

# The Power of Care

From Human-Centered Research to Humanity-Centered Leadership

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Founder, Redefining Having It All



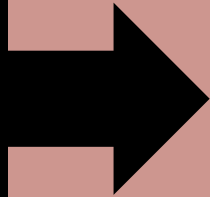
User Research?

Care

“The watchful or protective attention, caution, concern, prudence, or regard.”

—*Oxford Languages*

Human-  
Centered  
Research



Humanity-  
Centered  
Leadership

The **role of care** in  
user research

Care is the greatest  
**superpower** of user  
research

Leverage the  
power of care as  
a **research leader**

Think about a time when you cared deeply for the **users you conducted research** with.

*#ar-general*

How did you use your power  
of care with **your users**?

*#ar-general*



Think about a time when you cared deeply for the **people  
you work with.**

*#ar-general*

How did you use your power  
of care with **your colleagues**?

*#ar-general*

In both of these cases,  
how did you demonstrate  
**Leadership?**



# Amazon Leadership Principles

**Customer Obsession**

**Ownership**

**Invent and Simplify**

**Are Right, A Lot**

**Learn and Be Curious**

**Hire and Develop the Best**

**Insist on the Highest Standards**

**Think Big**

**Bias for Action**

**Frugality**

**Earn Trust**

**Dive Deep**

**Have Backbone; Disagree and Commit**

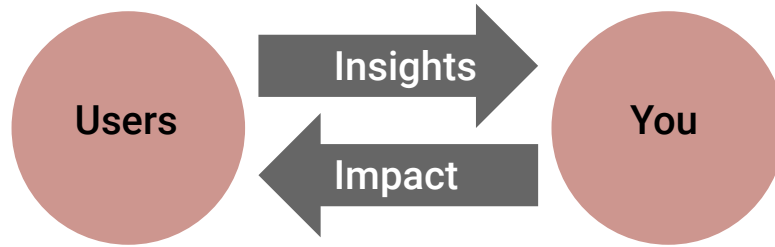
**Deliver Results**



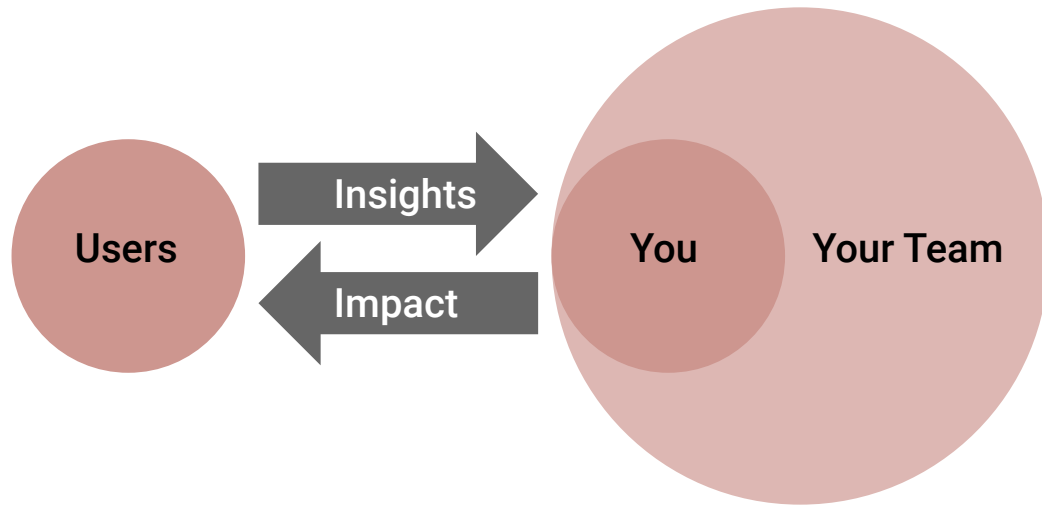
People

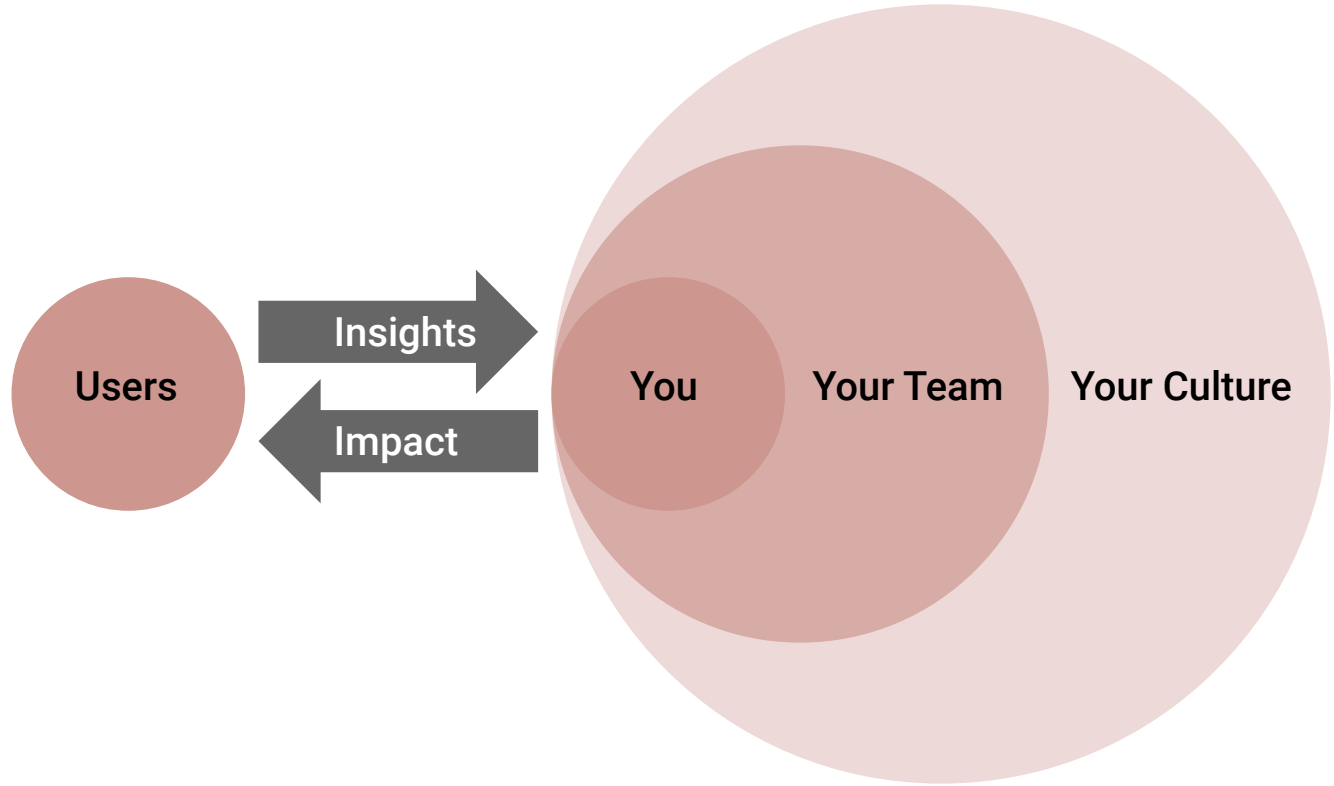
“Daring leaders must **care**  
for and be connected to  
the people they lead.”

—Brené Brown, *Dare to Lead*









Care is inclusive

# Inclusive Research

**Redefining**



**Having  
It  
All**

[www.having-it-all.org](http://www.having-it-all.org)  
IG: @redefininghavingitall

## Claudette

**What does "having it all" mean to you?** It's when me and my son are succeeding. A partner isn't important to me these days. It's just not in my head. It's about me and succeeding at being independent.

**What are your current life and professional goals?** My goal right now is finding stability. Finding a job that I can be happy in. It's not just the money—it's working around people who are understanding of my situation as a mom and can relate. You have to be a mom to understand. We all go through the same challenges and struggles.

