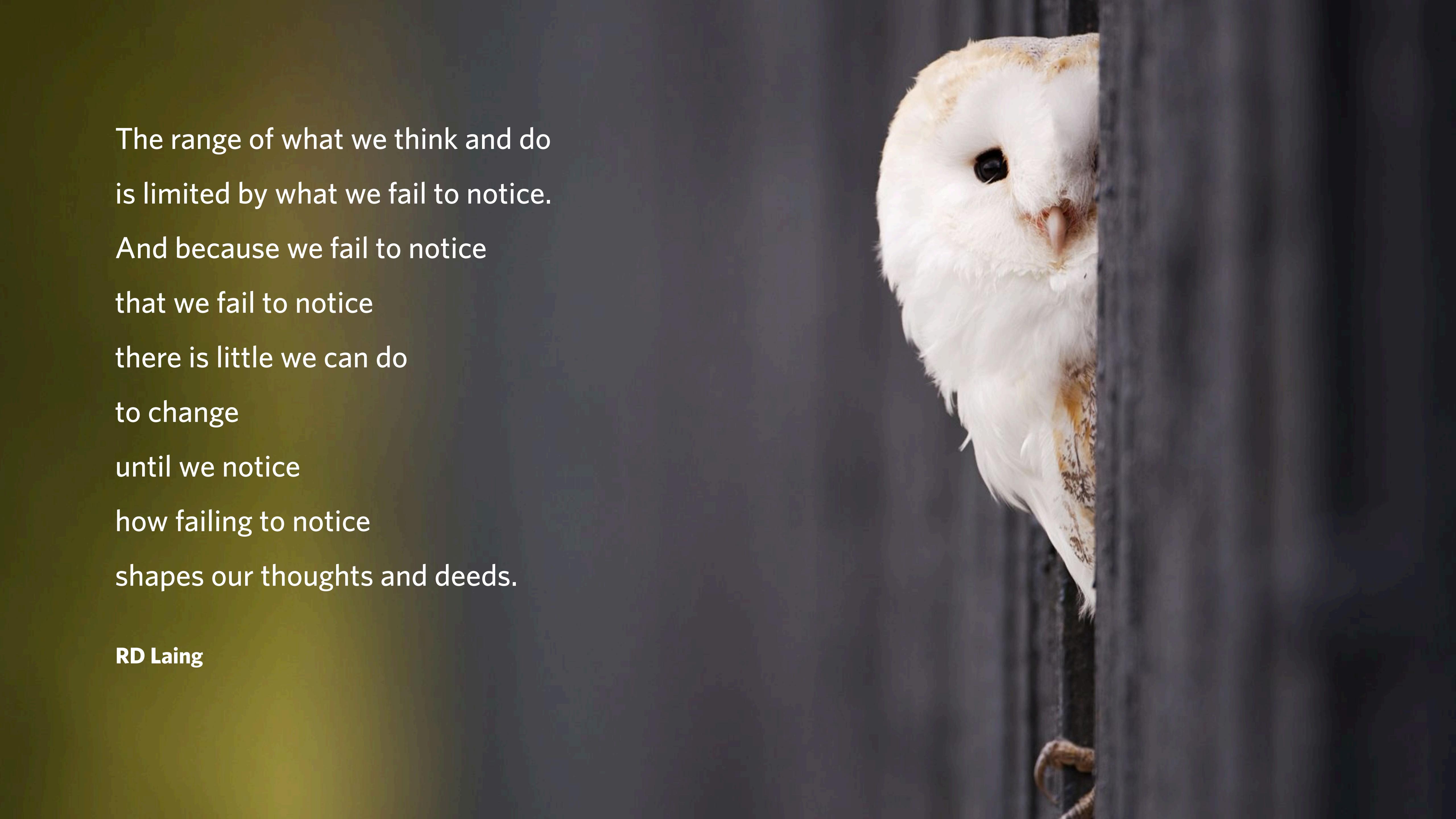
**Could we invent a more powerful, more meaningful, more soulful way of working together if only we changed our belief system?**

**Frederic Laloux**

How might we create belief systems that support more powerful, more meaningful, and more soulful ways of working together?



