

# **UNHURRIED DESIGN**

**Practices and  
superpowers to  
design for equity  
and sustainability**

# What is Unhurried Design?

Unhurried Design is a creative problem-solving approach consisting of practices and superpowers that helps you and your organization.

*What is this card deck?*

This deck is a resource to help you apply Unhurried Design. There are three parts:

1. Practices: guide you through the creative process.
2. Superpowers: invoke mindsets that alter the quality of your interior condition and, thus, what you create.
3. Pillars: attune you to the umbrellas of emotional intelligence.

*Who co-created it?*

Jordan Soliday and Stanton Reed, with input from countless friends and colleagues. Art by Andy Tilstra.

# Unhurried Design Practices



**When we hurry  
through the creative  
process, we do more  
harm than good. These  
six practices help you  
to more thoughtfully  
design.**

# Slow

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Slowing is an ancient discipline that invites us to pause as individuals, groups, and organizations.

This practice includes:

- Pausing to notice more.
- Creating space to obsessively reflect.
- Listening well.
- Asking penetrating questions.
- Waiting (sometimes longer than we'd like).
- Resting.
- Exploring.



# ***Empathize***

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Seek to understand the experiences, emotions, and motivations of those you are designing with—bearing in mind “with” not “for.”

- Go out and learn from a diverse demographic of end users.
- Draw close to their stories.
- Suspend your negative judgment and assumptions about the possible solutions.

# Reframe

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Whenever there is a challenge, we start with an assumption of the problem. After empathizing, we must make sense of what we've heard and reframe our original assumptions regarding a challenge.

This includes 3 steps:

1. Recall any “aha” moments from the stories heard.
2. Identify key themes and patterns.
3. Reframe the original challenge into a new one-sentence problem statement or question.

# ***Imagine***

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Unleash your creative confidence by ideating many possible solutions to the reframed challenge.

- Go for quantity, not quality.
- Stretch your thinking toward wild ideas.
- Invite multiple perspectives from diverse people across various departments and job levels.

# ***Play***

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Get tangible through prototyping, or “playing around.”

Create low-resolution, rough representations of your selected ideas and get granular on each specific component of the prototype and the needs they meet.

# Try

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Similar to empathy, trying out your prototype requires that you go out and learn from your end user.

