

DESIGN OPS SUMMIT 2020

Not Black enough to be White

DESIGNING HUMANS X DESIGN OPS SUMMIT 2020



DEAN BROADLEY

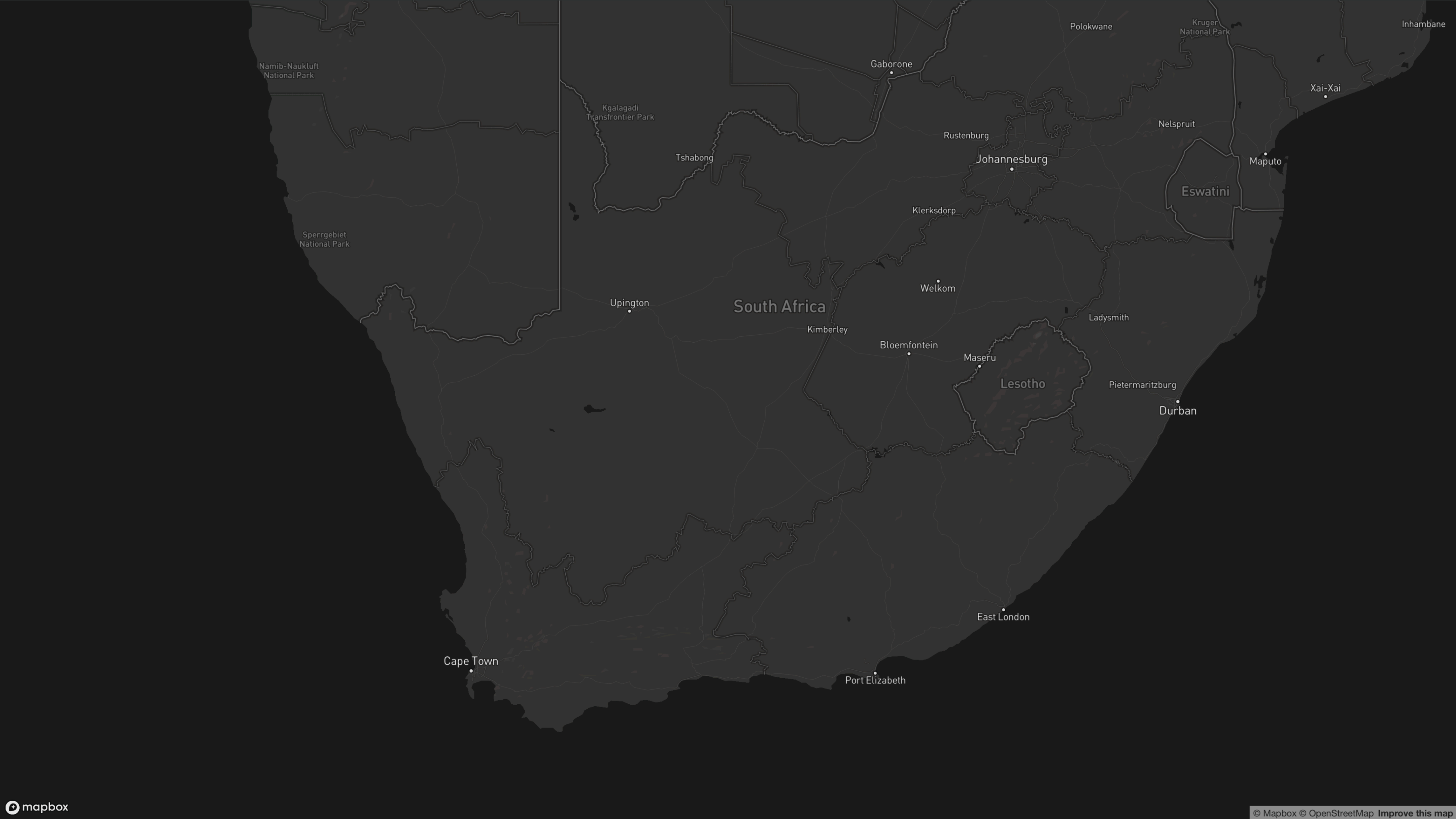
FULL-TIME HUMAN

@BROADLEYSPOKEN

@DESIGNINHUMAN

WELCOME TO SOUTH AFRICA

A brief history of my home





CAUTION
BEWARE OF
NATIVES



