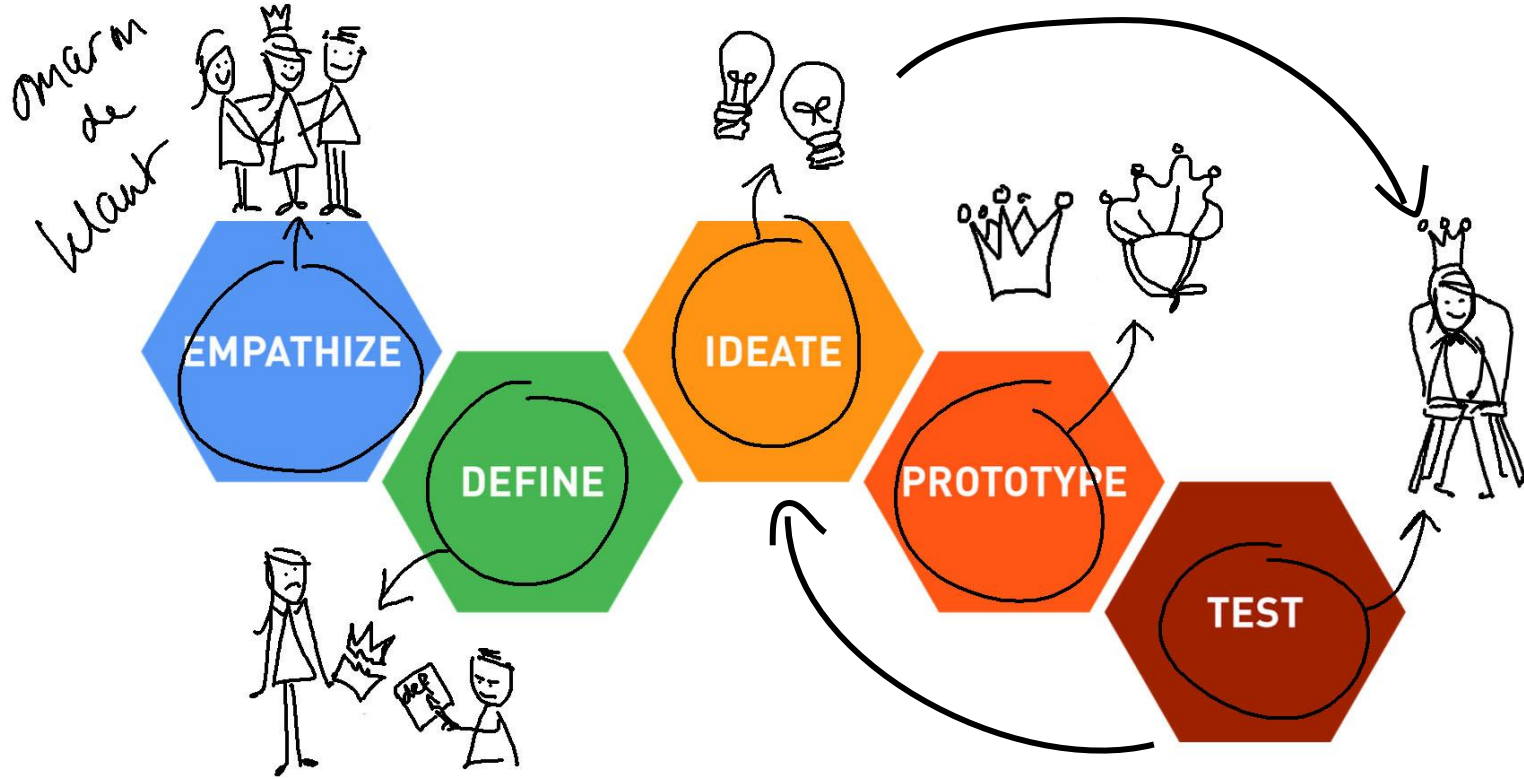




Wie is de toekomstige  
**HAVIST?**

# Design thinking stappenplan



luister naar de klant

ga in gesprek met de klant

leer van de klant

stel vragen

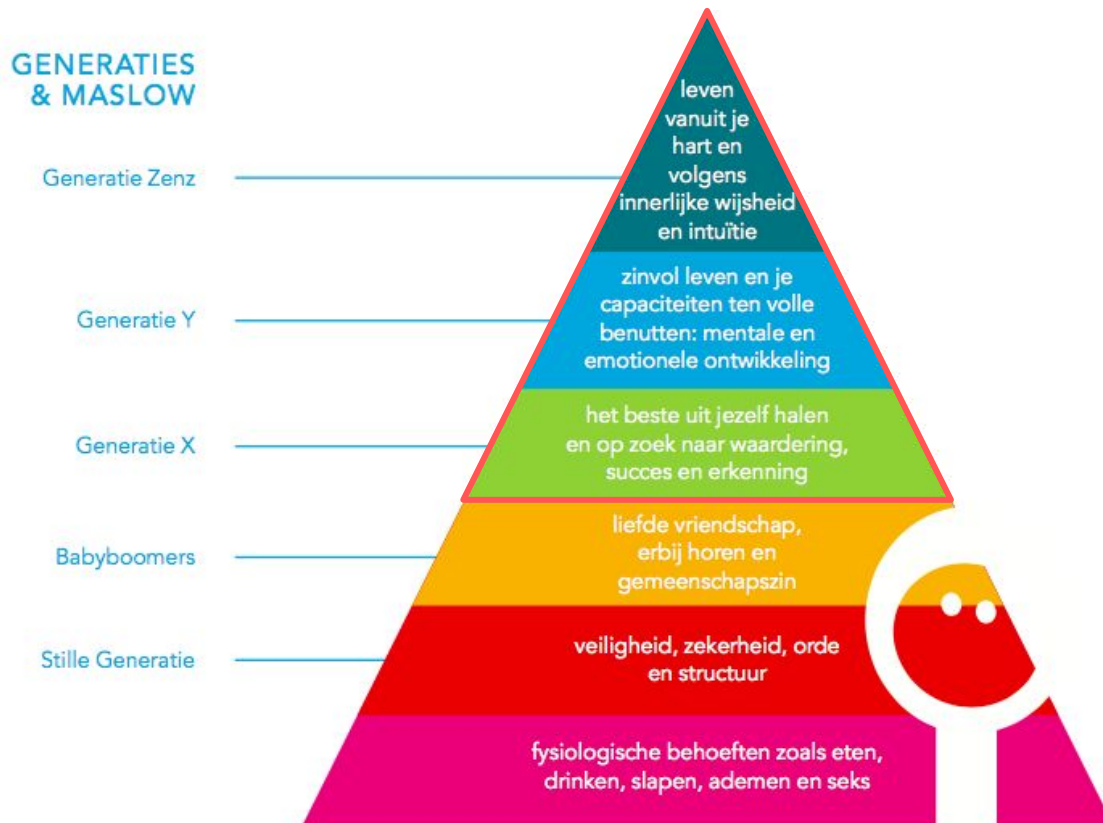
verdiep je in het leven van de klant

observeer de klant

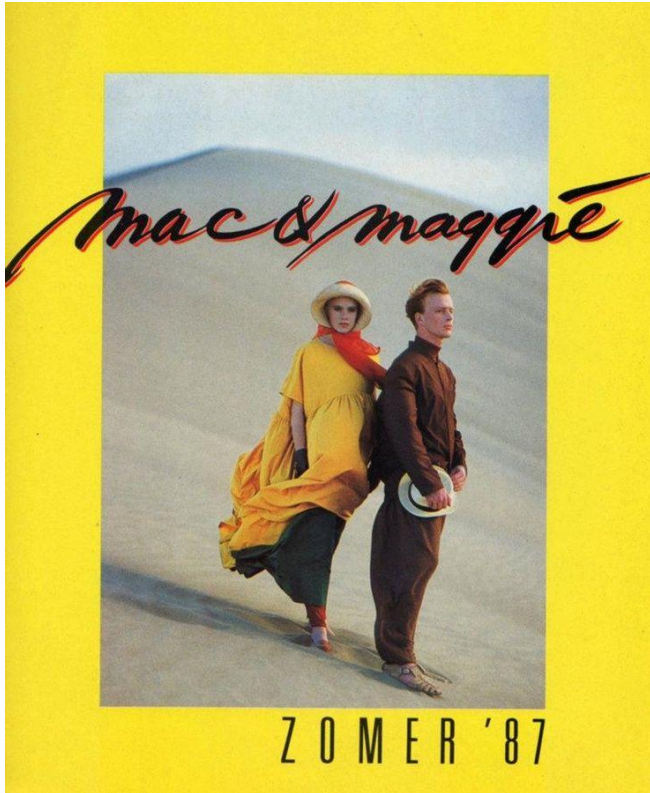




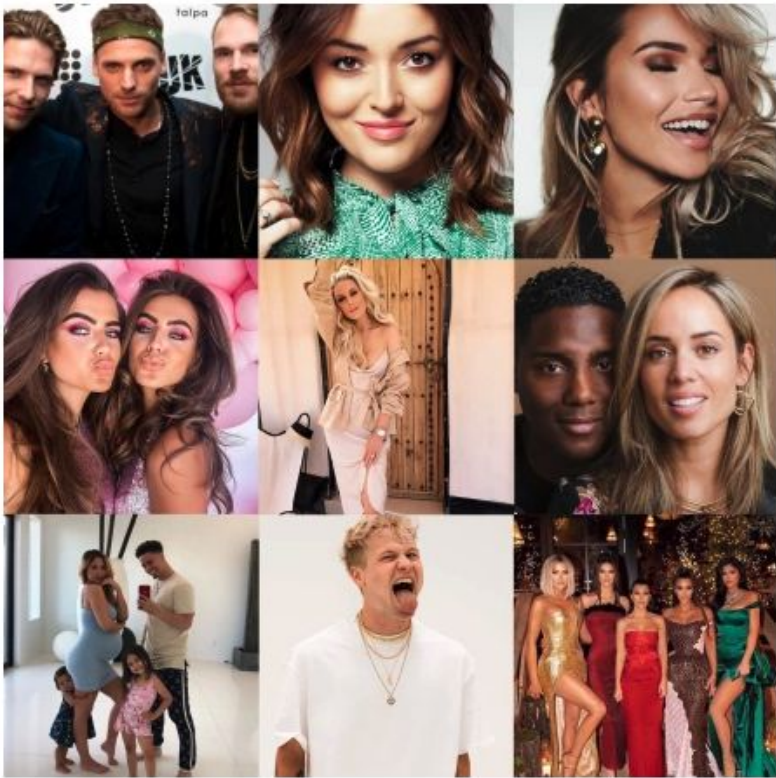