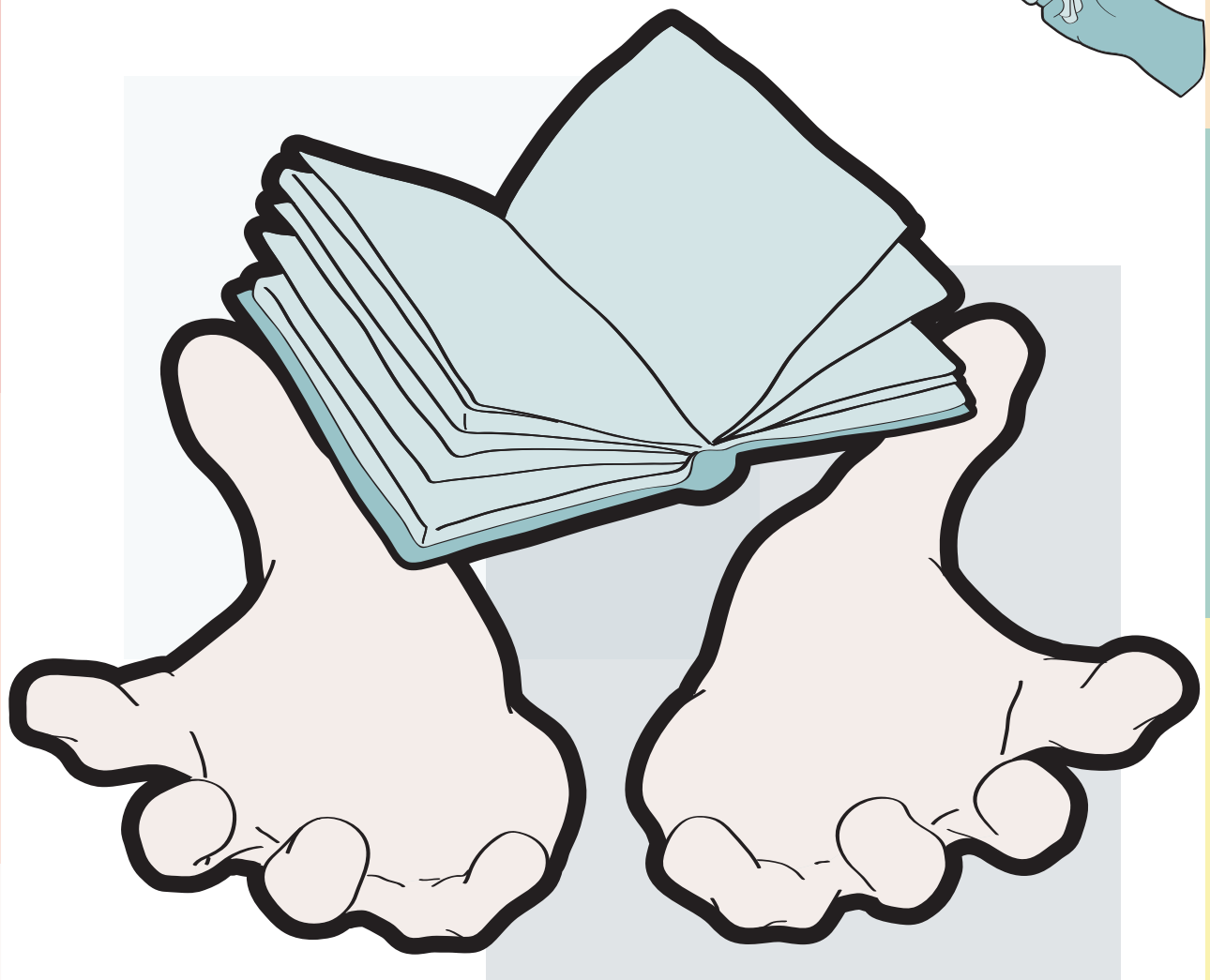
- Let them physically and/or emotionally “touch” your prototype (AKA play around with it).
- Invite them to give you feedback on what they love, what changes they would make, what new ideas they have, and their questions.



# **Unhurried Design Superpowers**

**Practicing these Super-  
powers in your work  
and life shapes you into  
an Unhurried Leader  
who is a non-anxious  
presence.**

