



Photo by Roy Reyna

Welcome to my conference 🙌

~~Heroes~~ Designers are
made by the path they
choose, not the power
they are graced with

Layshi Curbelo Vega

CEO of Command Z in collaboration with Ozmo

01 **What is a hero?**

02 **The superhero mentality**

03 **Actionable Intelligence**

04 **Systemic Thinking**

05 **Tools to develop
your superpowers**



Who is Layshi?

Layshi is a designer that specializes in user experience (UX) and accessibility (a11y) for the past 8 years. She is a Design Advocate and the creator of Command Z, a podcast focused on design, tech, and communication.

120+

Design Episodes

7,502+

Volunteer Design Hours

+8

Countries Recorded

+10K

Designers Impacted





Photo by Roy Reyna

How ~~Heroes~~ Designers are made?

Empathy

Compassion

Really?

“Humans and mutants
couldn't co-exist and
that they shouldn't”

Magneto

X-Men Mutans



Photo by Jamie Braswell

Sometimes we believe that

“...Designers and management
couldn't co-exist and that they
shouldn't”

YOU

Designer that is in Design Matters México

We are equals, right?

“Did you know that you are a wonder woman?”

MANAGEMENT

Humans

Make decisions

DESIGNER

Humans

Make decisions



Photo by Roy Reyna

Why do designers feel like this?

Why do designers feel and think that their design decisions are not powerful or important to make us equal in order to have a conversation that makes an impact in people's lives?



Photo by Karolina Grabowska



Designers let me tell you
how you can use your
superpower...



Is **NOT** the Skills

Is about **YOUR** role





Iron Designer

As Iron Man uses his intelligence to create his path as a superhero, it is important for designers to use Systemic Thinking to create their own path in their careers. Let's face this..

Designers are creative creatures and we are so involved in our craft that sometimes...