What South Africa sounds like

11 OFFICIAL LANGUAGES

Zulu

Xhosa

Afrikaans

Sepedi

English

Tswana

Sotho

Tsonga

Swazi

Venda

Ndebele

Khoisan

Apartheid Racial divisions

HOW TO DIVIDE A COUNTRY



WHITE



BLACK



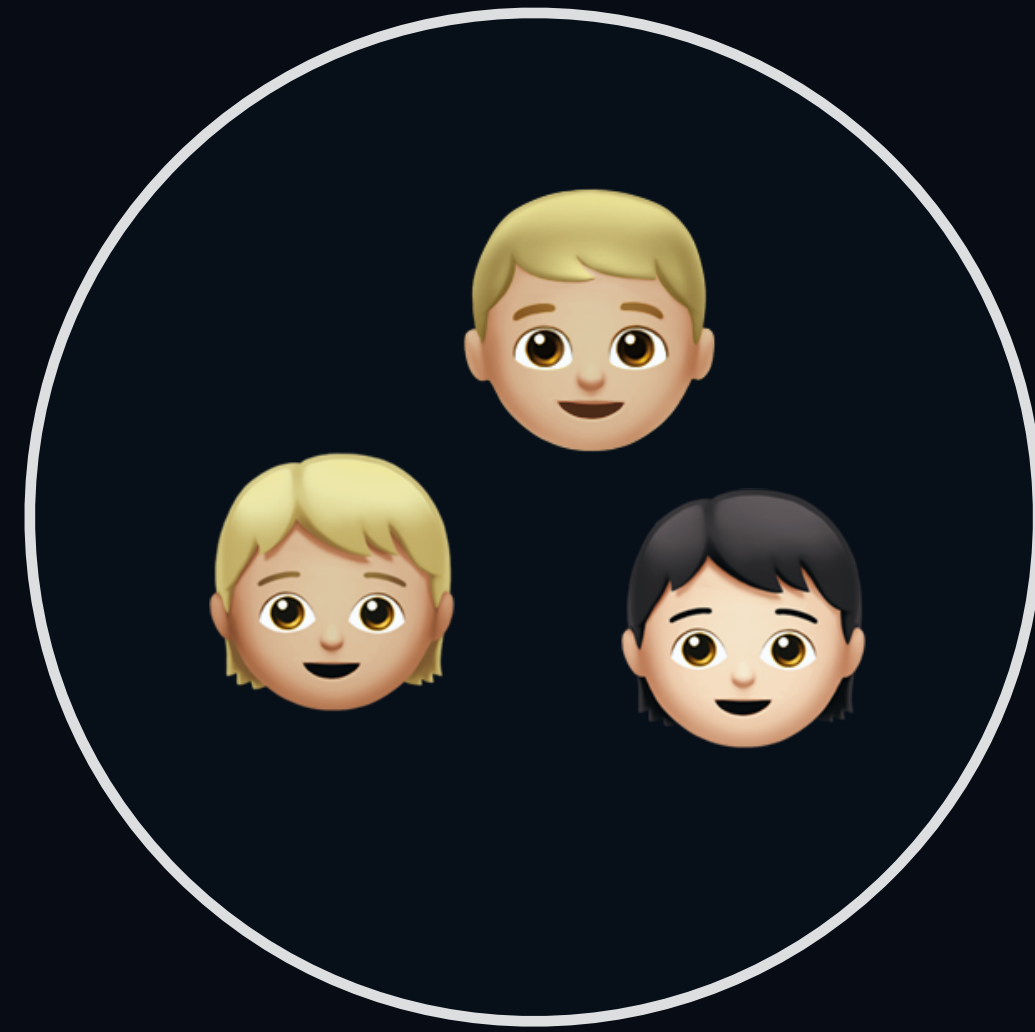
INDIAN

Which brown are you?