# 1 **Story Champion**

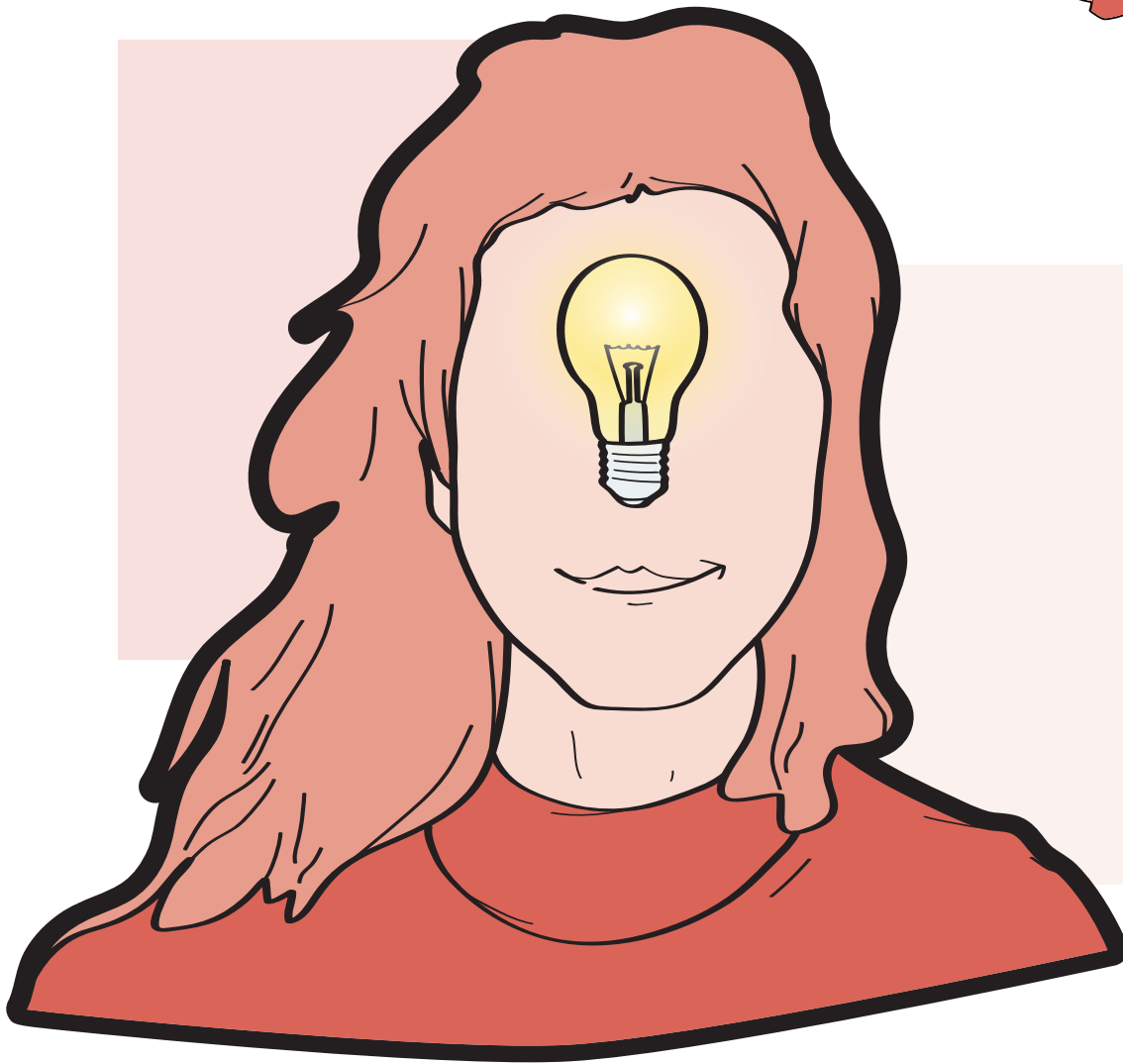
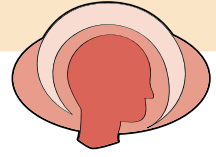


*Champion the story for all.*

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Champion your story and the stories of others, especially those belonging to subordinated groups.

