THINK LIKE PEOPLE.
A HUMAN APPROACH TO TECHNOLOGY.

4TH UNWTO WORLD FORUM ON GASTRONOMY TOURISM

MAY 30, 2018
BANGKOK, THAILAND
INNOVATION IS ALMOST NEVER ABOUT THE BIG THINGS
WE HAVE AMNESIA.
WE HAVE A HUMAN EMPATHY DEFICIT.
SOMETIMES WE’RE BLINDED BY NEW TECHNOLOGY
SOMETIMES WE’RE BLINDED BY NEW TECHNOLOGY

ALL OF THESE COMPANIES ARE DEFUNCT
Sometimes we mistake insights for empathy.
BUT WE SHOULDN’T BE TOO HARD ON OURSELVES.

BECAUSE THERE’S A CULTURAL EMPATHY DEFICIT TOO.
College students today are 40% less empathetic than 30 years ago. Narcissism has increased as quickly as obesity has since the 1980s.
WE HAVE LESS COMMON GROUND THAN EVER BEFORE.
WE ARE WAKING UP.
RECENTLY EMPATHY HAS BECOME A HOT TOPIC.
BUT I THINK IT’S MORE THAN JUST A TREND.
OUR JOBS ARE NO LONGER ABOUT GETTING PEOPLE TO DO WHAT WE WANT...

BUT RATHER HELPING PEOPLE DO WHAT THEY WANT.
SO, HOW DO WE GET EMPATHY BACK?
IT'S AN EVOLUTION.

IT'S NOT A REVOLUTION.
FIRST, WE NEED TO REFRAME WHAT EMPATHY IS.

FROM SOMETHING THAT YOU HAVE

TO SOMETHING THAT YOU DO
THERE ARE THREE WAYS TO **PRACTICE** EMPATHY.

1. 
2. 
3. 
THERE ARE THREE WAYS TO PRACTICE EMPATHY.

1. KNOW PEOPLE OUTSIDE AND IN.
2. 3
BUT YOU ALSO NEED TO UNDERSTAND THE CONTEXT OF THEIR LIVES.
THERE ARE THREE WAYS TO PRACTICE EMPATHY.

- KNOW PEOPLE OUTSIDE AND IN.
- 2
- 3
THERE ARE THREE WAYS TO PRACTICE EMPATHY.

1. KNOW PEOPLE OUTSIDE AND IN.
2. KNOW PEOPLE BETTER THAN THEY KNOW THEMSELVES.
3. 3
PEOPLE DON’T ALWAYS KNOW WHAT THEY NEED.
WHAT THEY WANT, WHEN THEY NEED IT, NEVER BEFORE, NEVER AFTER.
THERE ARE THREE WAYS TO PRACTICE EMPATHY.

- KNOW PEOPLE OUTSIDE AND IN.
- KNOW PEOPLE BETTER THAN THEY KNOW THEMSELVES
- 3
There are three ways to practice empathy.

1. Know people outside and in.
2. Know people better than they know themselves.
3. Solve real problems for real people.
Can we swap with an American comp showing a dumb mobile ad.
Can we swap with an American comp showing a dumb mobile ad 0.06%
THIS PRACTICE DOESN’T HAVE TO BE COMPLICATED.
ASK YOURSELF THREE SIMPLE QUESTIONS.

DO I KNOW THE WHOLE PERSON?

AM I ADDING REAL VALUE?

WOULD I DO THIS... REALLY?
“YOU NEVER CHANGE THINGS BY FIGHTING THE EXISTING REALITY. TO CHANGE SOMETHING, BUILD A NEW MODEL THAT MAKES THE EXISTING MODEL OBSOLETE.”

-R. BUCKMINSTER FULLER