



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

travolver



Tripshare

*tripobox*

entrip



gtrot

glüder™  
Plan Funner Trips

SOMETIMES WE'RE  
BLINDED BY NEW  
TECHNOLOGY

travolver

entrip



Tripshooter

tripobox



tripfinder  
Plan Funner Trips

*ALL OF THESE  
COMPANIES ARE  
DEFUNCT*

Waited in line for more than an hour to eat ramen. Tagged her photo #overrated.



She last fought with her boyfriend after she painted her nails on top of a Lucky Peach. He was saving it for his archive, and she KNEW that.

She is the 99%. Also the 42% of millennials who posted on social media about the (probably biodynamic) wine they enjoyed last month.



Really likes what that local distillery has been making lately. Also, Fireball.

She still can't believe her building super put dairy in the compost bin.



Check out her Instagram for #AvocadoToastTuesdays; last week's had 200 likes.

RESEARCH BY JULIE MA

She's not sure what you mean by "well liquor," but can she please see the craft beer list?



She simply has more energy in the afternoons when she drinks bulletproof coffee.

She doesn't own a vacuum cleaner, but she does own a SodaStream (the Yves Béhar-designed one, of course). Which reminds her, she needs to change the CO<sub>2</sub> cartridge.

She spent three hours and \$45 tracking down cardamom pods and corn flour to make corn cookies—more than it would have cost to buy a dozen at Milk Bar.



She's spending 14 times as much on food as the average middle-class family. Grass-fed bresaola doesn't come cheap.

The bottom shelf of her refrigerator holds a sourdough starter, a kombucha mother, and a discontinued flavor of