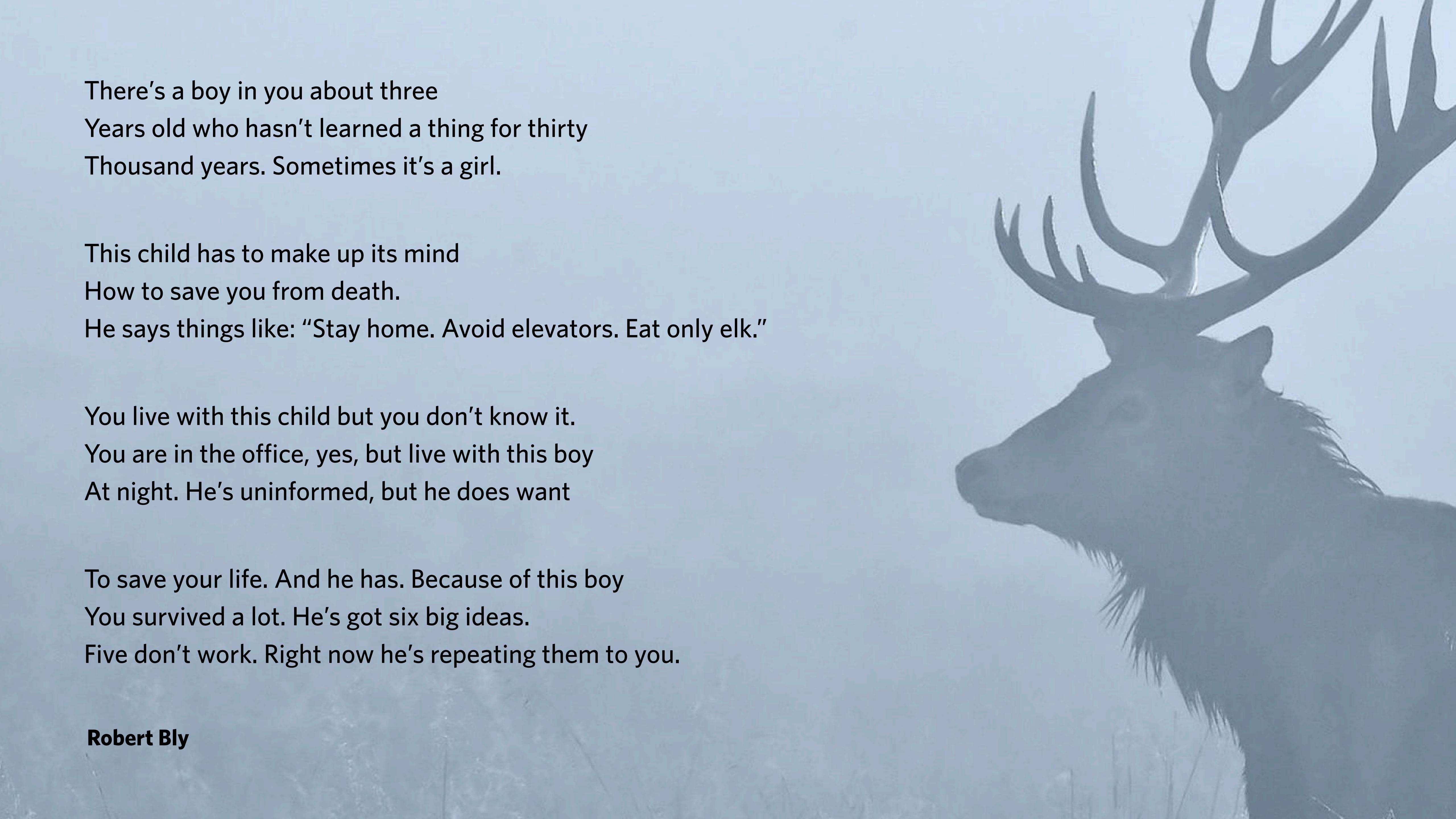
*belief systems*



The range of what we think and do  
is limited by what we fail to notice.

And because we fail to notice  
that we fail to notice  
there is little we can do  
to change  
until we notice  
how failing to notice  
shapes our thoughts and deeds.

**RD Laing**



There's a boy in you about three  
Years old who hasn't learned a thing for thirty  
Thousand years. Sometimes it's a girl.

This child has to make up its mind  
How to save you from death.  
He says things like: "Stay home. Avoid elevators. Eat only elk."

You live with this child but you don't know it.  
You are in the office, yes, but live with this boy  
At night. He's uninformed, but he does want

To save your life. And he has. Because of this boy  
You survived a lot. He's got six big ideas.  
Five don't work. Right now he's repeating them to you.

