



THE FUTURE OF AUTHENTIC CONNECTION: EMBODYING HUMANITY IN DIGITAL SPACES

HUMAN DESIGN X SERVICE DESIGN

ALICIA SEAY

THE FUTURE IS NOW

Research

Design

Develop



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Highlights

- Future of Money and Technology Conference 2013 in San Francisco, CA, company invitation and participation.
- Inside Bitcoins 2013 in Las Vegas, NV, company invitation and participation.
- Co-created a co-working and co-living space in Downtown, Richmond in 2013.
- Led "How to Thrive in the New Economy" workshop series provided at City of Richmond's Economic Development Authority at RVA Works in 2014.
- Helped launch a national campaign that went viral & received international press in 2016.
- Featured on The Assembly on FreeSpeechTV, Ep. #3, "Conversations About the Future" Part 1 & Part 2. Hosted by Erica Williams Simon and Co-Host, Rosario Dawson, Guest Speakers: Will.i.am, Bambi Salcedo, Alicia Seay, and Gopal Dayaneni in early 2018
- Sponsored by the National Academy of Engineering, competing in the National Science Foundation's i-Corp Innovation Bootcamp representing CoEngineers - Team 6 in late 2020.
- And more =)



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**Digital
Disconnect**

02

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Today's challenge: How do we create more authentic connections in increasingly digital environments?

WHAT IS... AUTHENTICITY?

302

MICHAEL H. KERNIS AND BRIAN M. GOLDMAN

TABLE I
AUTHENTICITY COMPONENTS

Awareness

- Awareness and knowledge of, and trust in, one's motives, feelings, desires, and self-relevant cognitions
- Includes awareness of one's strengths and weaknesses, dominant–recessive aspects of personality, powerful emotions, and their roles in behavior

Unbiased Processing

- Minimal, if any, denial, distortion, exaggeration, or ignoring of private knowledge, internal experiences, and externally based self-evaluative information
- Objectivity and acceptance with respect to one's strengths and weaknesses

Behavior

- Acting in ways congruent with one's values, preferences, and needs
- Rather than acting merely to please others or to attain rewards or avoid punishments

Relational Orientation

- Value and make efforts to achieve openness and truthfulness in close relationships
 - Important for close others to see the real you, those deep, dark, or potentially shadowy self-aspects that are not routinely discussed
 - Relational authenticity means being genuine and not “fake” in one's relationships with others
-

In many respects, the awareness component of authenticity is the most fundamental. Self-knowledge is at the heart of both behavioral and relational authenticity. Although we can envision instances in which behavioral and relational authenticity emerge spontaneously with little or no conscious deliberation, ultimately the self-aspects that are involved will be available and accessible with the growth of one's self-knowledge. Unbiased processing may involve acknowledgment of the fragile underpinnings of one's attitude. In contrast, inauthenticity may involve actively ignoring or denying one's opinion or emphasizing the superiority of one's judgmental abilities. In short, it is possible for a person to be operating authentically at some levels but not at others. Therefore, it is important to examine the processes associated with each component of authenticity (Kernis, 2003).

**A Multicomponent Conceptualization of
Authenticity: Theory and Research
December 2006**

**“In many respects, the awareness component
of authenticity is the most fundamental. Self-
knowledge is at the heart of both behavioral
and relational authenticity.” - Kernis, 2003**

DIGITAL DISCONNECT

INSIGHT

Harvard Business Review Research on Authenticity

- Employees working in alignment with authentic strengths show **27%** higher job satisfaction
- Authentic leadership correlates with **31%** higher team productivity

Source: HBR, "The Business Case for Authenticity"

Google Project Aristotle Findings

- Psychological safety (freedom to be authentic) was the **#1** predictor of team success
- Teams with high psychological safety outperformed revenue targets by **17%**

Source: Google re:Work, "Project Aristotle"

Content Marketing Institute Research

- Organizations with aligned content strategy see **65%** higher conversion rates
- Teams working in aligned strengths produce **41%** more engaging content

Source: Content Marketing Institute, Annual Benchmark Report

Deloitte Burnout Research

- **77%** of professionals have experienced burnout at their current job
- Organizations with aligned work patterns saw **23%** lower burnout rates

Source: Deloitte's Workplace Burnout Survey



With so much amazing technology introduced every day, that makes life "simpler"... why aren't we operating in a more naturally optimized, and humanly authentic state already?

DIGITAL DISCONNECT

OPPORTUNITY THROUGH A DEEPER APPROACH

Aligned work patterns mean less burnout, higher productivity, and higher job satisfaction.

Aligned Spaces

41%

Higher Engagement

38%

Higher Customer Satisfaction

Source: Harvard Business Review Research on Authenticity, "The Business Case for Authenticity" (2023)

The hidden cost beyond burnout? Innovation that never happens.