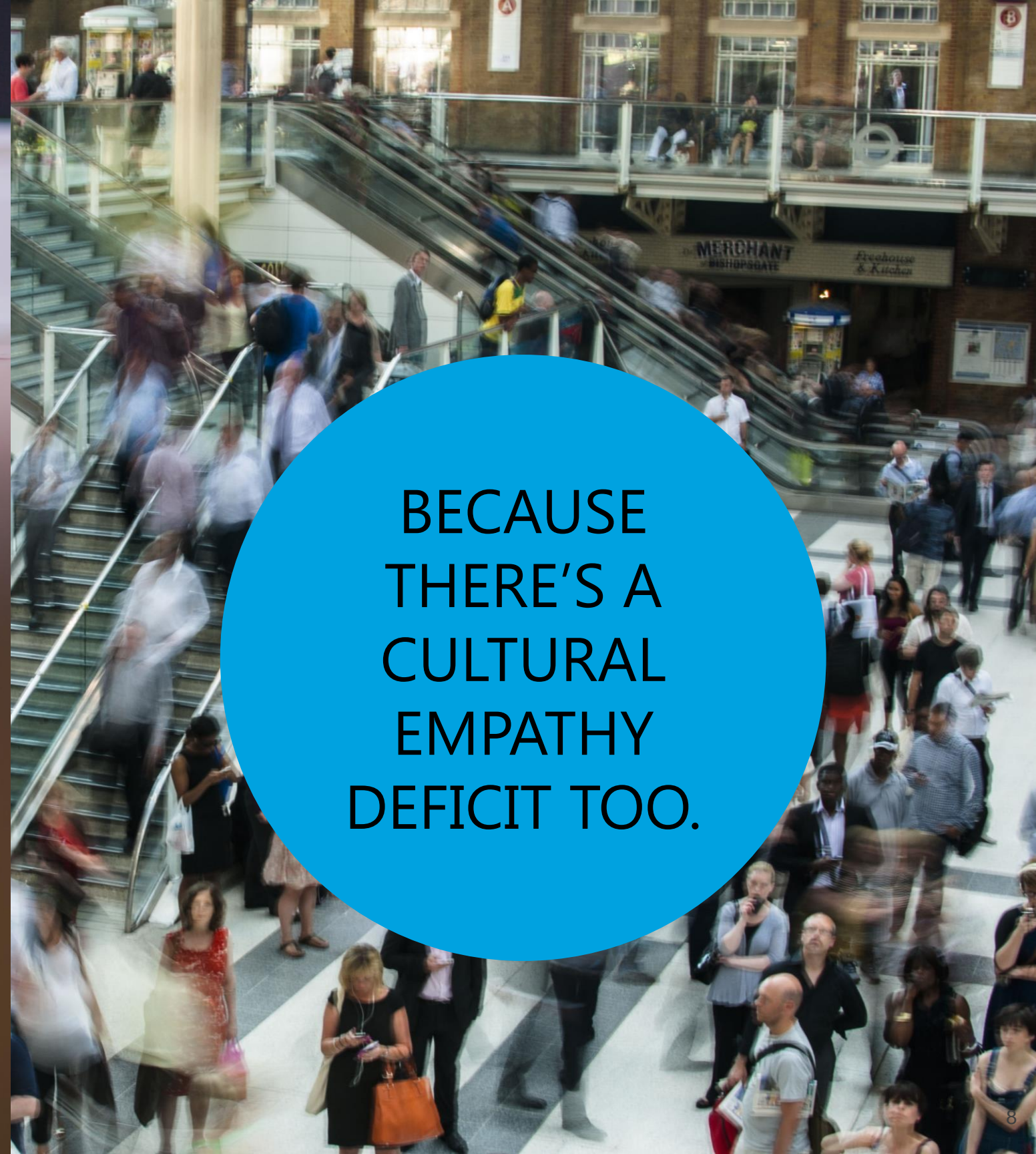


# SOMETIMES WE MISTAKE INSIGHTS FOR EMPATHY.





BUT WE  
SHOULDN'T  
BE TOO HARD  
ON  
OURSELVES.



BECAUSE  
THERE'S A  
CULTURAL  
EMPATHY  
DEFICIT TOO.





COLLEGE STUDENTS TODAY ARE

40%

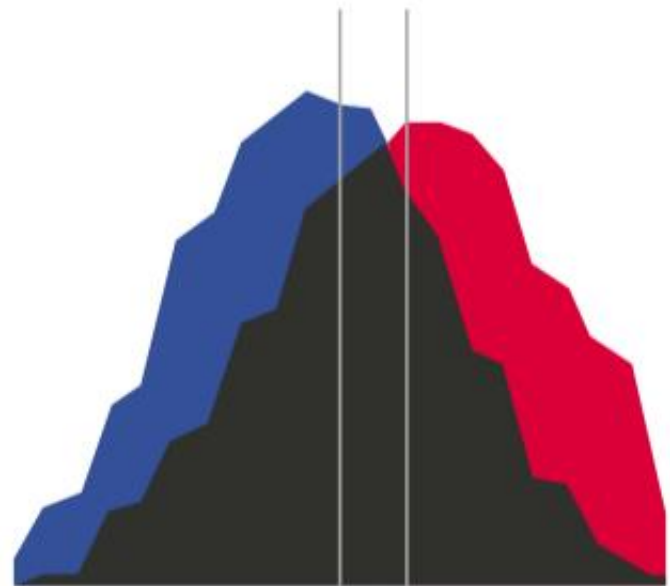
LESS EMPATHETIC THAN 30 YEARS  
AGO.

NARCISSISM

HAS INCREASED AS QUICKLY AS  
OBESITY HAS SINCE THE 1980S.