**Robert Bly**







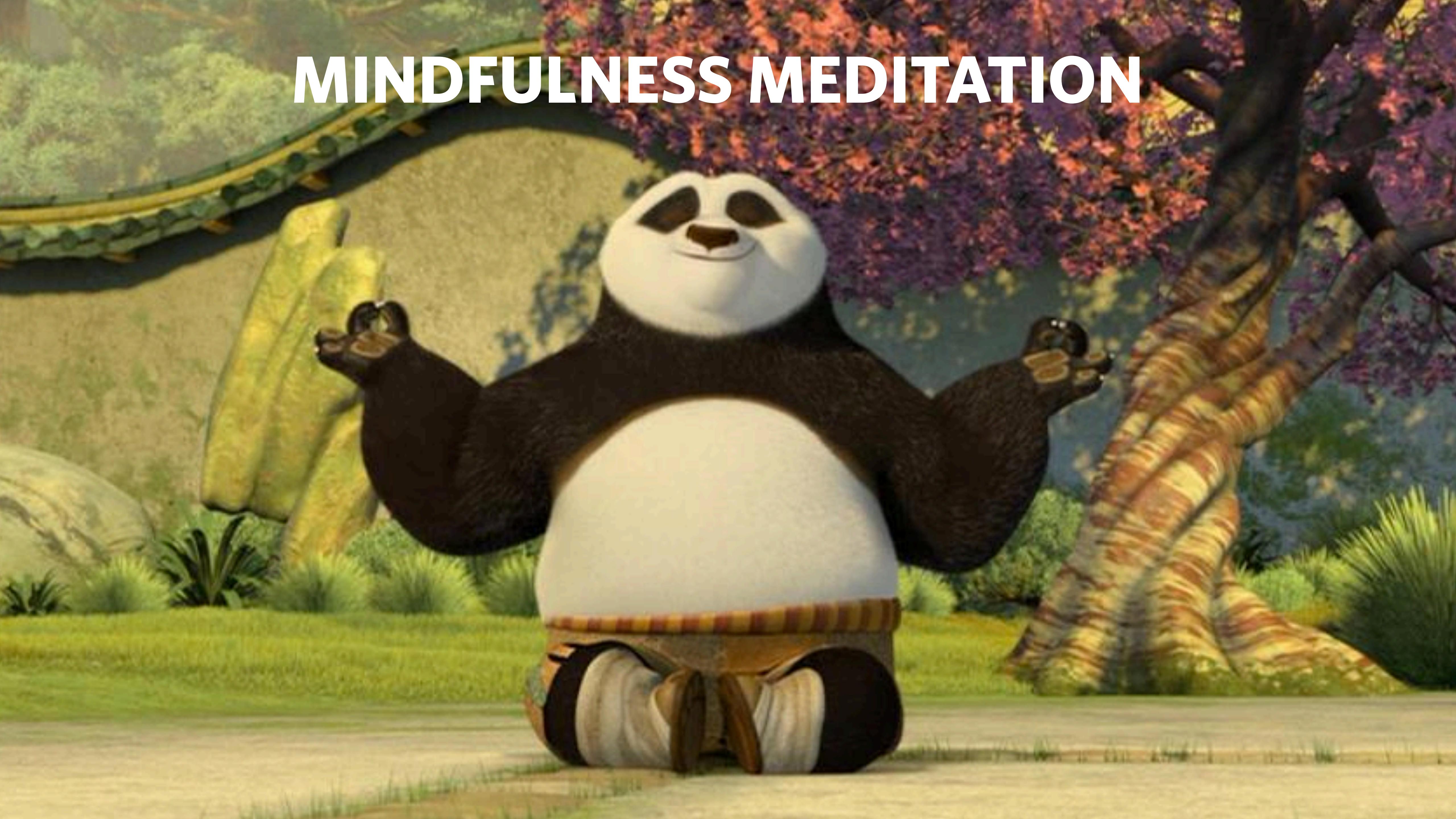
**"If the first steps along the creative path almost always involve awaking in Dante's dark wood or descending down to meet Grendel's mother, then a narrow image of what it means to be professional can continually prohibit us from taking any first step as we vainly attempt to exclude human darkness and inner struggle from work life."**