## 2 *Open-Minder*

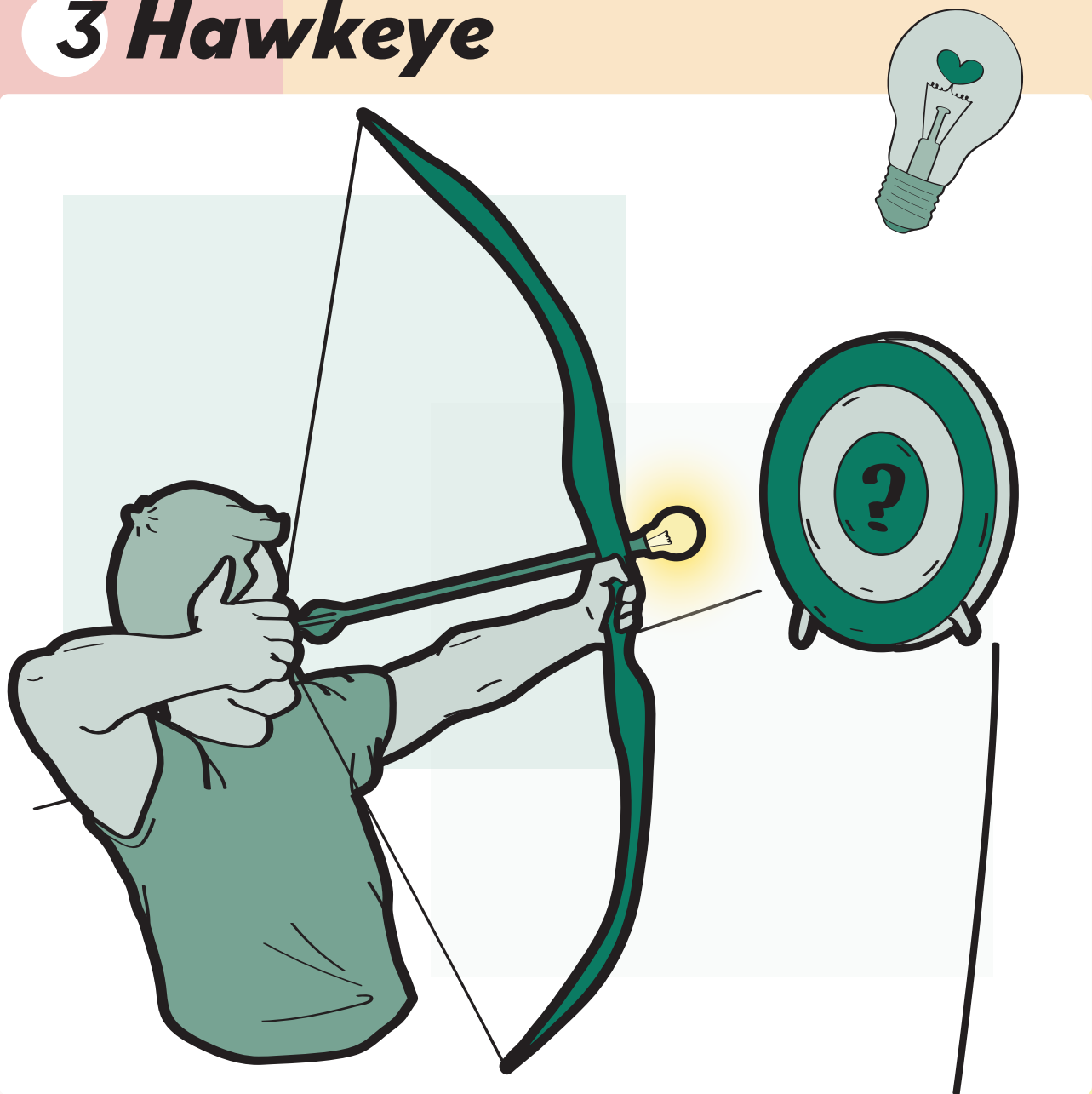


*Cultivate an open mindset.*

Cultivate a beginner's mindset by lowering your ego, confronting bias, and learning from anyone and anything.



### 3 Hawkeye



*Ask better questions.*

Make precise observations and ask penetrating questions about self, others, and systems to detect blind spots.

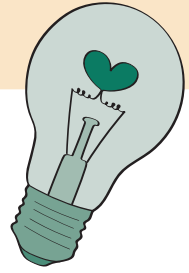
## 4 *Hate Husher*



*Practice the Golden Rule.*

Choose to “do no harm” by moving beyond habitual ways of thinking and behaving.

