



THE DISRUPTIVE DESIGN GANG
SUPERPOWER
ACTIVATION KIT

FOR CHANGE MAKING CITIZENS OF THE WORLD

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ABOUT

This powerpack is all about fostering unconventional approaches to creatively addressing the systems, rather than the symptoms, that led to the origin of the problems that we see in the world.

EVERYONE has the capacity to affect and activate positive change, no matter how big or small your sphere of influence is. The future is undefined; it's written by the actions of those that exist in the present.

So let's redesign the world so it works better for all of us.

Welcome to the gang.

~ Dr. Leyla Acaroglu

WE ARE ALL CHANGING THE WORLD ANYWAY

SO LET'S DO IT WITH INTENT & THE POWER TO IMPACT POSITIVE CHANGE

We put the tools of change in the hands of the community

The Disruptive Design Gang is all about creating a global **collective of creatives** who are actively working on changing the world around them in small or massive ways so that it works better for all of us.

We are building a strong community of people just like you who want to activate their sphere of influence to **creatively contribute to solving and evolving complex social and environmental issues** in the beautiful planet we all share.

If you're tired of sitting on the sidelines, unsure of what you can do right now to see more of the **kind of world you want to live in**, then this is the place for you. If you're already active and want to supercharge **your influence**, then we have got the space for you to make it louder.

We put together this toolkit of superpowers for every active citizen of the world who wants to **participate with more purpose** in the construction of the systems around us. The 10 powers are based on a wealth of scientific data and the Disruptive Design Method.

DESIGN THE FUTURE FOR ALL OF US

Bring out your inner rebel, and get creative about changing the world.

The **Disruptive Design** approach to making change in the world incites intervening in the status quo. It requires a critical and flexible thinking framework, *along with a rebellious flair.*

It's all about you identifying and developing **your own way** of becoming a systems change interventionist, actively building your community muscle, and enhancing your creative capacity to **make change in the world** around you.

We **design the future** with every action or inaction that we choose to take, so let's work together to design the type of future we want to live in.

Disrupt Design **builds tools and approaches** that help people like you who are ready to participate with more purpose and intent and to think differently about our agency and capacity to make change.

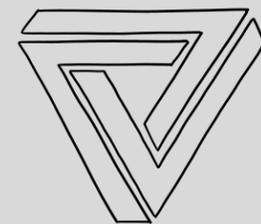
The **superpowers in this pack** are distillations of things we have learnt while going about developing an **activated change-making practice.**

We constantly learn new things and are **committed to sharing** our insights on how to change the world, with the world.



SUPER-
-POWER?

THE POWER
OF BIAS
RECOGNITION



SUPER-POWER?

All humans have **cognitive biases**: brain glitches that impede rational decision making.

Cognitive biases range from things like **choice paralysis** (too many options to make a choice), to **confirmation bias** (we seek out information that confirms what we already believe)...

...**loss aversion** (we feel loss as a 2x bigger neurological load than a gain, so we avoid it), to **negativity bias** (we can't help but focus on more on the glass half full than half empty).

Even though our cognitive biases exist to help us navigate the world, they also, as a result, create **rigid and reactionary thinking**.

Every **responsible brain owner** should not only be aware of cognitive biases when operating in the world, but also be actively working to **identify and re-code** the connections that reinforce unhealthy and archaic biases - like stereotyping and gender bias.

No human is immune to them, as they are **socially contagious!**

You can start to rewire your brain biases by working on cognitive interventions: the process of **identifying, checking, and reflecting** on cognitive glitches that subconsciously intervene in rational decision making.



The 24-hour news cycle would have us believe that we live in the worst time periods in human history. This is, however, definitely untrue. We live in one of the **safest times in human history**.

One of the most common cognitive biases is the **negativity bias**. We see this in our everyday life where we focus on the glass being half empty.

Social media - despite all of the positive things it has done to inspire conversations and engage like-minded audiences - has **amplified the effect** of the negativity bias.

Our screen feeds provide countless opportunities to engage with “bad news” and to adopt **pessimistic perspectives** on where humanity is headed.

The hyper-negativity-fueled media landscape makes it increasingly difficult to **escape the perception** that everything is f**ked.

But if we all opt into this restrictive mental model, then we are opting into a **self-perpetuating future**. BUT the future is not defined - it's the cumulative actions of all of us that determines the future we live in!



HOW TO DO YOU DO THIS?

Start by developing reflective thinking.

There is a simple starting exercise you can do to mess around with your brain and start to **identify and recode** how it works.

It's call the **reversal test**, and cognitive scientists came up with it to intervene in loss aversion and negativity bias.

Choose an action that you **don't want to do** – for example, eating a candy bar that you know is unhealthy for you.

Try **flipping the script** to change the way your brain interprets your motivating factors. Instead of saying to yourself “I won't eat that because it's unhealthy,” say to yourself instead, **“I just gained \$2.”**

It's very simple, but your brain then **reassociates the neurochemicals** as a **reward**, instead of a **loss**.

Another version can be used if you are nervous or scared. The body's **system responses** of fear and excitement are the same: sweaty palms, butterflies in your belly, increased heart rate. Instead of telling yourself that you are **nervous**, tell yourself that you're **excited** to experience something fun. The same physical responses can be flipped!





WANT MORE?

Stay tuned to collect all the superpowers!

Join the gang at disruptdesign.co

Take classes on the theories that back
up these superpowers at
www.unschools.co

Like this?

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