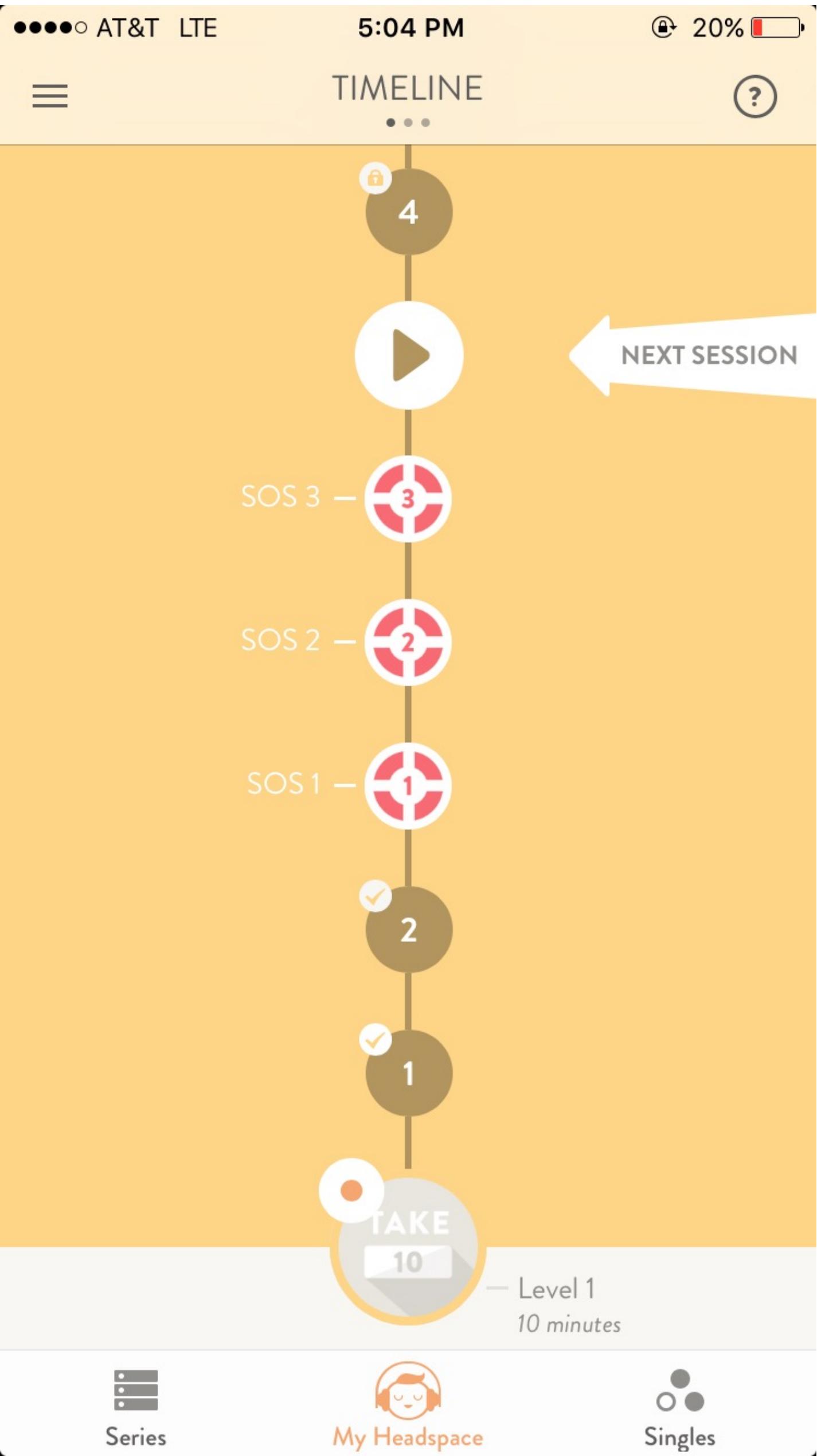
**David Whyte**



practices

# MINDFULNESS MEDITATION





# THE WAY THINGS ARE

Clear the “shoulds”

Close the exits

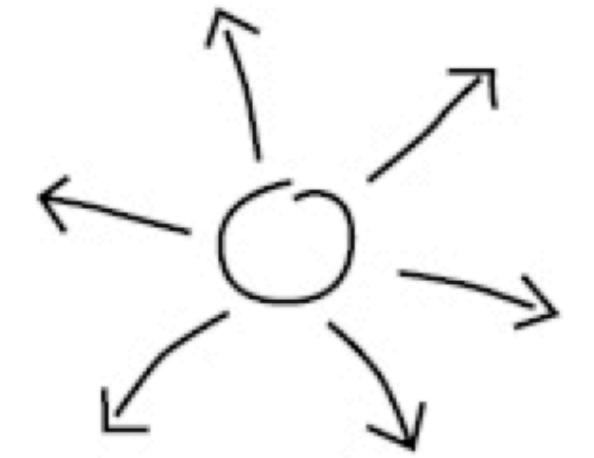
Clear judgements

Distinguish physical from conceptual reality

**Benjamin Zander**



*Am I speaking from here?*



*Or from here?*

# 7 STEPS TO SANITY

What is the simplest, most unarguable synopsis of what happened?

What is the story I made up about it?

Which emotions are underneath: anger, sadness, fear, joy?

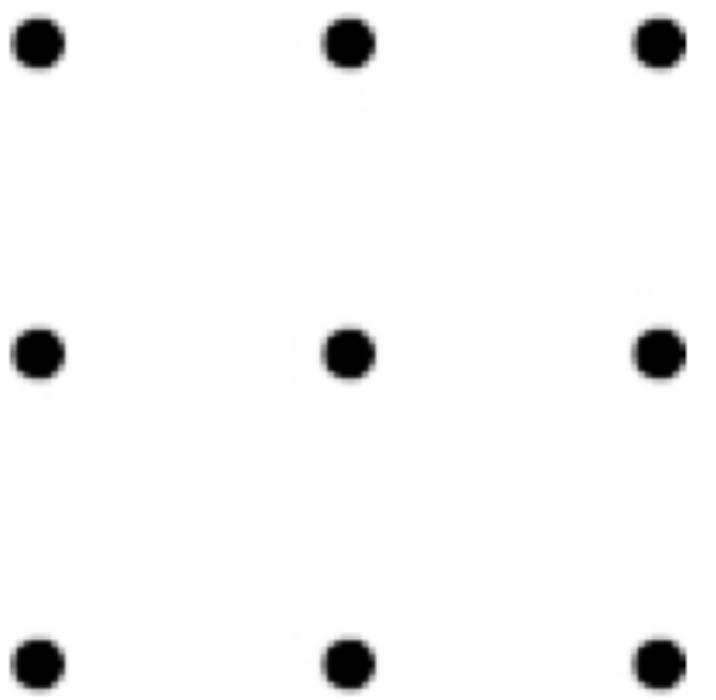
How is this familiar? In what other contexts have I experienced this?