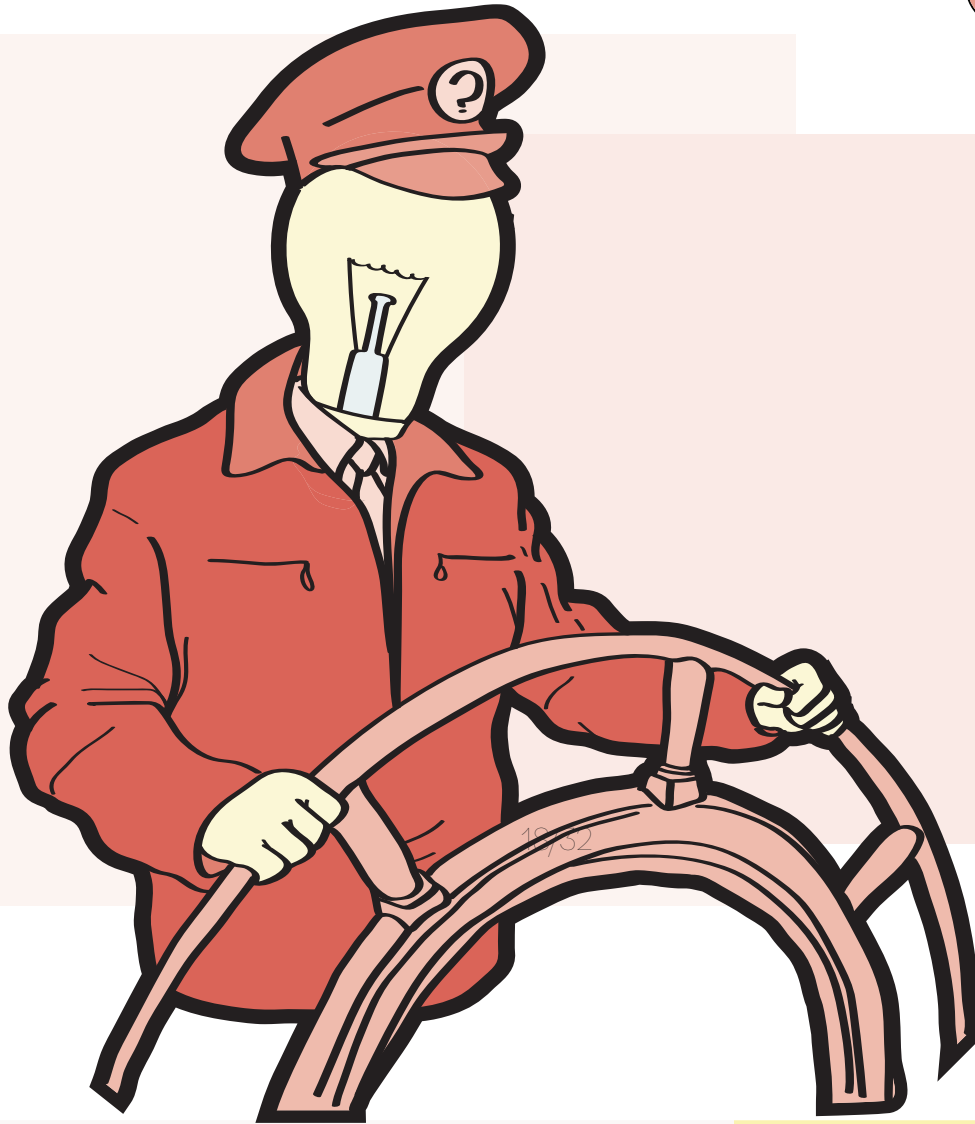
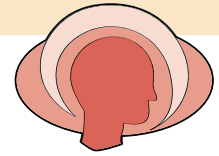
# 5 *Bridge Builder*



*Expand your perspective.*

Counter society's capitalistic tendencies by sharing your time, talents, and resources across existing divides to learn from others and co-create a better world.

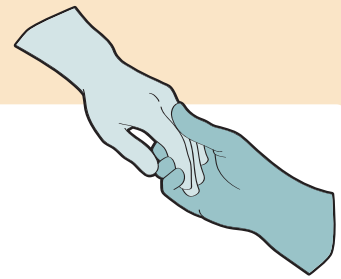
# 6 *Creativity Captain*



*Explore what's within you.*

Just admit it—you're creative!—and so is everyone else. Recapture your creativity by admitting it was yours all along.

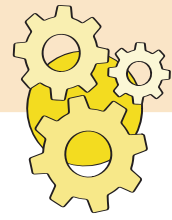
## 7 **Confidant**



*Feedback is a gift.*

Receive all feedback as a gift to cultivate a growth mindset; empathetically give feedback to create psychological safety.

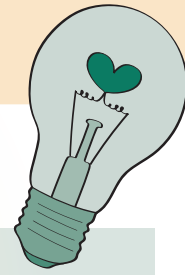
## 8 *Hurry Protestor*



*Take the long road.*

Be a non-anxious presence amidst hurried people and organizations. Model a life of “slowing” and invite others to practice it, too.

## 9 *Marginian*



*Create the space for innovation.*

Increase “margin”—more time and space—in everyone’s workday to explore new ideas and create.

## 10 Advocate

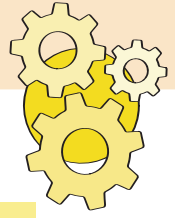


*Alone, we can go fast...  
Together, we can go far.*

Give others the benefit of the doubt (BOD) by believing in their highest future potential, even when they don't seem to reflect it.



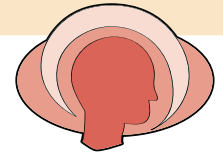
# 11 *Just Doer*



*Get moving with good intentions.*

You don't need to know everything before you start. Fail fast and cheap to accelerate your learning.