# Generatie gedrag



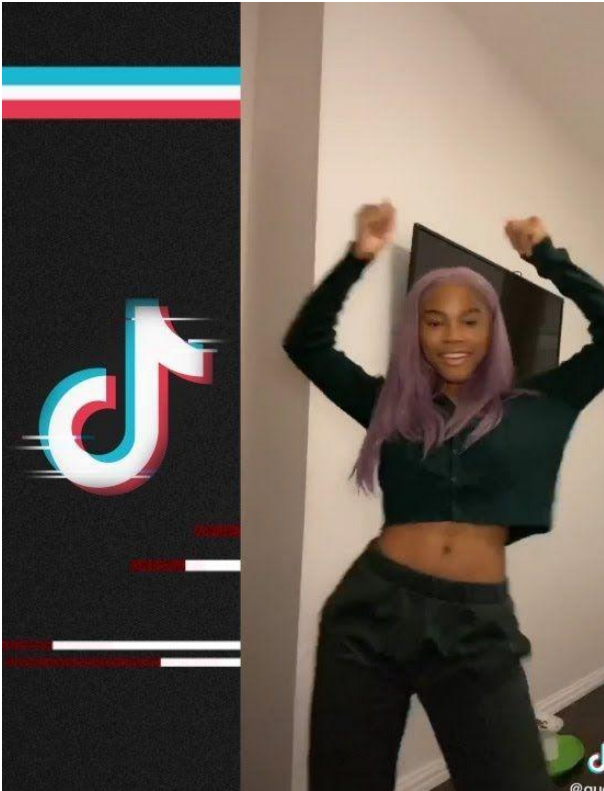
# Generatie X | Generatie Nix 1961-1980



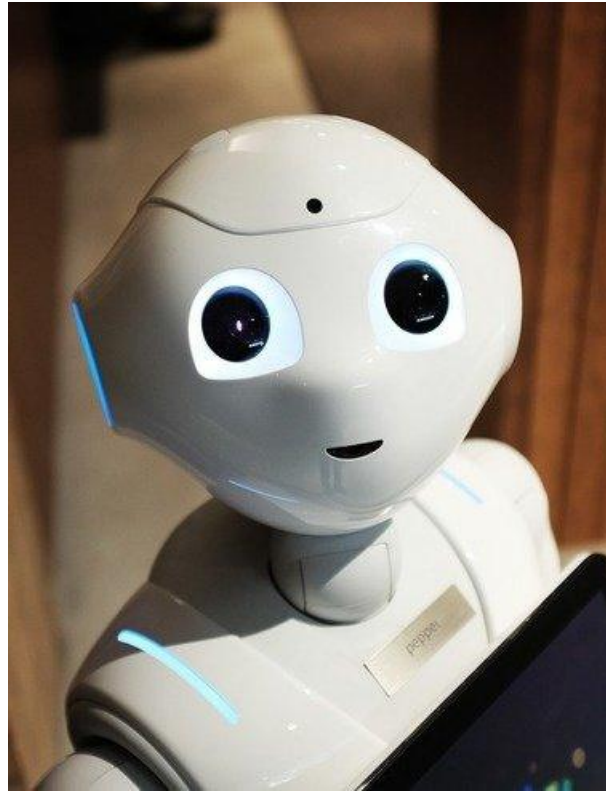
# Generatie Y | Millennials 1980-1995

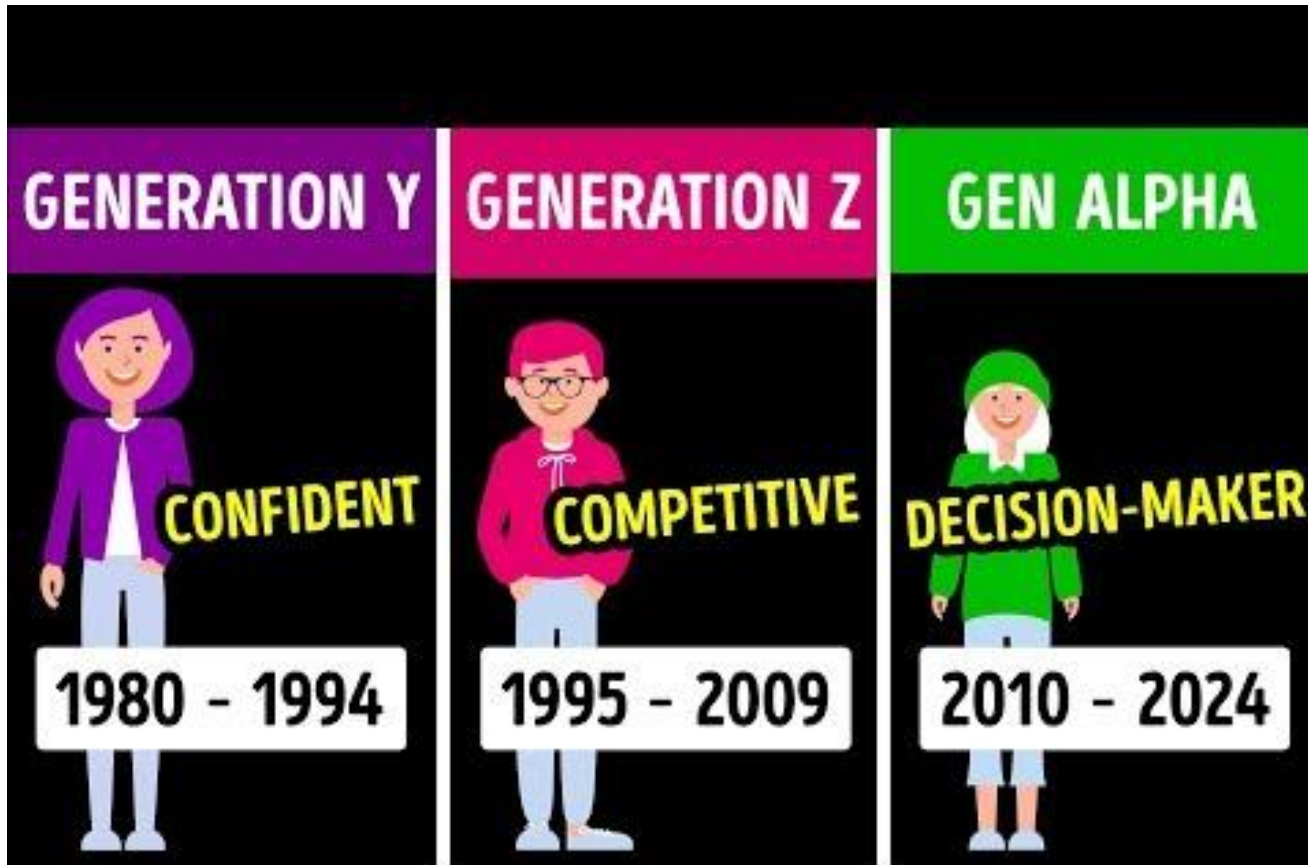


# Generatie Z | Digital Natives 1995-2010



# Generatie Alpha | Google Kids 2010-2025





# **Behoefte aan;**

**menselijkheid vertrouwen imperfectie**

**authenticiteit empathie