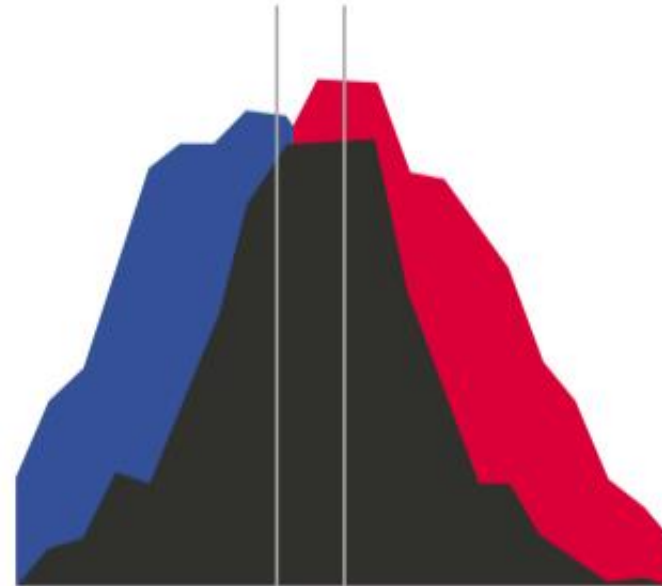
# WE HAVE LESS COMMON GROUND THAN EVER BEFORE.

1994 Median Democrat Median Republican



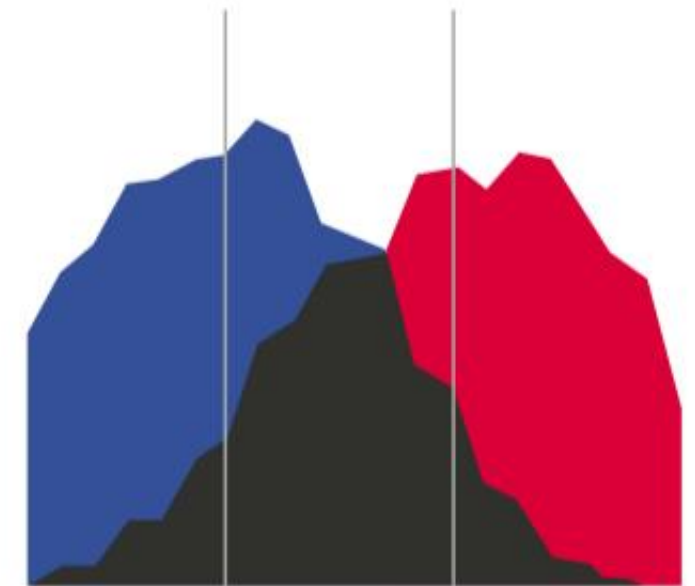
Consistently Liberal Consistently Conservative