**What's your favorite mom moment that you would recreate everyday if you could?** The commute to school. It's quality time together, just relaxed and talking. It's downtime, just me and him. After the rush of the morning, we get in the taxi or train and then walk. This time is precious.

Portrait by Etienne Fang

Share



## Maisha

**What does "having it all" mean to you?** "Having it all" means I am successfully able to balance and juggle all the roles I play, bringing value in each one of these roles. I am not so sure as I wear my many hats that I do so with balance, but I definitely try to bring value. Some days, I am a great mother and some days, I am a not so good mother. Some days I am a better friend and some days, I just can't be the type of friend I want to be or that my friends need me to be. The same can be said about all my roles in life.

"Having it all" also means that I am living on purpose and operating knowing that purpose will create opportunities for its accomplishment. When I am fulfilling what I was created to be and do, everything seems easy to do. Having It All is so easy. However, when I am operating off purpose, I struggle to complete and do everything. I'm not at my best because I am not doing what I was predestined to do.

**What have been the greatest challenges and rewards?** I always say that the PhD is a blessing and a curse. Earning the distinction as the fourth black person in the oldest materials science and engineering department in the country is noteworthy in itself. In 2004, I was trailblazing to get the terminal degree at the age of 26. But while the PhD as a terminal degree should open doors, this is not always the case for a black woman with a PhD. There are so many stereotypes and biases about Black women that have to be dealt with on a consistent basis that it becomes necessary to make others feel



# HAVING IT ALL

Redefining having it all for women around the world









“Treating inclusion as a benevolent mission increases the separation between people.”

—Kat Holmes, *Mismatch*

# Inclusive Leadership

“Leadership is about making other people better as a result of our presence in a way that lasts into our absence.”

—Frances Frei, *Harvard Business School*

#IWDxAMZ

#IWD2021



International  
Women's Day

**Challenge.**  
**Champion.**  
**Change.**

# How might we be more inclusive leaders?

1. Have I done everything I can, to embrace diversity?
2. Have I made room for different voices to be heard?
3. Have I made myself, even a little, uncomfortable by stepping outside of my comfort zone?

# Care is inclusive

1. Celebrate Differences. Identify Commonalities.
2. Create opportunities for visibility for everyone.
3. Challenge ourselves to get outside of what we know.

Care is authentic



Authentic Research







# Authentic Leadership

“It’s about acknowledging that we are all people with **lives and aspirations** that extend beyond those related to our shared work.”

—Kim Scott, *Radical Candor*




**SCX P&D** CONNECTS

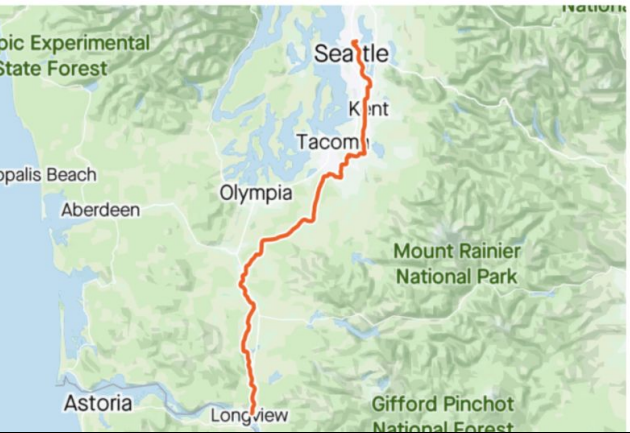
To create opportunities that encourage our team to connect with each other as **whole-hearted humans**.





Distance | Elev Gain | Time | Achievements  
152.56 mi | 3,681 ft | 9h 53m | 48

 Congratulations, this activity is your longest ride on Strava!