## 12 Obsessive Reflector



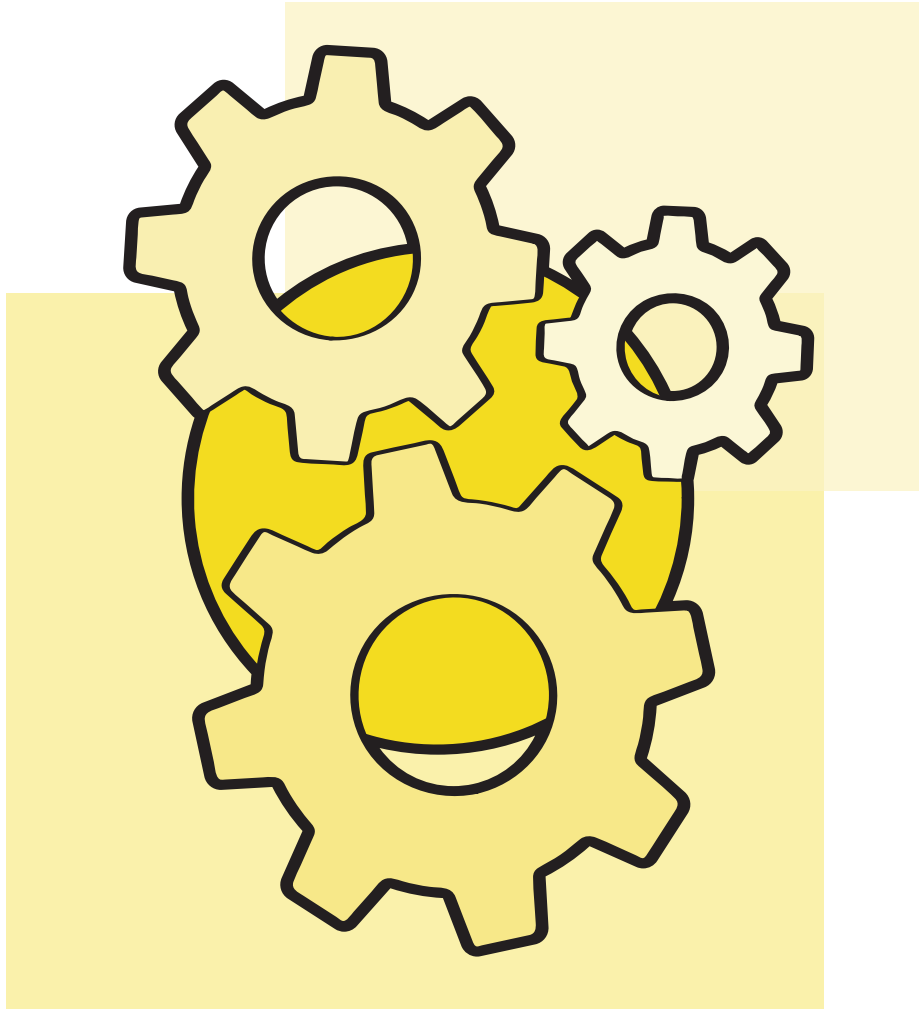
*Without reflection...  
There is no learning.*

Embed pauses in your daily work and personal rhythms to get better through constant reflection.

# **Pillars of Emotional Intelligence**

**These four pillars make up  
the theory of emotional  
intelligence, as identified  
by Daniel Goleman. They  
are the umbrellas that all  
Superpowers of an  
Unhurried Leader  
fall under.**