2004 Median Democrat Median Republican



Consistently Liberal Consistently Conservative

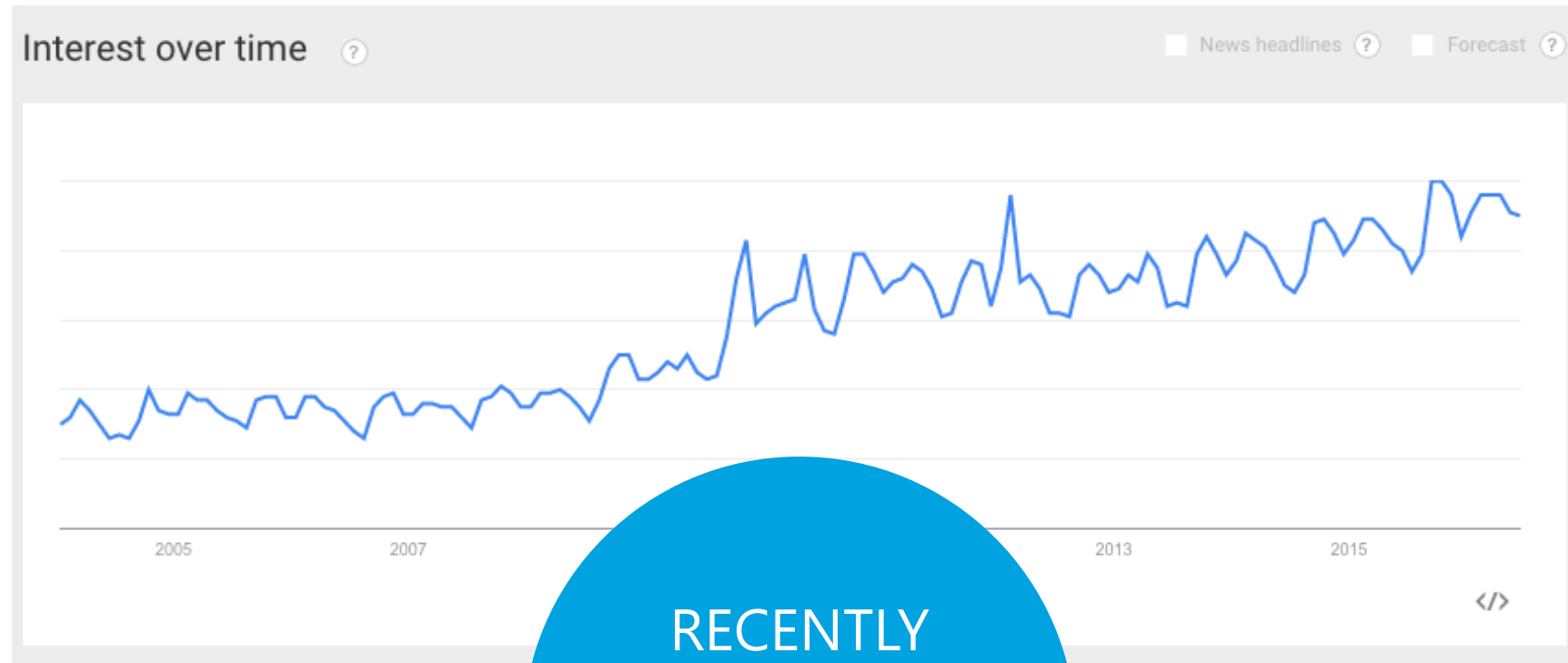