Photo by Fauxels

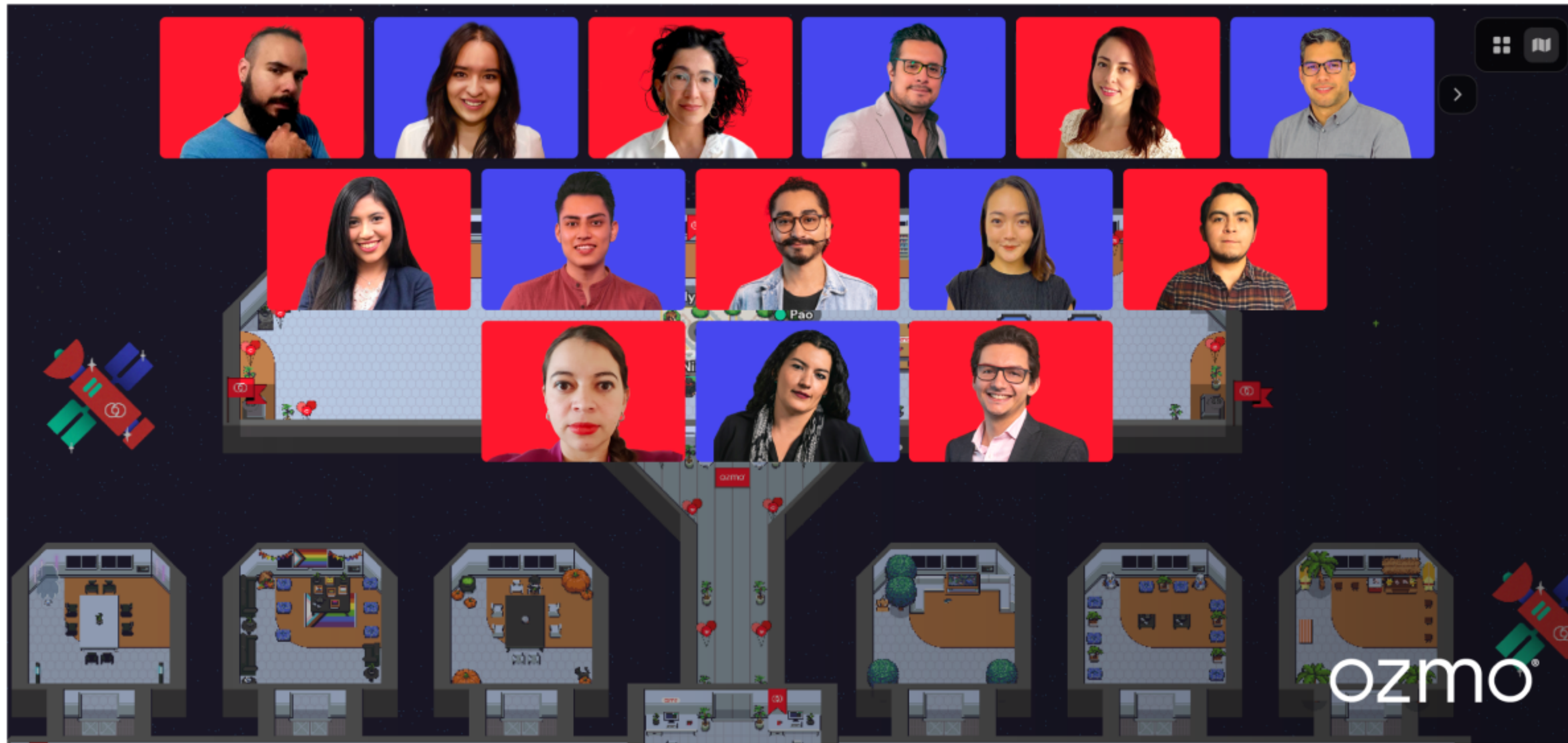


Photo by Fauxels

Why we hate it?

Is not the same to be in a room without purpose, creativity, and most important "attitude to get results".





Strategic Solutions Laboratory here in Mexico City.
What they do? Actionable Intelligence.

The understanding of the
people and their environment
and use that to capitalize on
business opportunities.

Actionable Intelligence?

What triggers a transformation based on the understanding of his environment and used to capitalize on an opportunity?

You can be a Batman too, you know that? No?



Photo by Ronê Ferreira



ozmo[®]

They don't know...



Identify

See problems to make improvements. In order to be the first choice of customers.



Modernize

Work on internal communications.



Empower

Work as a team.



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“Systems thinking is a discipline for seeing wholes. It is a framework for seeing interrelationships rather than things, for seeing ‘patterns of change’ rather than ‘static snapshots.’”

Peter Senge

American Systems Scientist



Photo by Aurum Speakers Bureau

What is the real problem?



The Incredible family?

Systemic thinking focuses on the 'system' as a whole.

Nothing lives in the air and problems are not unilateral.