# ***Self Management***

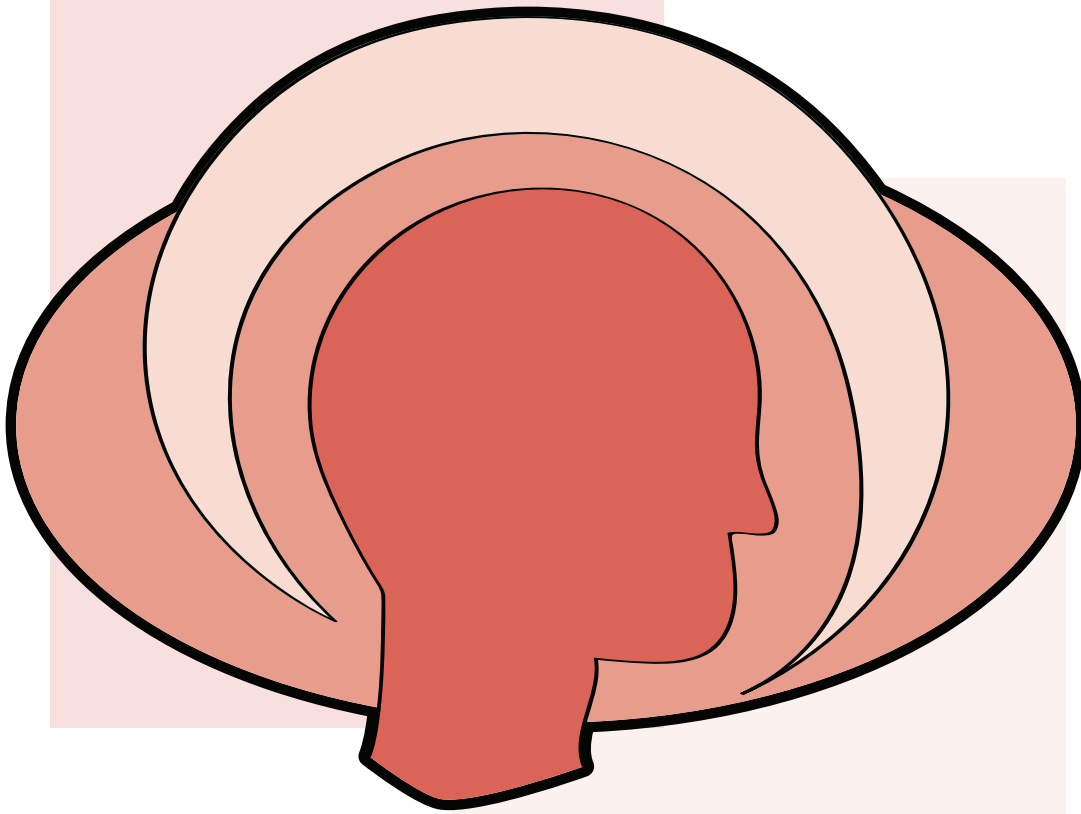


*The best form of government,  
is self government.*

Self Management is marked by:

- Emotional self-control
- Adaptability
- Achievement orientation
- Positive outlook