2014 Median Democrat Median Republican



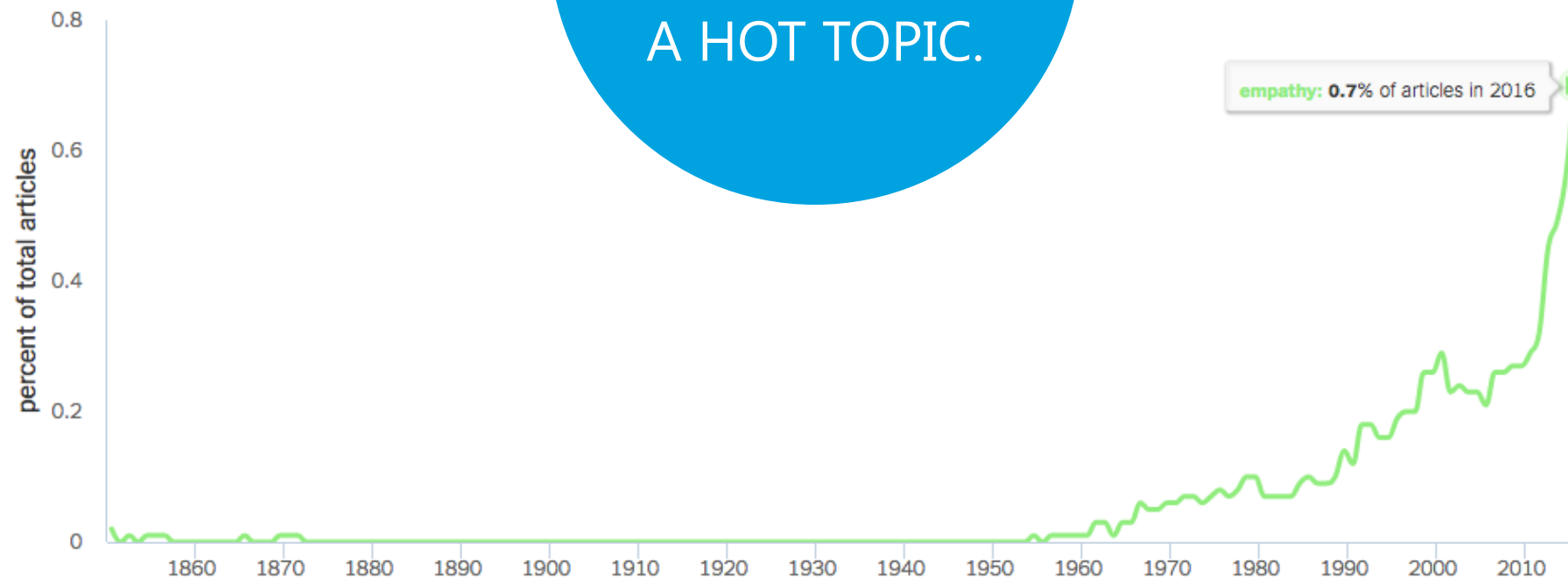
Consistently Liberal Consistently Conservative