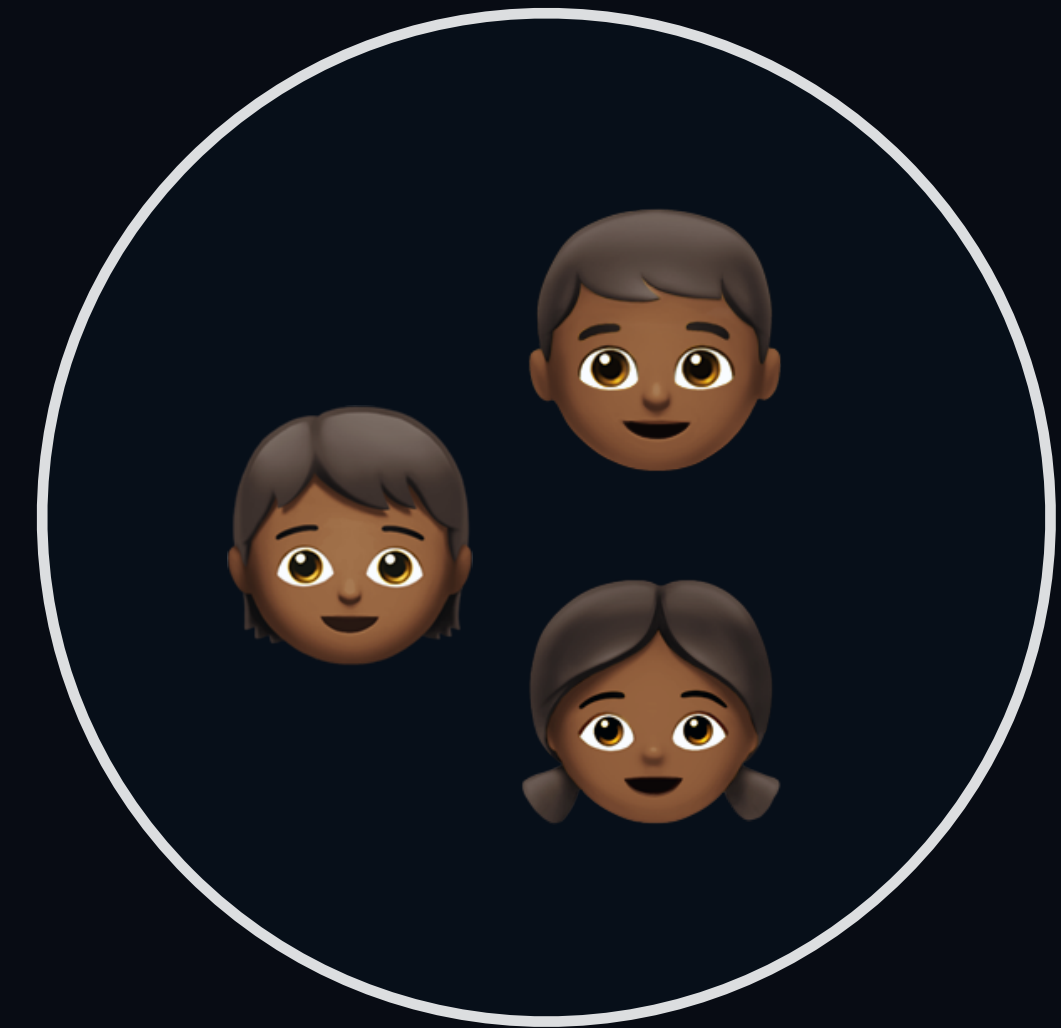
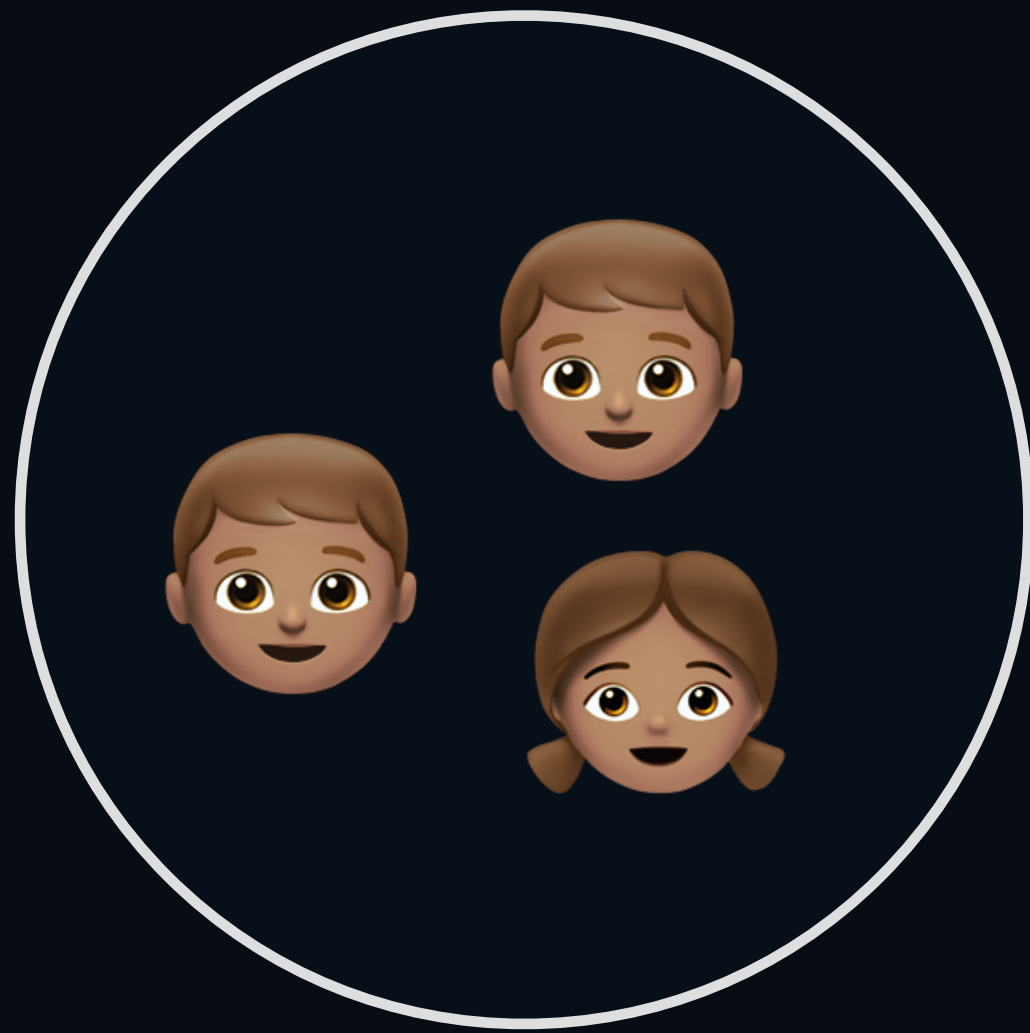


