

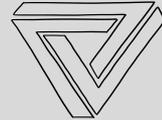
BEING



WRONG

SUPER
POWER7

THE POWER
OF BEING
WRONG



Many of us go about our daily lives finding ways to decipher and understand how to interact more effectively and respectfully with the systems around us. It can get **complicated** as we learn to embrace the chaos and the diversity of the **human experience**.

The world is full of complex problems that require more than skin-deep approaches to solving them. That's why **being wrong** is part of the process to **getting things right**.

Too often, we try to solve a problem with the **same thinking that led to that problem** in the first place (thanks to Einstein for pointing out that this does not work!).

Evidence of culminating ignorance is manifested in major global issues. **Ideology and irrational arguments** can win out over the **common good**.

Issues with climate change, poverty, lack of access to education, wealth disparity and the global shift to the political right all have **collateral problems**. They impact every human on the planet with effects such as the refugee crisis and political instability.

The world is full of change, yet often it's not in the direction we want it to go. Being **open to understanding and accepting the possibility of being wrong** is how one discovers ways to help shift the status quo.



Things break when they don't work. We see that with many of the systems in the world that are at a **breaking** point.

Designers learn that "**failures**" are experiments meant to discover what does and doesn't work. By "failing", we **learn how to design** the best fit for the problems we are working to solve.

Constantly **trying new things** and learning through failure is part of every **successful** creative process.

Many of our innate assumptions lead us to thinking through a **funnel of our own perspectives**, but designers know that empathy and diversity are the secret ingredients to truly creative innovation.

This is why every successful creative must be **willing to be wrong** and actively seek out how the things they create can be **broken**.

The future is **undefined**. We make it up as we go along, and creatives are at the forefront of defining the way the world works for everyone else.

Being wrong is just another way of getting to the most **desirable outcome** that works for the most people in the most successful way.



If we **embrace a level of “wrongness”** in our work, we can constantly seek out how to make things work better. **Curiosity and openness** will ensue.

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Insights gained through this process help us develop **new perspectives and deeper understandings** of how the world works, which leads to richer ways of fuelling the creative process.

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From a systems thinking perspective, we see that today’s problems were yesterday’s solutions. So let’s **embrace complexity**, challenges, tension, and the uncomfortableness of not knowing the correct answer right away,

HOW DO YOU DO THIS?

1. **Suspend** the need to solve until you have a tacit understanding of the problem.
2. **Mine** the problem arena until you have critical new insights and a more intimate connection with the underlying problem.
3. **Bust** through your own confirmation bias, and constantly seek break-out points for what you think and do.
4. **Look** for opportunities to gain new insights constantly.





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