# ***Self Awareness***



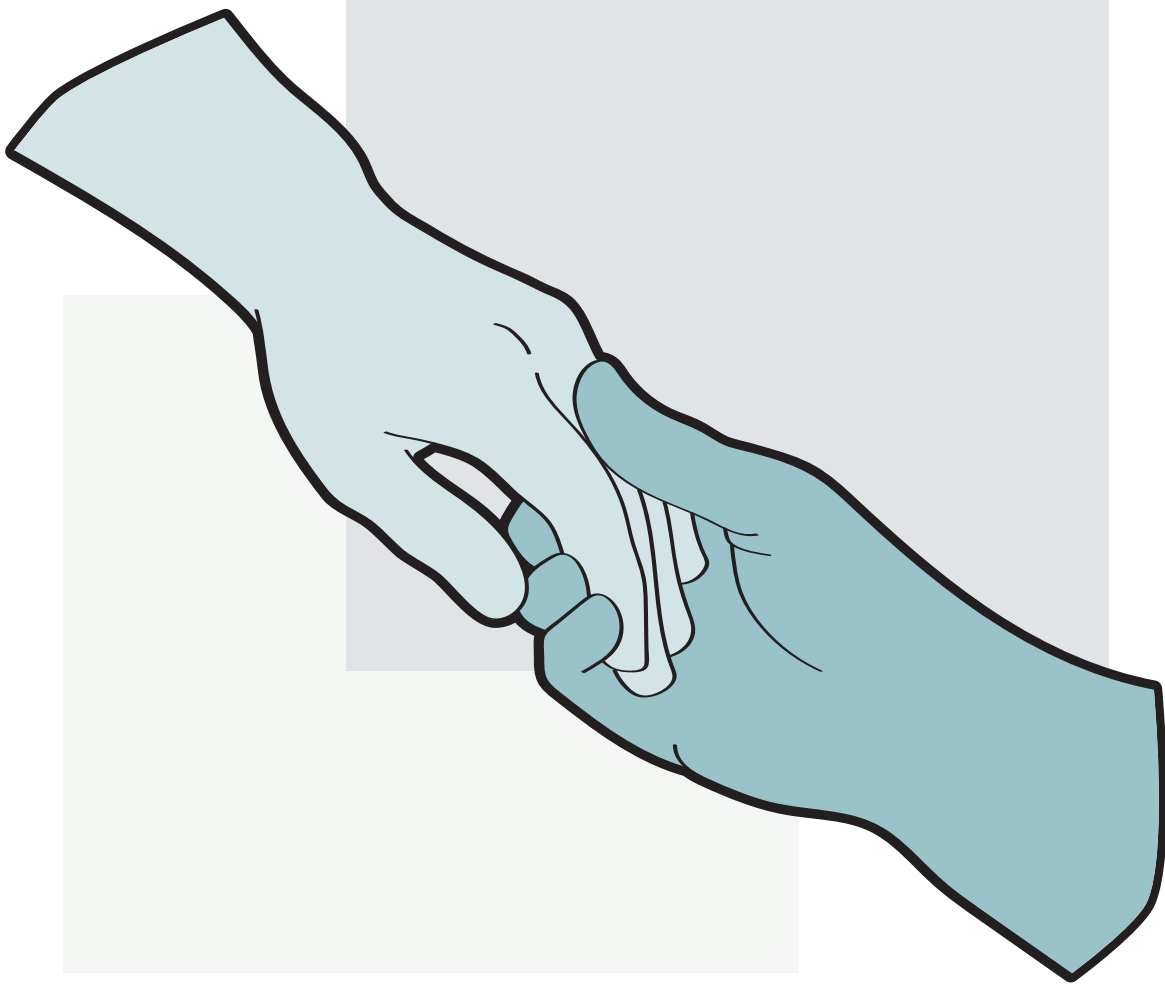
## *To know one's Self.*

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Self Awareness is marked by:

- Understand own emotions and their affects
- What and why you are feeling it
- How others see you
- High self image

# ***Relationship Management***

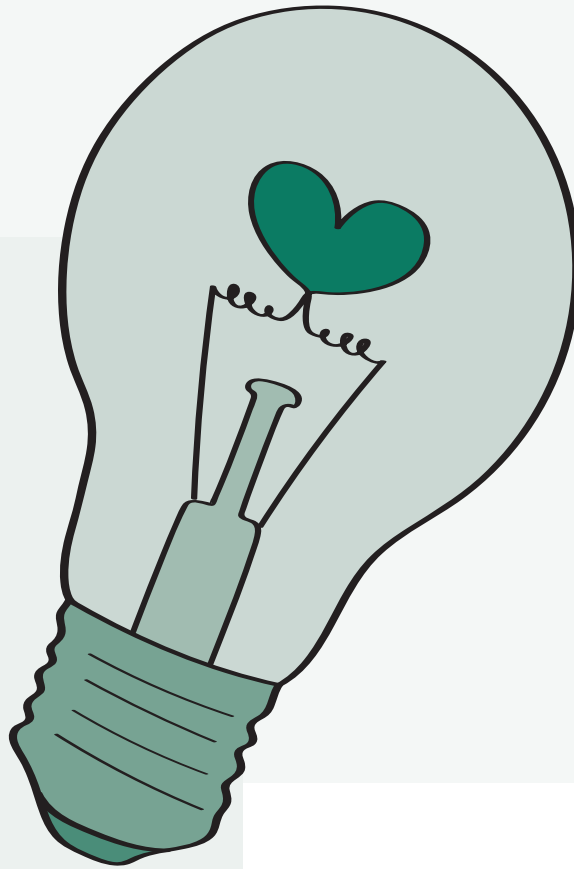


*It is through others,  
we find purpose.*

Relationship Management is marked by:

- Influence
- Coach and mentor
- Conflict management
- Teamwork & inspirational leadership

# ***Social Awareness***



*We all share a common home,  
a common goal.*

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Social Awareness is marked by:

- High level of empathy
- Organizational awareness
- High collaboration skills



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