COLOURED

Not quite.

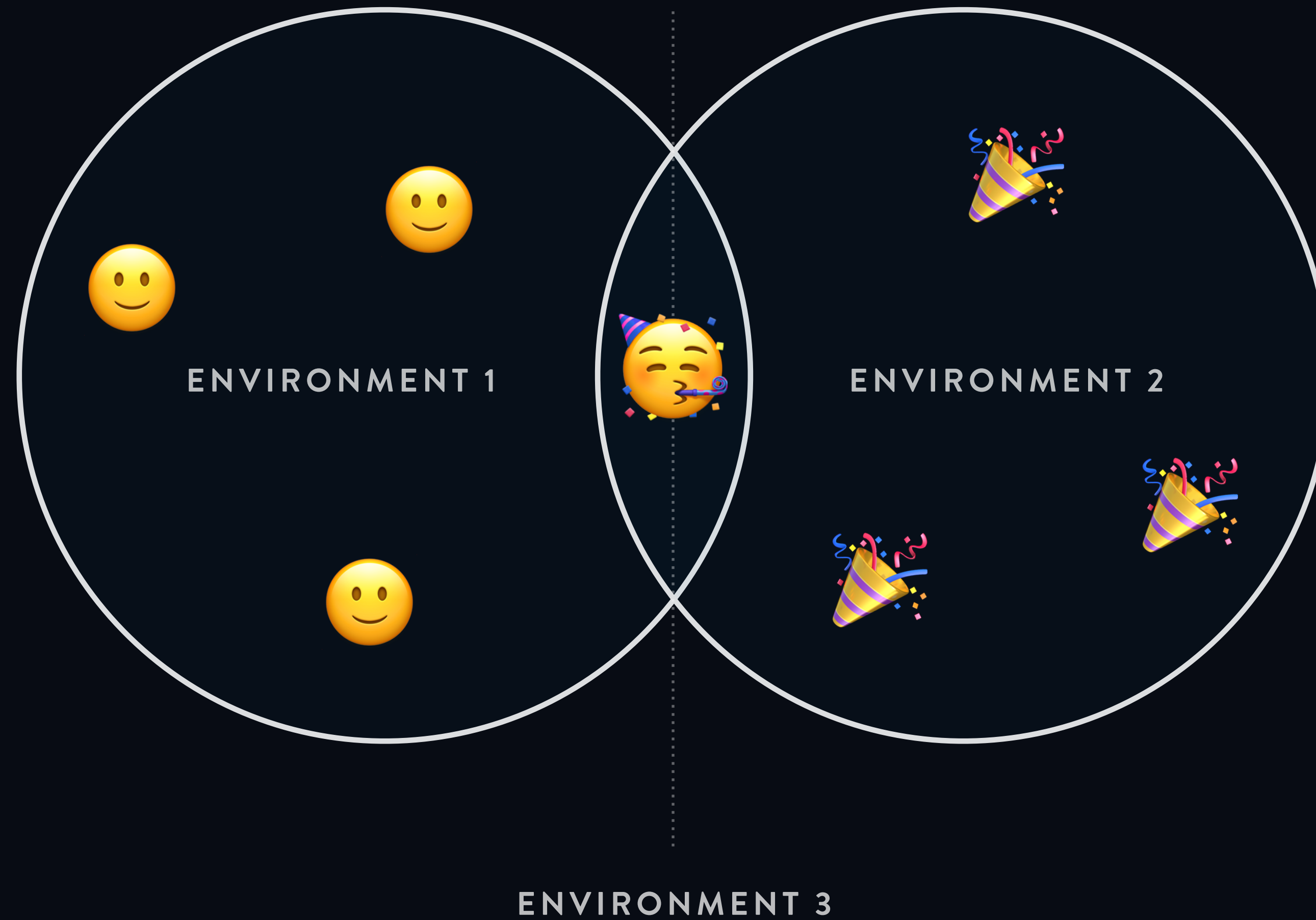


Segregated Playgrounds



I very quickly learned nobody knew where to put me.