Twitter: @karann9



FLAT STITCHES

LOOP STITCHES

EXAGGERATED LOOPS

TRIMMED LOOPS





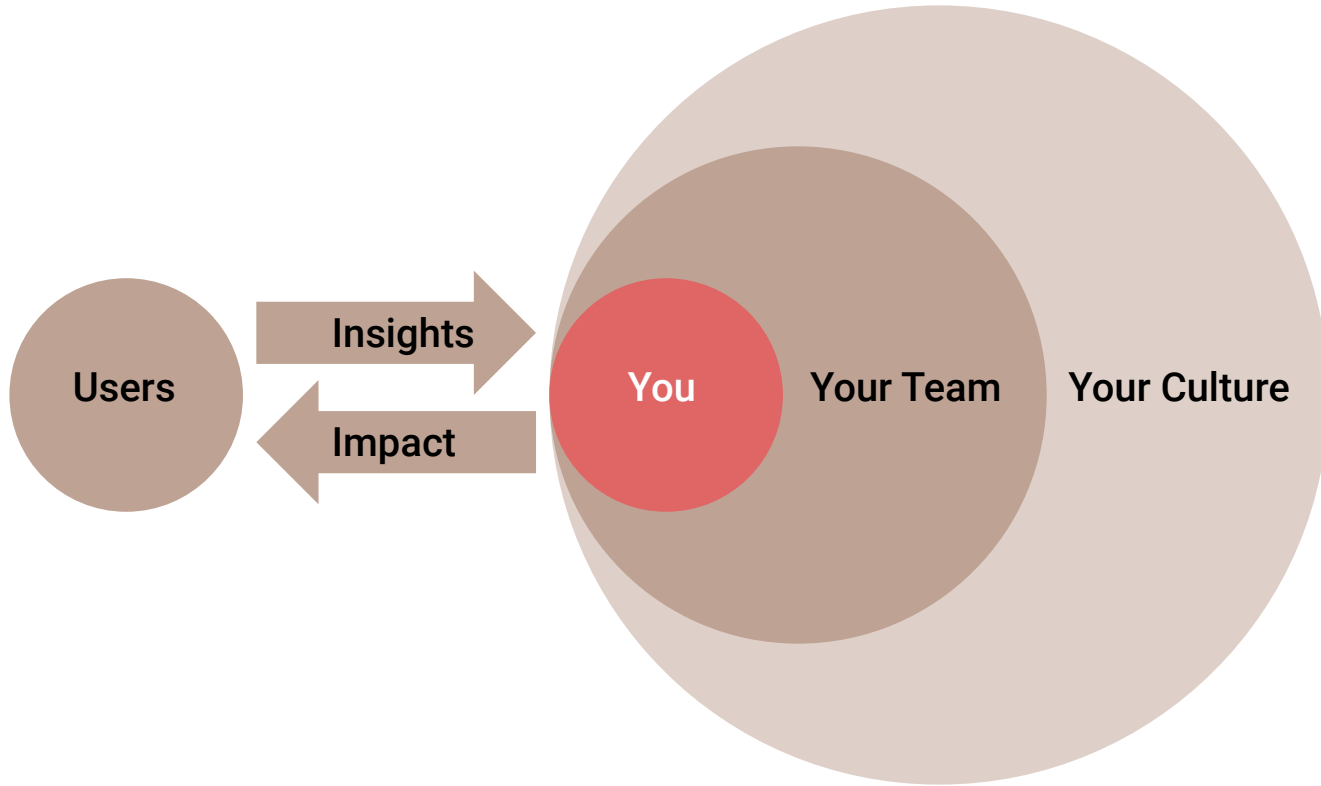
IG: @dohiedoh



# Care is authentic

1. Seek real experiences.
2. Tell true stories.
3. Understand and connect with the whole person.

Care begins with you



“ Self-care is an ethical imperative.”

—Vivianne Castillo, *HmntyCntrd*



# Care for You

1. Show and share gratitude.
2. Find your unique superpowers.
3. Build your support squad.

Care

# Care in Research and Leadership



Celebrate differences.  
Identify commonalities.

Create opportunities for  
visibility for everyone.

Challenge ourselves to get  
outside of what we know.

# Care in Research and Leadership



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Begins  
with you

Show and share gratitude.  
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Build your support squad.

What are some **principles of care** you can apply to your work today?

*#ar-general*

# Thank You

**Etienne Fang**

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