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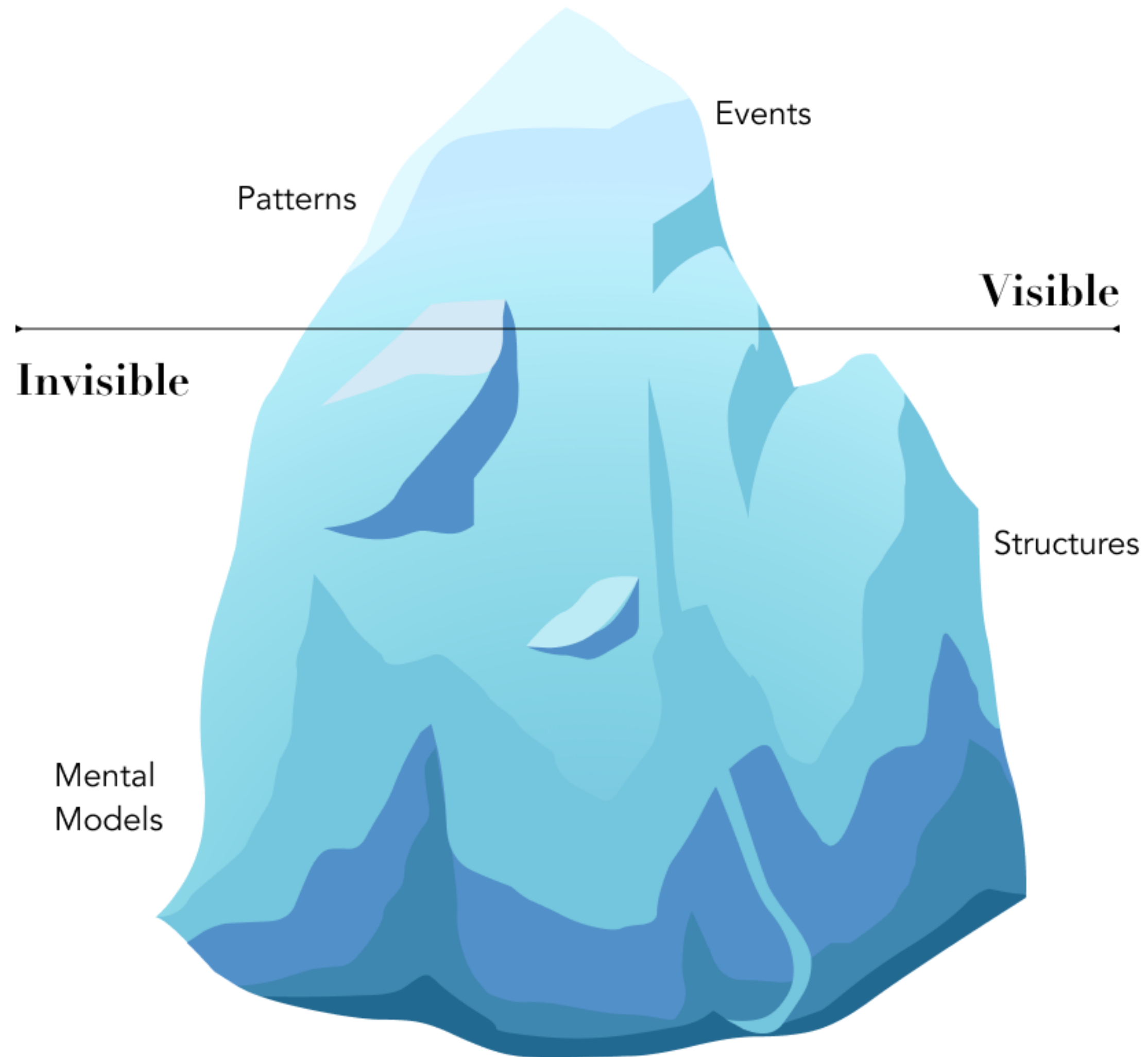


Ozmo Case Studie

As designers, do we feel tied to team organizations?

Use system thinking to identify all the wholes, interrelationships, and patterns of change to give their designers the tools they need to empower new ways of work.

- Iceberg Model
- Psychological Safety



Iceberg Model

01 Visible area; Events and Patterns

Events are the things that are currently happening and patterns that happen in the long run, trends, and common behavior.

02 Invisible area Structures and Mental Models

Structures are the connections that influence patterns and mental models are the beliefs or values of that particular system this is the big picture, the base.

Ozmo Case Studie

01 Event

They did not have efficiency in the delivery times of their services.

02 Pattern

The usual pattern was when one department needs confirmation of a process it took 3 weeks to get it done.

03 Structure

The structure has been requests approvals manually and even ask for a meeting to make the confirmation happend.

04 Mental Model

Their mental model values the waterfall model of asking for permissions and approvals based on hierarchy.

Now picture yourself here...



01

😡 Event

Get Furious

03

📁 Structure

Based on past experiences

02

🕒 Pattern

Long hours of search

04

👉 Mental Model

Low price = don't lose a client

Psychological Safety, what is that?

Psychological Safety

Is a universal pattern that reflects the natural progression of human needs in social settings.



Inclusion Safety

Connect and belong



You can bring your whole,
authentic self to work



Superiority &
hierarchy dominate



Listen and understand



You are also the interviewer

Learner Safety

Learn and Grow.



Learning is encouraged
& celebrated



You execute more than
you innovate



Is not a spend is a
investment.



Looks for mentors, you are in
the correct place now.

Contributor Safety

Make a difference



Roles are clear & small
wins are celebrated



Autonomy is given with
little to no guidance



Giving credit...



Always aware,
always communicate

Challenger Safety

Make things better.



You can speak up.
People disagree productively.



Teams fall silent



Promote vs Fire



Dumb questions or
empty criticism



The use of systems thinking in organizations is nothing more than the introspection of now with the idea of improving tomorrow.

Systemic Thinking

Is not a spend is a investment.
Recruit your designers with the best powers and develop them.





Designers use systemic thinking in your career to reflect how you are moving the needle towards your growth.