And they didn't like that

Cultural Edge Effect



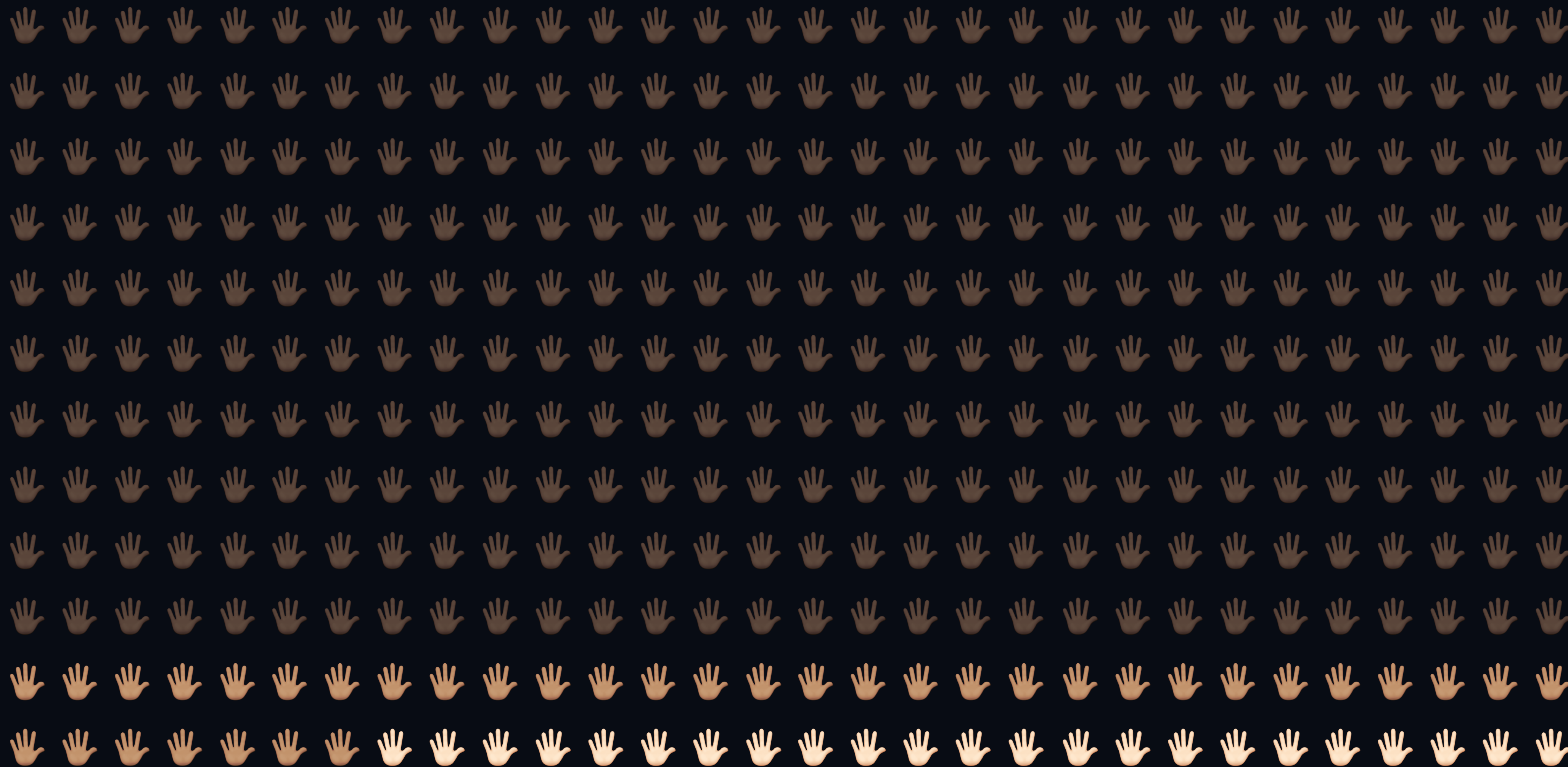
Then I learned.