How do I feel in these situations? [What is the experience I unconsciously recreate?]

What do I want to trade this in for? [What experience do I WANT to have?]

What is a EASY, FUN action step in alignment with this?

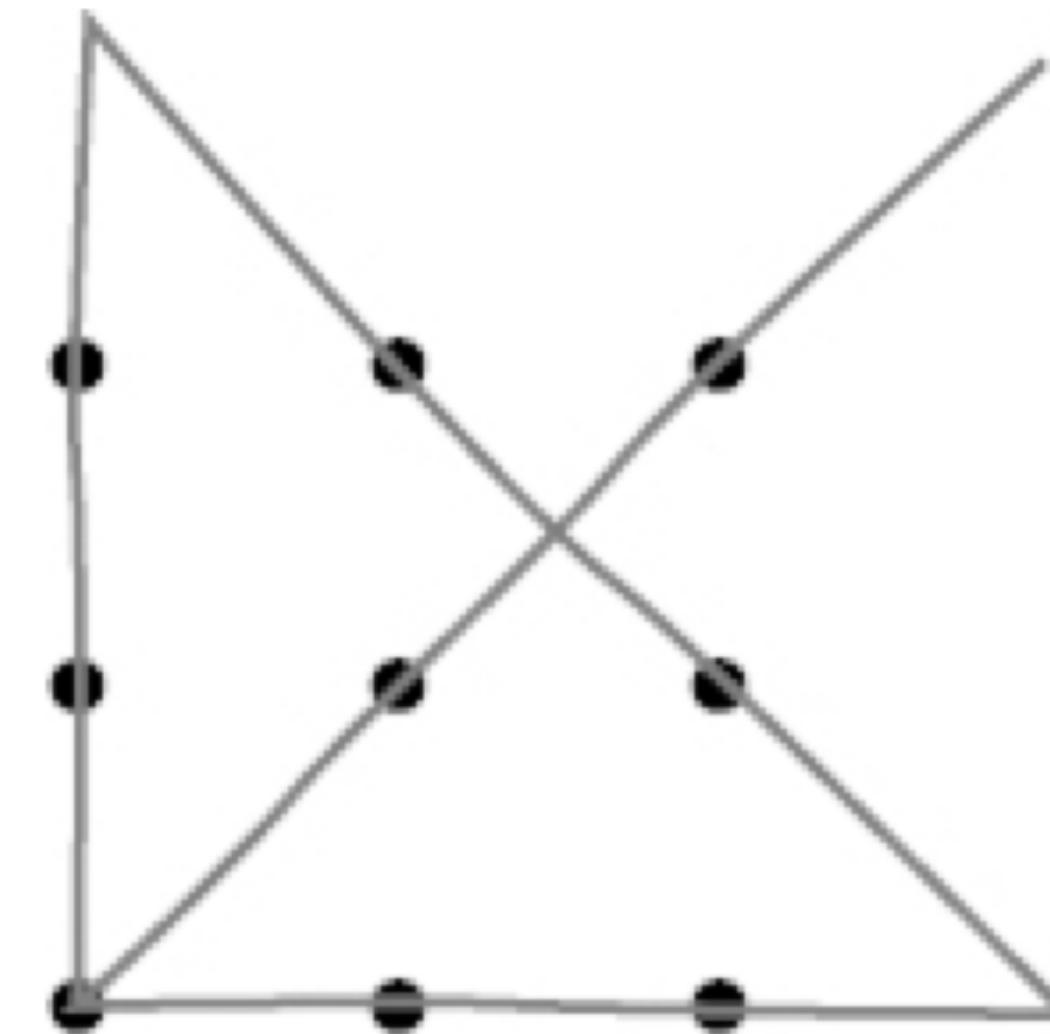
# IT'S ALL INVENTED



**Connect all 9 dots with four lines without taking your pen off the paper**

**Benjamin Zander**

# IT'S ALL INVENTED



# IT'S ALL INVENTED

What assumption am I making,  
That I'm not aware I'm making,  
That gives me what I see?

What might I now invent,  
That I haven't yet invented,  
That would give me other choices?