~~Transform~~ Design your Self

What stops you?



01 🦇 **Fear?**

02 👊 **Where to start**

03 🕷️ **Confidence?**

01 **Actionable Intelligence**

02 **Iceberg Model**

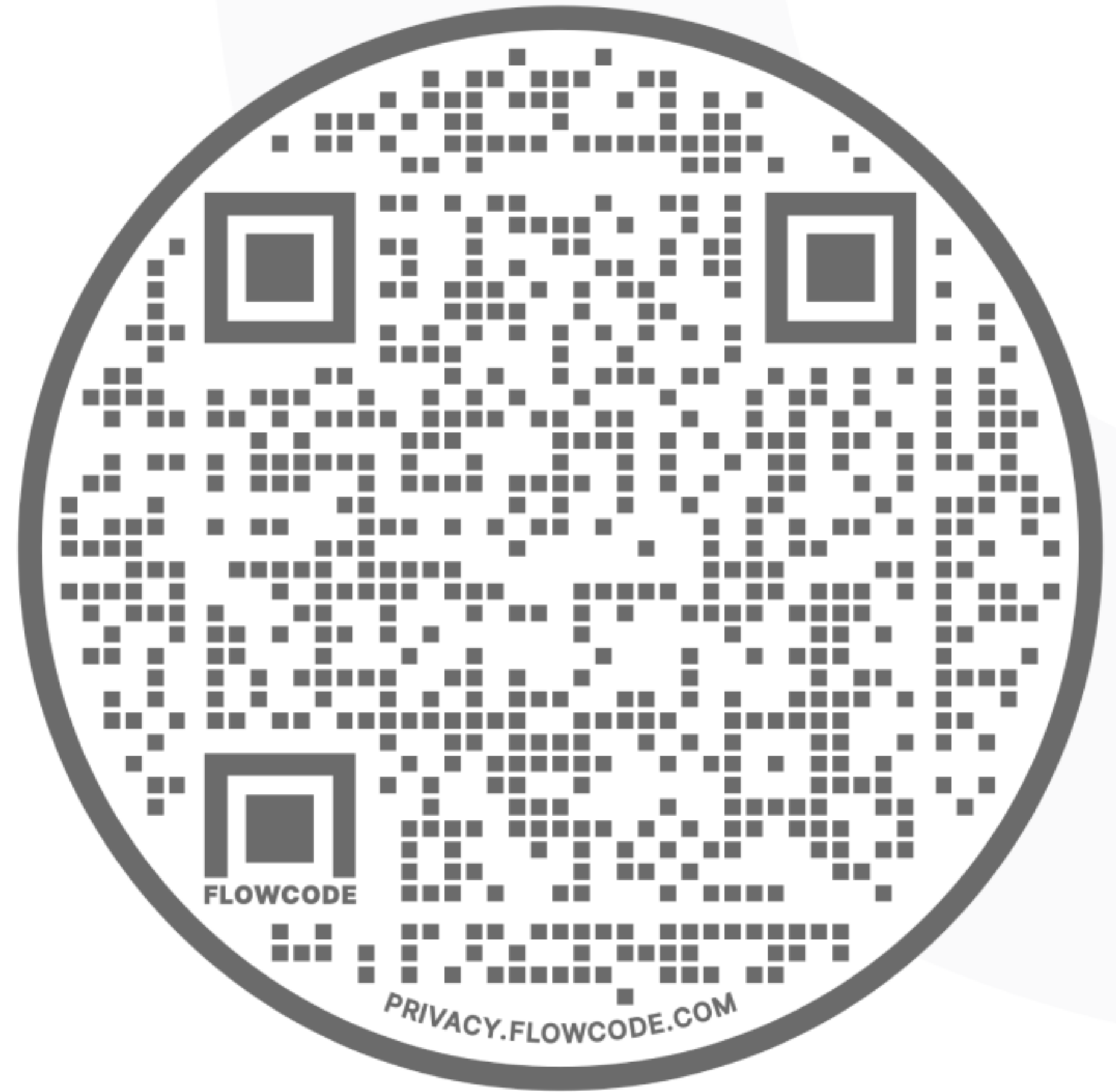
03 **Psychological Safety**

*"It's Not Who I Am
Underneath, But What I
Do That Defines Me."*

Batman Begins



Let's Connect



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