**WE ARE WAKING UP.**



RECENTLY  
EMPATHY  
HAS BECOME  
A HOT TOPIC.





BUT I THINK  
IT'S MORE  
THAN JUST A  
TREND.



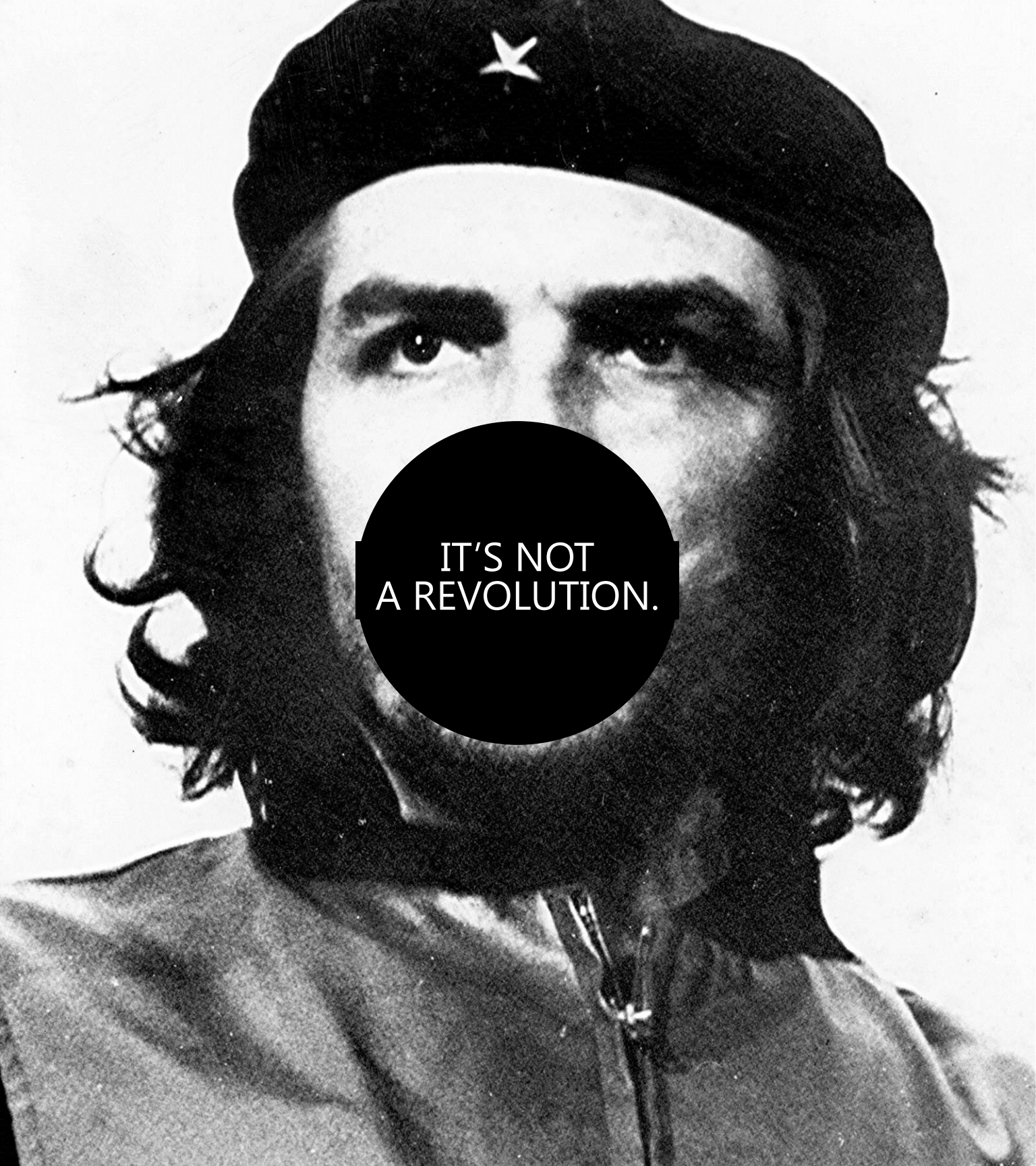
OUR JOBS ARE NO  
LONGER ABOUT  
GETTING PEOPLE TO  
DO WHAT *WE*  
WANT...

