

ATHAN ANTHONY

MUCH WE KNOW

OR: DIS!ORGANIZE.

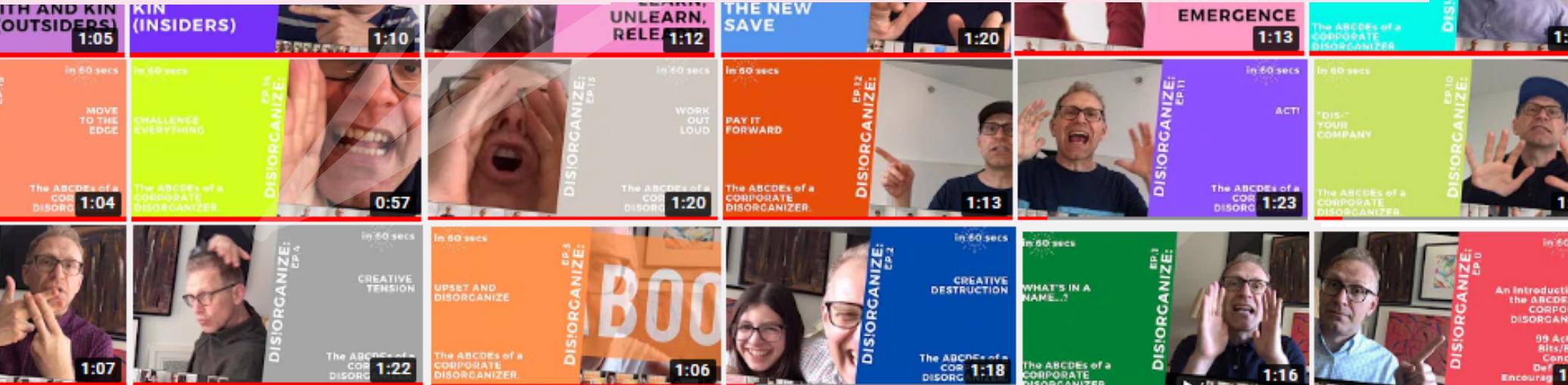
ATEGY. DESIGN. COMMUNICATION.
URE. CONTENT. COMMUNITY.
TIVITY. CURIOSITY. COACHING.
TAL (TRANSFORMATION).
ERSHIP.

THISMUCHWEKNOW.NET
HWEKNOW@GMAIL.COM

W: @THISMUCHWEKNOW
/IN/THISMUCHWEKNOW

IN THIS MUCH WE KNOW
IG: @DIS.ORGANIZE
TT: @DIS.ORGANIZE

ENCOURAGE. ACT. REIMAGINE.



RETHINKING KNOWLEDGE PROBLEMS / CHALLENGES

[CULTURE + COMMUNICATIONS] CATEGORY DESIGN

I am a communications and culture category designer. I have a deep background in all the Communications departments, as well as skills and experience in culture, content, community, creativity, curiosity, coaching, digital transformation, OE/OD, engagement; leadership, ops, and white, male privilege.

How can I help?

Category design (first described in *Play Bigger*) is a way to create and frame a new service or product, often in an emergent or game-changing way, using the principles of design thinking:

- What is... discover and define a category problem that currently exists.
- What if... envision a new, improved future; create point of view and sell to stakeholders.
- What wows... solutions that stand out.
- What works... test possible solutions and mobilize users in the real world.

[CULTURE + COMMUNICATIONS] CATEGORY DESIGN

WHY WE NEED
CATEGORY DESIGN

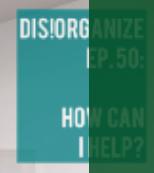
Communications:

In 2020, there will be 44 zettabytes (trillion gigabytes) of data created. 90% of all the data in the world has been created in the last two years.

A lot of that information gets thrown at people. Colleagues are overwhelmed by the noise: "**WORDS!**"

Unfortunately, the communications function, parsing all this *stuff*, becomes **bureaucratic**, clogging organizational arteries with process and formality; **policing** what can be said, when, by whom, through which channel. There ends up too many, **fractured** services - internal, external, employee, corporate, media, social, change management - that overlap and compete.

We need more natural, emergent mechanisms for all stakeholders to commune around a common purpose; to align around shared strategic intents. We can enable colleagues to own the communications work for themselves.



[CULTURE + COMMUNICATIONS] CATEGORY DESIGN

WHY WE NEED CATEGORY DESIGN

Culture:

Only about 1/3 of employees feel engaged at work. Everyone feels the *them* and *us*. Our workplaces are a maelstrom of mistrust and misunderstanding; the unheard, unheralded and disenfranchised.

Our organizations lack balance. White, male privilege sets the agenda. Execs and insiders sit on year-long strategy Steering Committees, then expect a single Townhall to effect immediate change. Management still tells us what to do. Personal and corporate stories do not match.

Our corporate cultures can better represent the skills, diversity, and stories of 'people like us who do things like this.' We can better empower our people, scale their talents, support them on their career paths.



STRETCH TOWARDS
EVERYTHING: CASE STUDY

[CULTURE + COMMUNICATIONS] CATEGORY DESIGN

TEAM TRUST GET IN THE FLOW
SCALE EVERYTHING GIVE AGENCY
RADICAL TRANSPARENCY
REFLECT THE CULTURE
YOUR PERSONAL STORY

