



THE DISRUPTIVE DESIGN GANG  
**SUPERPOWER**  
**ACTIVATION KIT**

FOR CHANGE MAKING CITIZENS OF THE WORLD

DEVELOPED *by* SUSTAINABILITY PROVOCATEUR  
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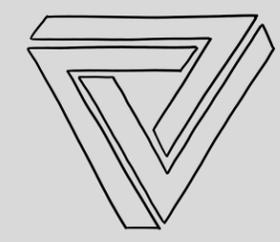
**FUTURE  
FRAMING**

SUPER-4  
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THE POWER  
OF FUTURE  
FRAMING

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The future is **undefined**.

The future is **defined** by our actions, both individually and as a collective whole.

We can see evidence of **culminating ignorance** manifested in global issues, from climate change to poverty, and the global shift to the political right.

**Quiet acceptance of the status quo** – never questioning what you've been **taught** or what you **understand** to be **widely accepted** practices and behaviors – perpetuates the status quo.

As a **species** on this earth, we must be committed to constantly exploring how we can live sustainably and not deplete the Earth of the resources that we rely on for survival. This requires foresight and the **cumulative micro-efforts** of all of us, combined.

We can use our **everyday experiences** to explore and create interventions that not only help us to change, but also to **change the people and world around us**, so that the world works better for all of us!

Buckminster Fuller did this through what became known as the '**56 year experiment.**' For his entire adult life, he referred to himself as Guinea Pig B and, through everything he did, he explored how **one human with limited resources** can make a difference in the world.



**We all participate** in maintaining or shifting the status quo, based on how we replicate or disrupt the norms of the day. Sounds complicated, but it's not. Basically, **our actions make up the future.**

And it is often the **smallest parts** of a system that have the **biggest opportunity** to make change.

Rather than seeing behavior as being just an individual choice, see it as a **dynamic relationship** between our own experiential influences, internal perceptions, and the value states of the world around us.

The political and cultural outcomes of our times are a result of how **language is crafted** to evoke an **emotional** response in the masses.

**Language** is in fact one of the most **powerful tools** humans have. Often misused, the **cognitive effects** of messages are what determine where we end up.

A well-designed small intervention can result in **significant and enduring solutions** if framed appropriately.



The way in which things are **communicated** is critical. Use language to **frame narratives** of the types of future you want to see **evolve**.

Stories are incredibly **powerful**. They allow us to **dream and articulate** a different version of what we see and experience around us, igniting our **imagination** and helping us to form memories and construct **future aspirations**.

Experiment with **change-making endeavors**, see what types of feedback you get, and become a changemaker in **everyday** life.  
Have the **foresight** to imagine alternatives to the negative status quo and the 'doom & gloom' narratives of the future.

## HOW DO YOU DO THIS?

1. Collect ideas, inspiration, opportunities, possibilities, stories and experiences that offer an alternative narrative to the negative status quo
2. Develop an empathetic ability to understand the motivations, actions, and desires of all humans, especially those outside your own lens of understanding
3. Consider the social, economic, and environmental impacts of whatever you're doing
4. Make the decision to actively participate in the type of change you want to see in the world.





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