duurzaamheid verbinding**

**saamhorigheid kwaliteit logica autoriteit**

**transparantie escapisme storydoing eerlijkheid**

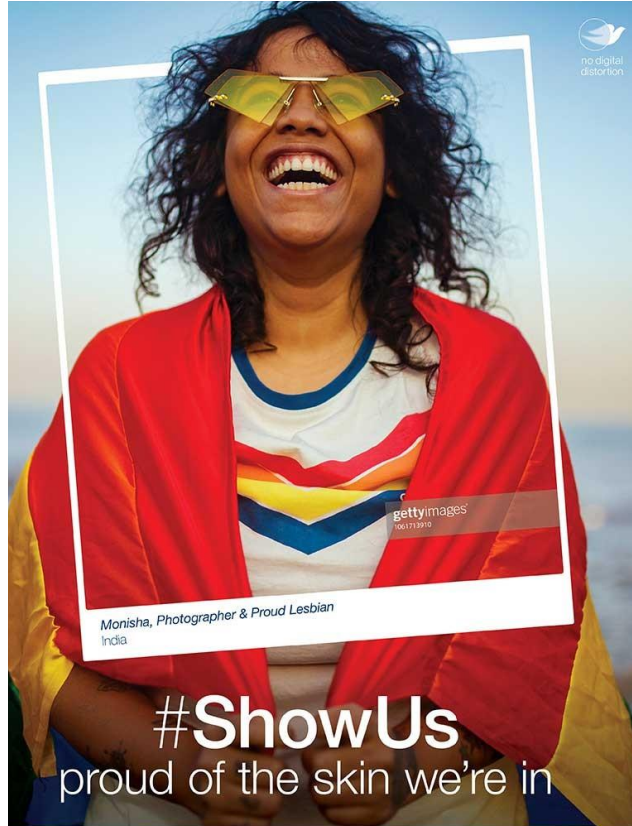
**openheid waardering**

# Humanity | leder mens is mooi

<https://www.youtube.com/watch?v=Vux6pJiwo6c>



# Humanity | Diversiteit





# SATURDAY

ISSUE 1011 25 SEPTEMBER 2021

## THE TIME IS NOW

*Greta Thunberg and the power of hope*

INTERVIEW  
PAGE 36

**INTERVIEW**  
Jonathan Franzen  
v his own big mouth  
PAGE 32

**LIFESTYLE**  
Has Covid ruined your sex drive?  
PAGE 37

**PLUS**  
The best culture, books & travel  
FROM PAGE 43

**The Guardian**



**MIRJAM DIJKSTRA**  
verwonder+

# Climate Action | Goede voorbeelden



**Age 0+**  
**031102021**  
Building Instructions for a Better World

1

1x 1x 1x 1x 1x 1x 2x

Reduce pollution and waste.

2

4x 1x 1x 1x

Protect nature.

3

1x 1x 2x 2x 1x 1x

Change laws.

4

2x 1x 1x 1x 1x 1x

Stop ignoring the problem: do more.

5

4x 2x 2x 1x

Educate people.

6

4x 3x 1x 1x

Reduce emissions.

7

1x 1x 1x 1x 2x 2x 3x

Cooperate internationally.

8

1x 1x 1x 1x 2x 1x 1x

Leaders, change your own behavior.

9

1x 1x 2x 4x 14x

Invest in the environment.