BUT RATHER HELPING  
PEOPLE DO WHAT  
*THEY* WANT.

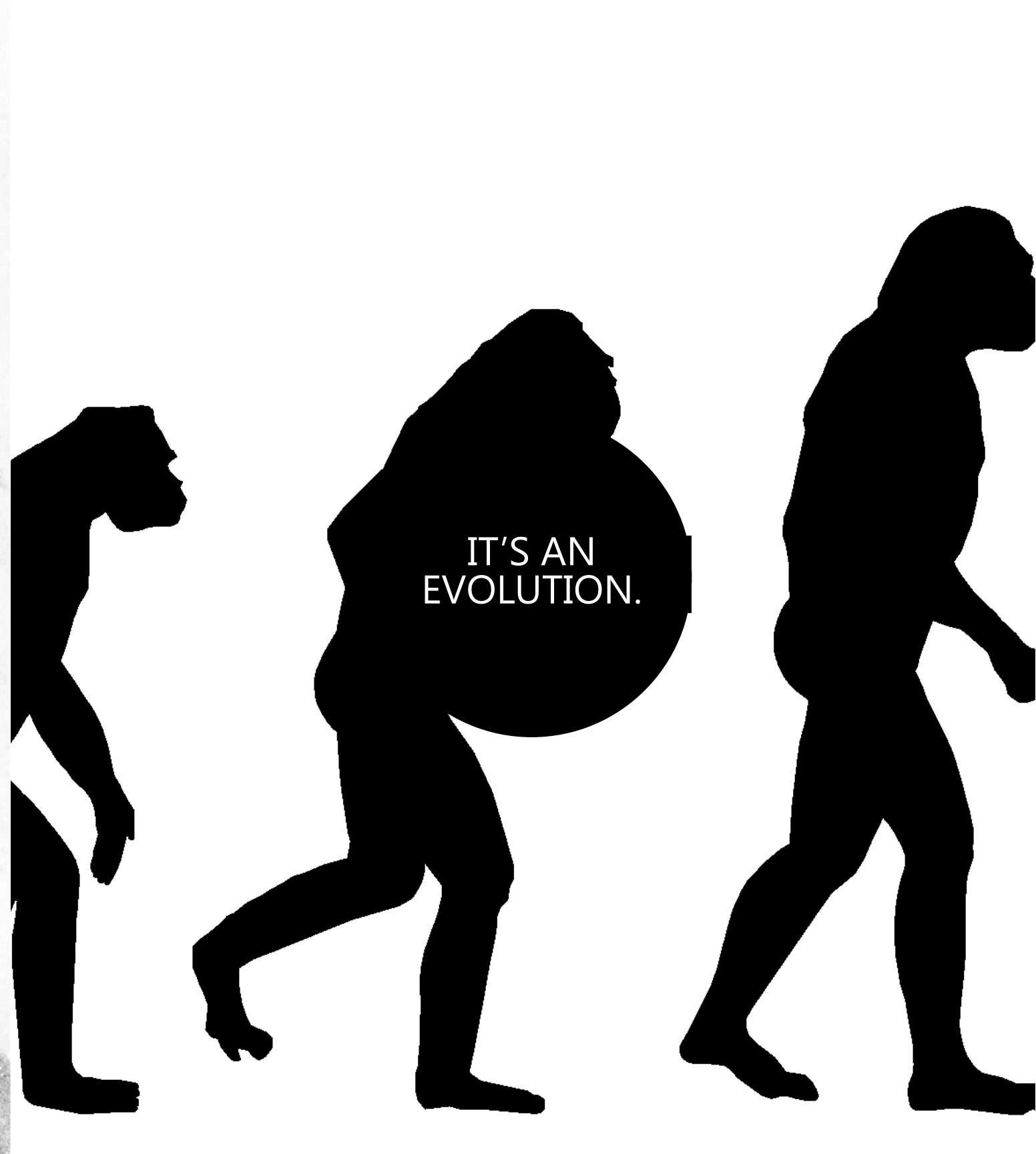




SO, HOW  
DO WE GET  
EMPATHY  
BACK?



IT'S NOT  
A REVOLUTION.



IT'S AN  
EVOLUTION.



# 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.

KNOW  
PEOPLE  
OUTSIDE  
AND IN.

2

3



BUT YOU ALSO NEED TO UNDERSTAND THE CONTEXT OF THEIR LIVES.

A photograph of a food tray with several compartments. The top left has a piece of fried chicken. The top middle has a bowl of yellow soup or sauce. The top right has a bowl of green beans. The bottom left has a large portion of macaroni and cheese topped with a slice of meat. The bottom right has a hard-boiled egg cut in half with mustard. A blue circle is overlaid on the center of the tray.

UNGRATEFUL?

A photograph showing a person's legs in dark pants and black shoes standing on a cardboard sign. The sign has the word 'HOMELESS' written in large letters, and below it, 'CAN YOU HELP PLEASE?' and 'THANKYOU &'. A small white bowl filled with coins is on the ground next to the sign. A blue circle is overlaid on the right side of the image.

THE ONLY  
CHOICE  
THEY HAVE.

# THERE ARE THREE WAYS TO PRACTICE EMPATHY.

KNOW  
PEOPLE  
OUTSIDE  
AND IN.

2

3

# THERE ARE THREE WAYS TO PRACTICE EMPATHY.

KNOW  
PEOPLE  
OUTSIDE  
AND IN.

KNOW  
PEOPLE  
BETTER  
THAN THEY  
KNOW  
THEMSELVES

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.

KNOW  
PEOPLE  
OUTSIDE  
AND IN.

KNOW  
PEOPLE  
BETTER  
THAN THEY  
KNOW  
THEMSELVES

SOLVE REAL  
PROBLEMS  
FOR REAL  
PEOPLE.



IS THIS HELPFUL?





IS THIS HELPFUL?



A close-up, slightly blurred photograph of a person's hands adjusting knobs on a large, complex analog mixing console. The console is filled with numerous knobs, sliders, and buttons, arranged in a grid-like pattern. In the background, a computer monitor and other studio equipment are visible, suggesting a professional recording environment. The lighting is warm and focused on the console.

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



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