**Benjamin Zander**

**NATURE IMMERSION**

**ART AND AESTHETICS**

**MUSIC**

**JOURNALING**

**DANCE AND MOVEMENT**

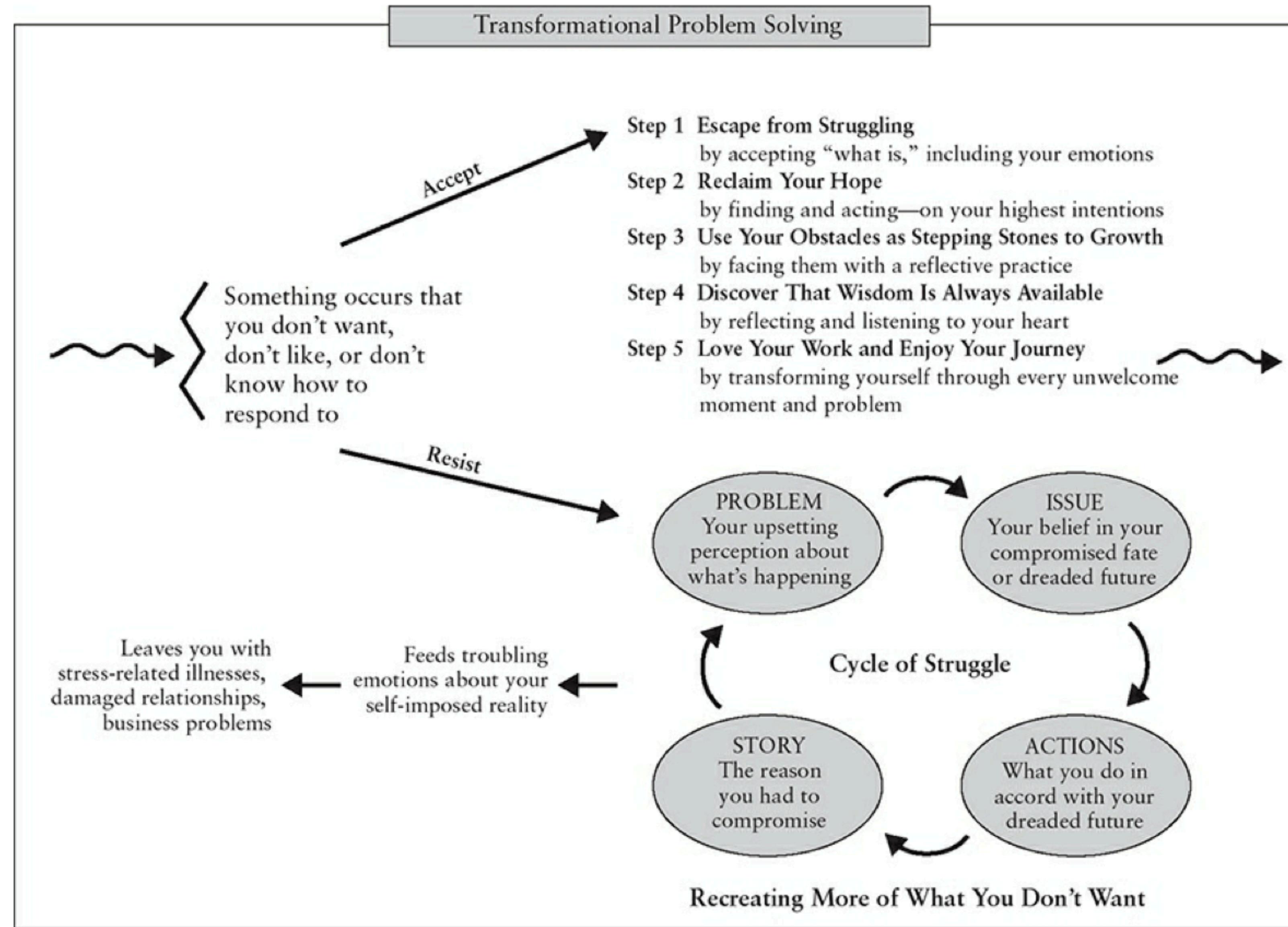
**STORYTELLING**

**SILENCE**

**COACHING**

**ALL THE THINGS!**





Source: Flourishing Enterprise: The New Spirit of Business

*How might we create belief systems that support more powerful, more meaningful, and more soulful ways of working together?*







