

# Personal Development Plan

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# Identity

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## GROW WITH THE FLOW

A way to describe myself would be development-oriented. Adding value is what I endeavor. A life-long learning style suits me based on my awareness of the fact that everything is constantly moving and developing. Growing with the flow is what I do. Aligned with that, I do this in a balanced way to sustain growth. This means taking into account different aspect of problems and solutions as well as sustaining a balance in the design process itself.

Systemic and intuitive would be two concepts to describe me and my ways of working best. In general I am an analytical thinker that rationalizes concepts and wants to understand the bigger picture. This means I am gathering opinions, facts and perspectives to scope them down to an overview or one perspective that can be used for ideation. The ideation process is often intuitive and focused on experiencing.

Being able to use the most appropriate technique to communicate concepts gives me more freedom in setting the most suitable goal and mapping out the steps that need to be taken to get there. Being willing to learn any skill needed to reach a desired goal gives me the independence to create concepts.

On the other hand, teamwork shows to be an important factor for successful work since the interaction between multiple expertise's can lead to development. My passion for designing for an through learning helps me to spread ideas and concepts. This can serve teamwork in the future.

*“I focus on independence, balance,  
teamwork, freedom, and development”*



# Vision

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The main problem I see in this world is that it is out of balance. Nowadays, most attention is put into Profit and People where the Planet is left behind. This creates a big difference in the situations around the world. This may be due to culture and value differences. An example of this are the clashing needs for individualism and collectivism.

Restoring the balance requires understanding of the bigger picture as well as a systemic approach. Creating this sustainability as a balance can be approached in several ways. Main trends lie in creating awareness and value change where on the other hand innovation is seen as a solution.

To create a balance between these two approaches, and therefore, a bigger force as a solution, teamwork is needed. Communication and interaction between different expertise's shows to be a struggle.

As a designer for sustainability, I improve teamwork between people working on sustainability with different approaches. I do this by focusing on the Sustainable Development Goals Quality Education, Affordable and Clean Energy and Decent Work and Economic Growth. In this process, I use design as a mean and as a goal.

I believe that education is the most powerful weapon to create a growth mindset for myself and others in order to work on restoring a balance between People, Profit and the Planet. The development of solutions proves to be quickest when there is a union of theoretical, practical, and experiential knowledge. Design can play an important role to let those learning methods meet.



# Goals

## Internship for Six Fingers

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### **Six Fingers Innovation Consultancy**

Six fingers is an innovation agency that helps enterprises and organizations to discover, research and develop new strategies, products and services. A co-creation based way of working supports implementation among the clients.

### **Transforming Practices & Postphenomenology**

While innovating for enterprises I want to include the theory of postphenomenology in my work. It is a philosophy of technology that focuses on human experience from a first-person perspective. I believe applying this theory can help myself to help enterprises. Next to that, this theory can be applied as a technique for creativity among the enterprises.

Transforming practices as a approach to address societal challenges by changing ways of living for people, is an approach I want to apply while ideating for enterprises. This can contribute to creating awareness and value change as an approach for sustainable development.

### **Creative problem solving**

Beforementioned approach and theory can help to solve problems in creative ways. I want to challenge myself to use different methods to ideate and scope problems and ideas for myself as well as while helping enterprises.

### **Consultancy for enterprises**

The fact that the innovation is a consultancy service for enterprises provides the opportunity to get more experienced in the internal working structure of those enterprises. I want to get insight into how enterprises organize their communication currently. Based on that I can create ways to optimize this communication to improve efficiency and value transfer.

### **Humanity centred design**

To conclude, the solutions thought of should be applicable for people with different cultures and values. Therefore, I want to work on humanity design that values humanity as a sum of all different humans. I want to do this by taking into account all issues to create solutions in the most balanced way.



# Promotion for GO Green Office TU/e

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## **Sustainable Development**

The GO Green Office TU/e aims to make the University as well as its people move towards sustainable development. This is done in the form of projects focusing on innovation and awareness.

### **Creating awareness**

In order to let people of the TU/e move towards sustainability it is important for them to value it. Working on online and offline promotion by using visuals and test can support this goal. This promotion comes in forms of one-sided information as well as having two-sided conversations with students to share perspectives.

## **Visualizing innovation**

Another goal is to communicate what the GO Green Office does to make the TU/e sustainable in an innovative way. I want to do this using photo, video or experience design in the form of exhibitions. A goal is to make the promotion measurable in terms of reach and effectiveness.



# Creating YouTube video's

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## **Sharing perspectives**

A goal is to create a YouTube channel to share perspectives about ways to work on sustainable development. This can be done in the form of interviews with people that contributed to sustainable development in an interesting way. Ideating together with these people as inspiration sources can support my own development. Next to that, the video's can be an inspiration for development of the people watching it.

## **For and through learning**

Through interviewing people and discussing with them I want to develop my vision as well as my actions towards sustainable development. Next to that I hope to be able to share this inspiration by placing the video's on YouTube.

## **Visualizing stories**

Video can be a helpful mean to communicate stories in an experiential way. The clue and message can be communicated not only in a practical manner, but packed in an experience revealing or arousing emotion. The visual element can provoke. The goal is to let the visual and audio aspect serve the story in the most optimal way.