10

1x 1x 1x 1x 2x 1x 1x

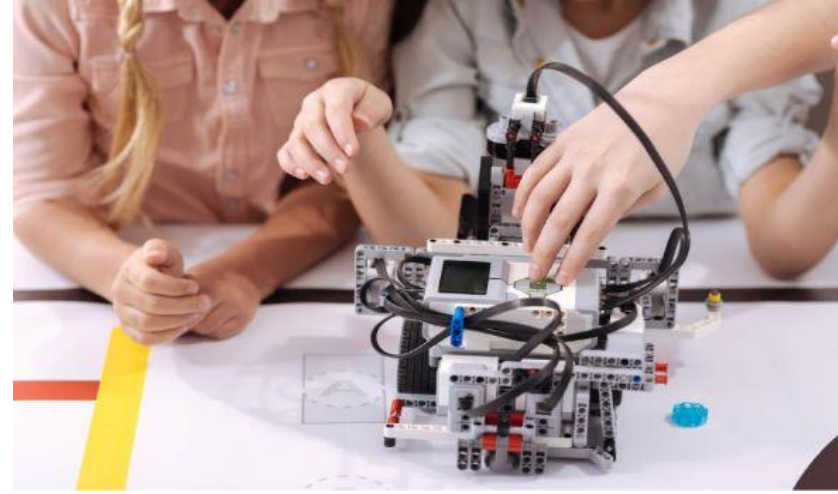
Help people and future generations.

[LEGO.com/sustainability](https://LEGO.com/sustainability)



MIRJAM DIJKSTRA  
verwonder+

# Phygital world | AI Robotica AR



<https://www.youtube.com/watch?v=h6sNZfHXIYI>

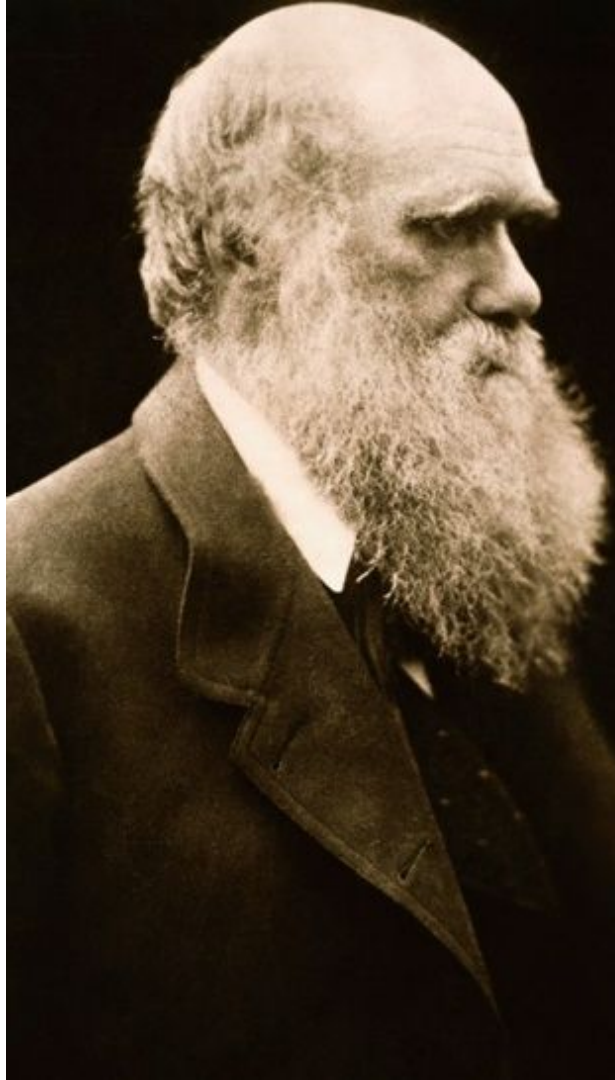
# Phygital world | Metaverse



<https://www.youtube.com/watch?v=SAL2JZxpoGY>

<https://www.youtube.com/watch?v=v1zLr7Msd4&t=1s>





“It is not the strongest  
of the species that  
survives, nor the  
most intelligent that  
survives. It is the  
one that is *the most  
adaptable to change.*”

- Charles Darwin

# BEDANKT!

Voor meer informatie  
of een presentatie/ workshop op maat  
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Ongevraagd verspreiden en kopiëren van deze presentatie wordt niet op prijs gesteld.