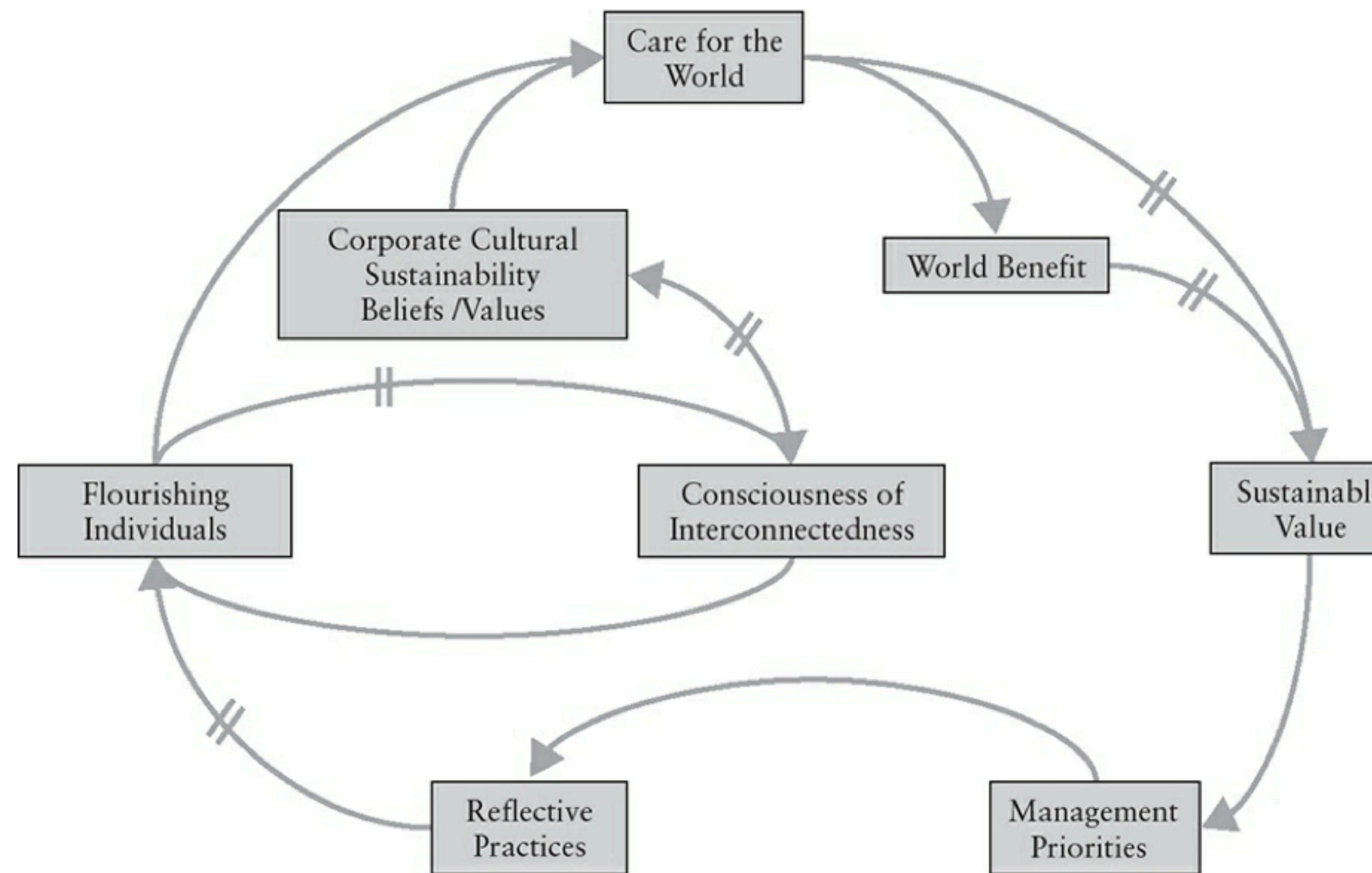


FIGURE 3.2 Causal Loops Starting with Reflective Practices

# **Chris Laszlo, Flourishing Enterprise**

A photograph of three elk antlers mounted on a light-colored wall. The antlers are arranged in a triangular shape, with one large antler on the right and two smaller ones on the left. Each antler has a small, round button pinned to its tip. The background is a warm, blurred gradient of yellow, orange, and green.

Day of Thanking



"In ontological designing we are doing more than asking what can be built. We are engaging in a philosophical discourse about the self - about what we can do and what can be. Tools are fundamental to action, and through our actions we generate the world. The transformation we are concerned with is not a technical one, but a continuing evolution of how we understand our surroundings and ourselves - *of how we continue becoming the beings we are.*"

**Winograd & Flores**

# **How we continue becoming the beings we are.**



try it

Spend just 1 minute sitting quietly,  
or 5 minutes journaling...

... every day.

CRAFTY Honey BADGERS



### ELK TENDERLOIN With Whiskey Cream Sauce

Elk Tenderloin With Whiskey Cream Sauce -- really easy sauce...



ELK MEATBALLS - 1 lb. lean ground bison or elk meat. 1/2 cup...