Belonging nowhere, meant I had **access everywhere**

Being excluded helped me think more inclusively

Diversity in South Africa

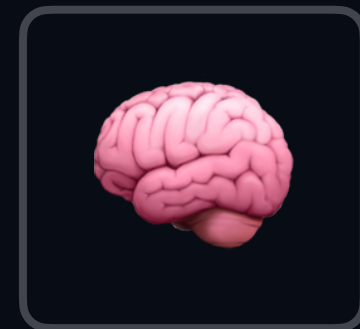
OUR NATIONAL BREAKDOWN



The South African Design Industry

OUR DESIGN POPULATION





TAKE NOTE OF

Availability Bias

Who we see thriving in the world
teaches us how to see ourselves.

Care less about being certain
and more about being effective

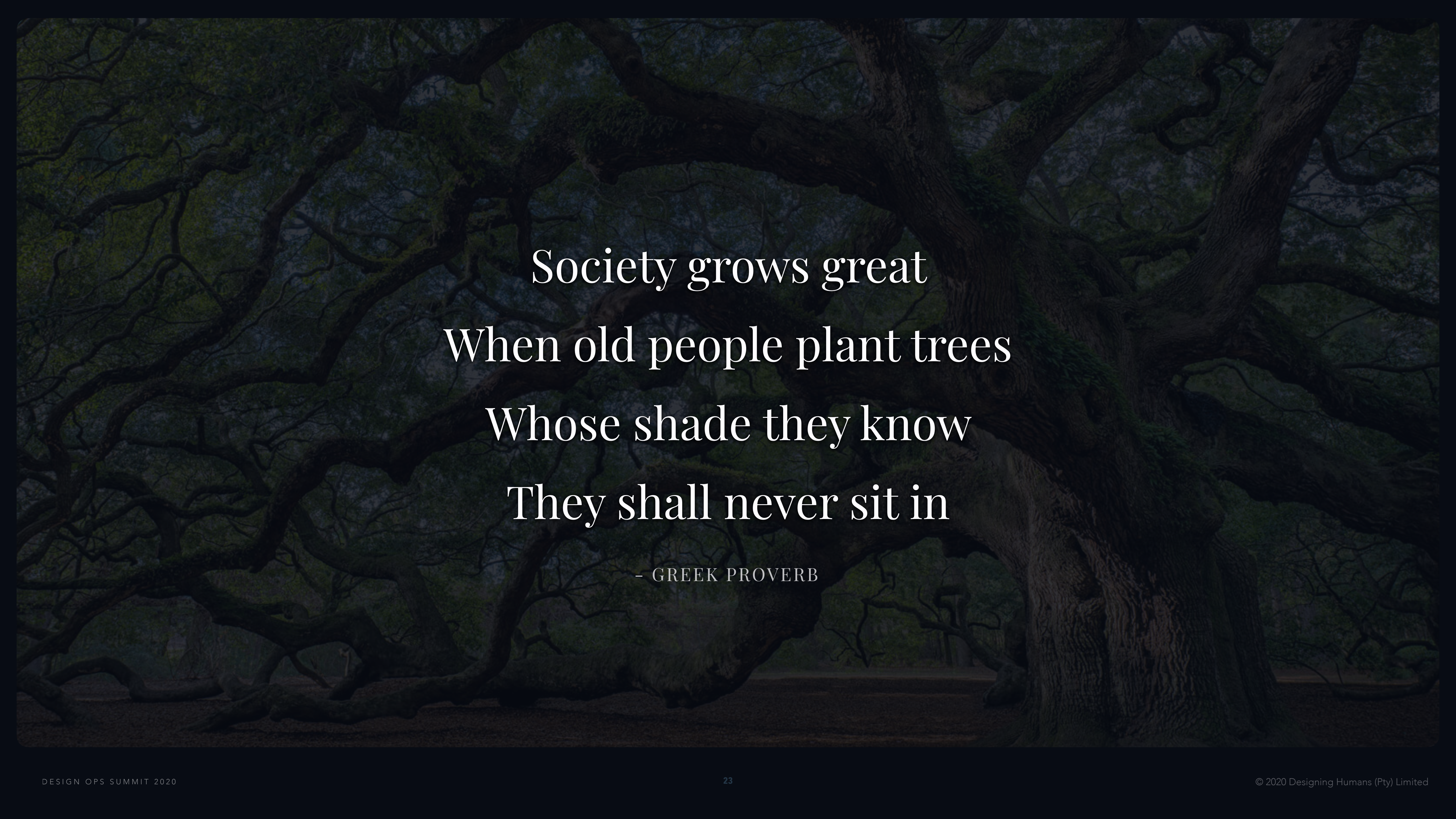
Starting at level 1 with everyone



LEVEL 1
INTERN



LEVEL 100
MASTER

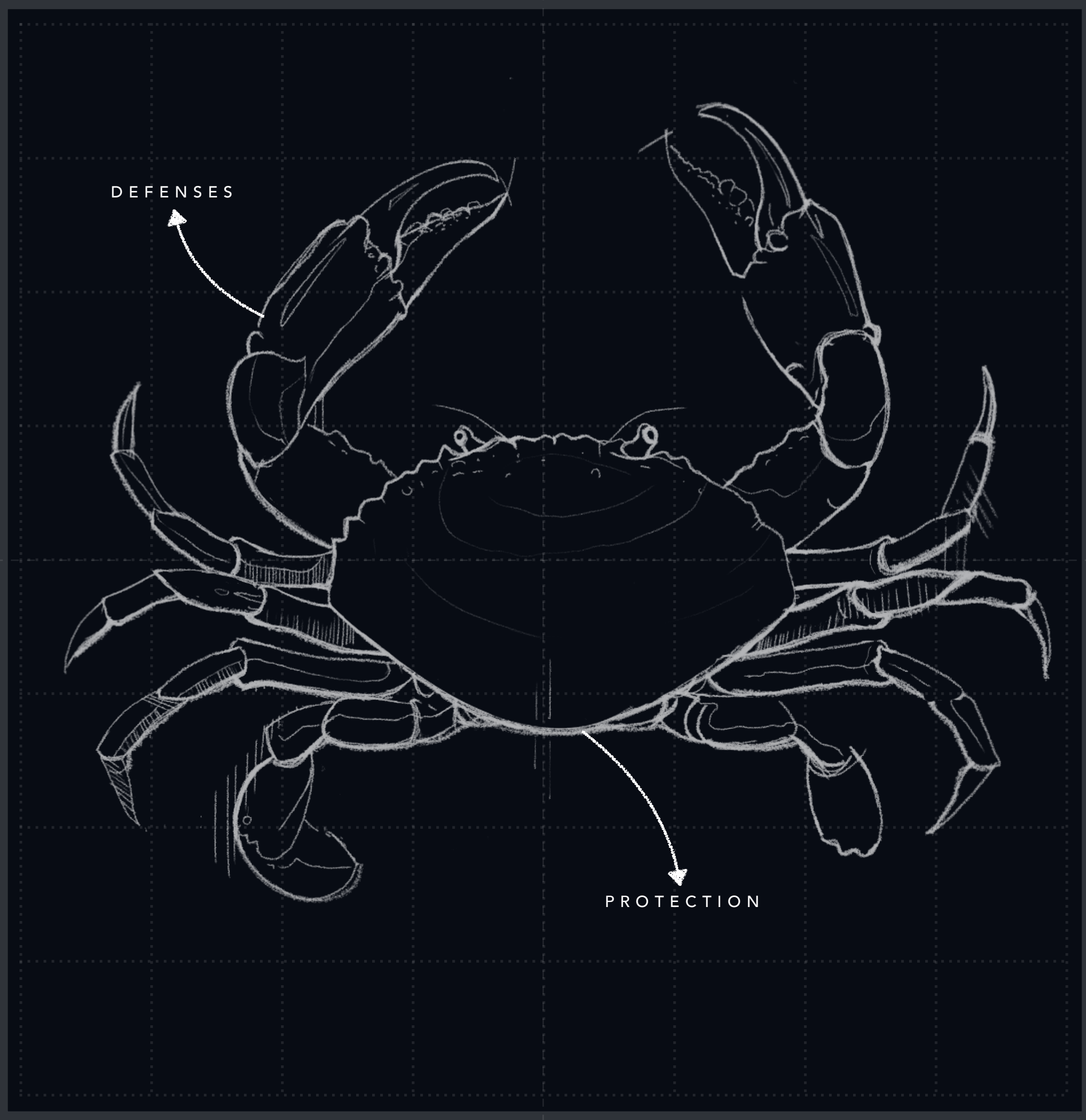


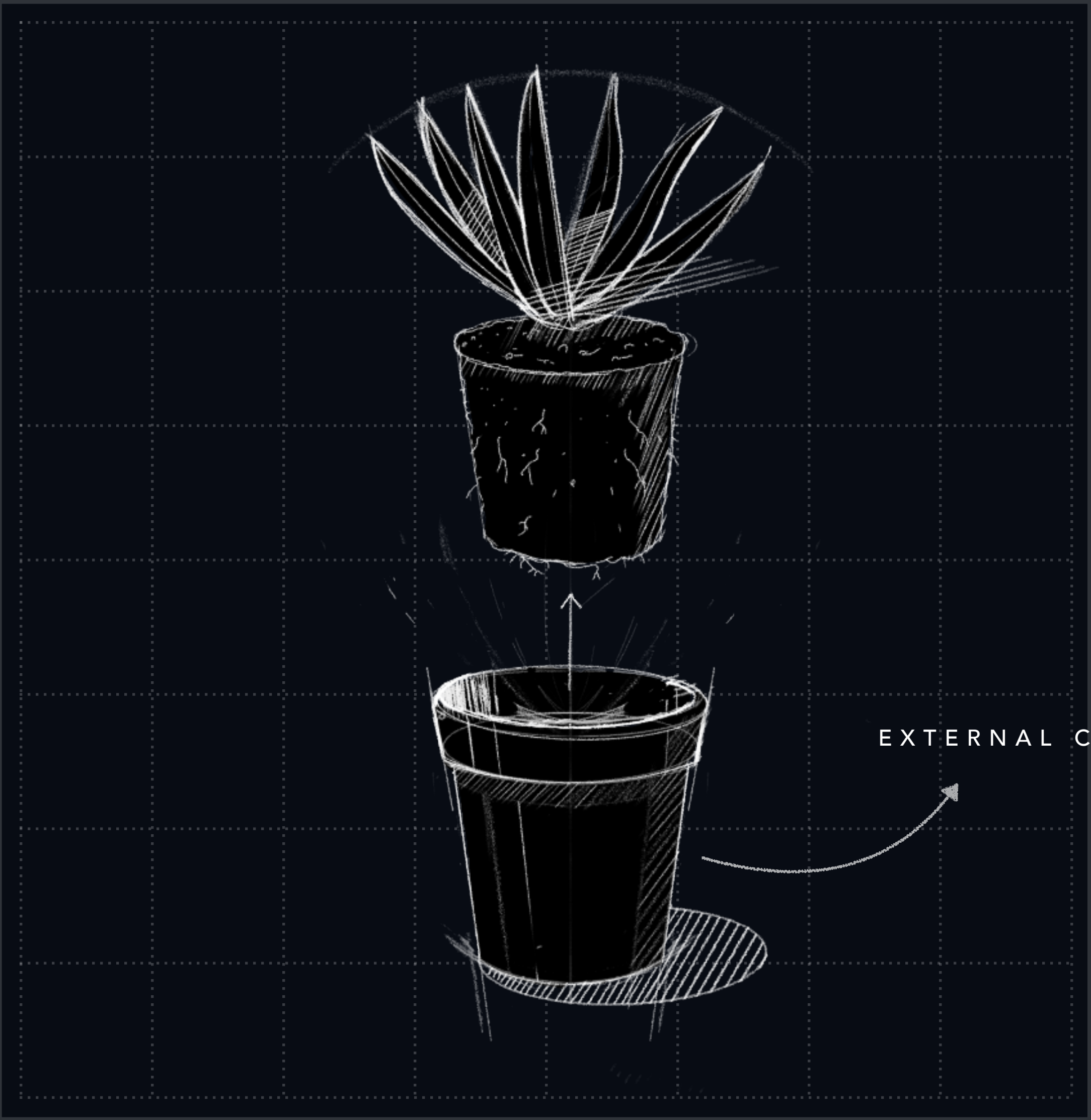
Society grows great
When old people plant trees
Whose shade they know
They shall never sit in

- GREEK PROVERB

Don't be a pot plant,
Be a crab.









BEWARE YOUR

End of history illusion



Pot plants need others to define them,
Crabs go through discomfort to define themselves



THE END

Thank You