Tender Elk Stroganoff is Easier Than You Think #elk



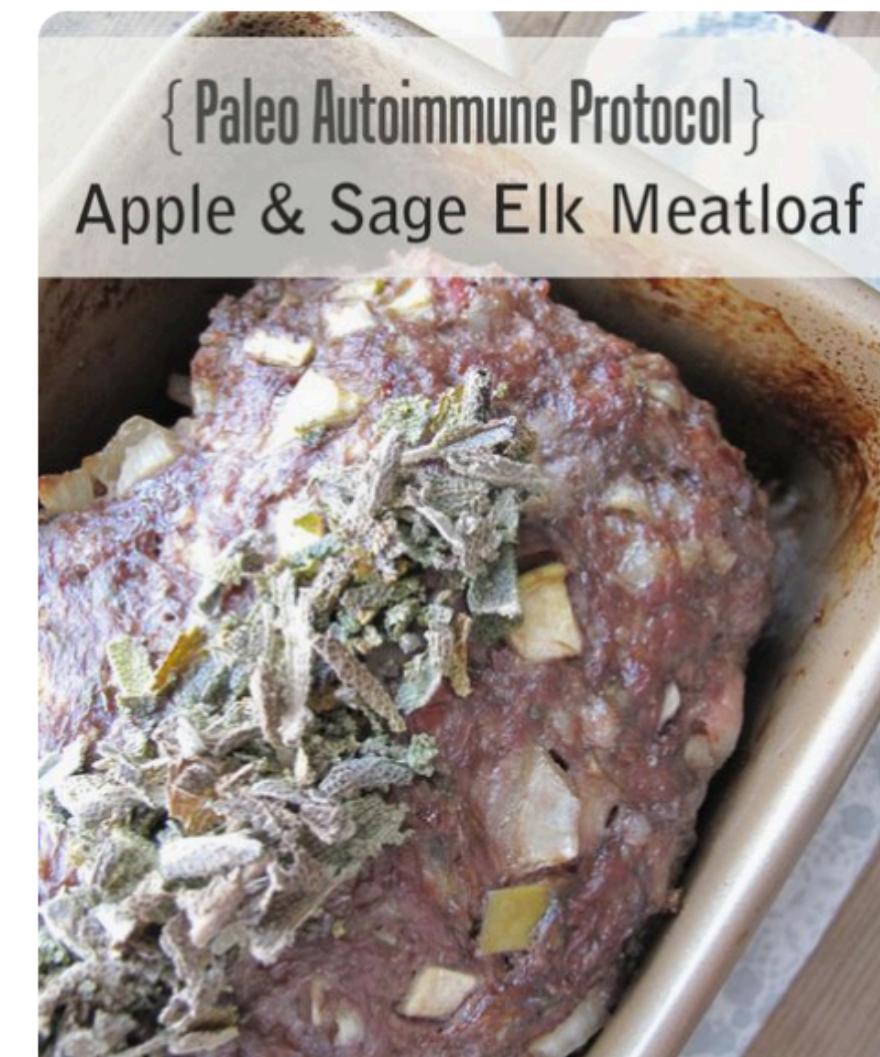
Dr. Pepper Crockpot Elk Stew  
- Wild Game Recipes. Pro...



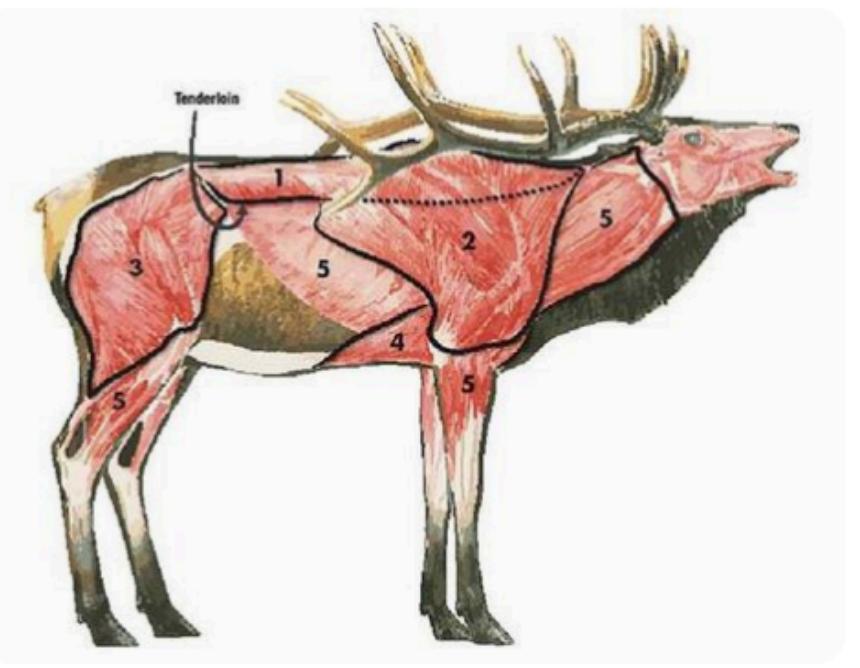
Smoky Slow Cooked Elk Meat  
Tacos // Wild Game Barbacoa



Stuffed Venison Backstrap  
anyone? Cream cheese, bacon, and...



{ Paleo Autoimmune Protocol }  
Apple & Sage Elk Meatloaf



Elk Breakdown | Know Your Cuts and How to Cook 'Em



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**Thank you.**

**Andrea Mignolo | @pnts**

Special thanks to Miriam Meima, Hanna du Plessis, and Marc Rettig