Misaligned Spaces

23%

Higher Burnout

32%

Lower Productivity

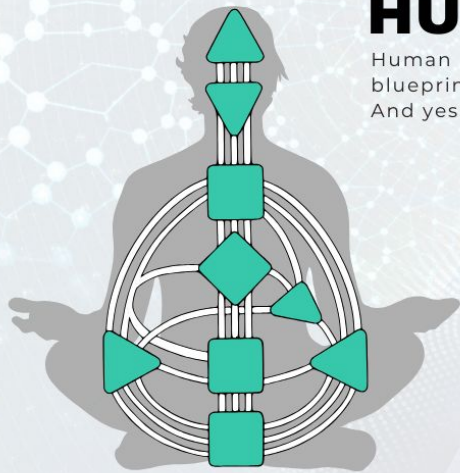
Source: Deloitte Workplace Burnout Survey (2023)



HUMAN DESIGN

HUMAN DESIGN OVERVIEW

Human Design synthesizes ancient wisdom and modern science to reveal your energetic blueprint. Understanding your design reveals how you naturally interact with the world. And yes, this includes digital spaces.

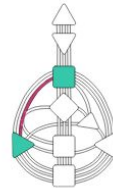


The Bodygraph: The bodygraph is the primary visual tool in Human Design, representing an individual's energetic blueprint. Calculated using birth date, time, and location data, it captures planetary positions at birth and approximately 88 days before birth. The bodygraph consists of nine energy centers, 36 channels, and 64 gates that visually map how energy flows through an individual.



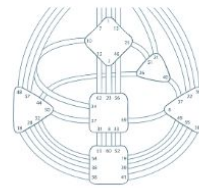
Energy Centers

These nine geometric shapes represent different aspects of consciousness and function (**Head, Ajna, Throat, G/Identity, Heart/Ego, Sacral, Spleen, Solar Plexus, and Root**). Centers can be defined (colored in) or undefined (white), indicating consistent or inconsistent energy experiences.



Channels

The lines connecting the centers, representing consistent energy pathways when defined. These 36 channels are fixed connections that determine how energy moves between centers.



Gates

The 64 hexagram points that connect to form channels, derived from the I Ching. Each gate represents a specific genetic potential or attribute that, when activated, creates consistent energy in that aspect of life.

THE FOUR (FIVE) ENERGY TYPES

Understanding Your Energetic Blueprint

Human Design reveals five distinct energy types, each with **unique strengths** and **optimal strategies** for **engagement** in different environments.

Manifestors (8-9%): Independent initiators driving change

Generators (37%): Sustainable energy and satisfaction through response

Manifesting Generators (33%): Multi-faceted energy combining quick action with sustainable power

Projectors (20%): Guides with penetrating insights for efficiency

Reflectors (1%): Mirrors with unique perspective and environmental awareness



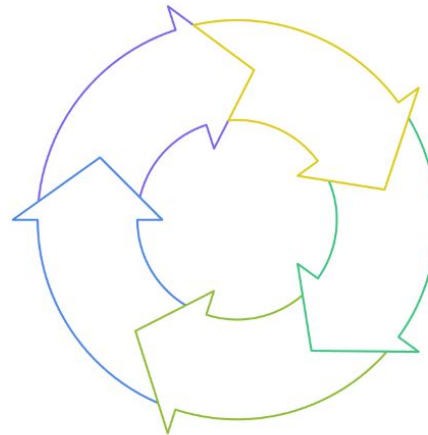
Mirroring Energy

Reflectors wait a lunar cycle for perspective.



Guiding Energy

Projectors wait for recognition to guide.



Initiating Energy

Manifestors act independently and inform others.



Sustainable Energy

Generators respond to opportunities consistently.



Multi-tasking Energy

Manifesting Generators respond and act quickly.

ENERGY TYPES IN BUSINESS

MANIFESTORS

- Strategic direction and innovation catalysts
- Excel at initiating new projects and pathways
- Create impact through independent action



GENERATORS

- Consistent implementation and sustained engagement
- Build value through response-based satisfaction
- Provide reliable energy for completion



MANIFESTING GENERATORS

- Rapid implementation across multiple domains
- Adapt quickly while maintaining sustainable energy
- Multi-task effectively between various projects



REFLECTORS

- Environmental awareness and unique perspective
- Provide objective feedback on organizational health
- Create clarity through sampling and reflection



PROJECTORS

- Strategic insight and efficiency optimization
- Guide systems and people toward success
- Create value through penetrating awareness



SERVICE DESIGN



SERVICE DESIGN INTRODUCTION

Service design orchestrates end-to-end touchpoints across channels into coherent experiences.

Problems worth solving...

Fragmented digital experiences created by siloed teams and needs, fragmented knowledge, information overload (digital), missed opportunities, etc.

We organize customer interactions through touchpoints delivered via channels.

The Opportunity: This methodology allows us to design online and offline experiences, as deeply-considered, interconnected systems.

Collaborative

Holistic

Evidence-Based Iteration

Sequencing

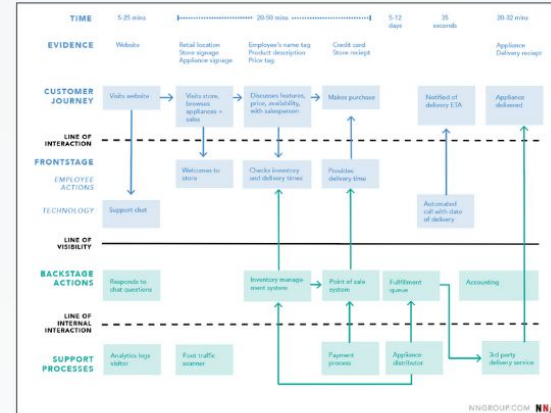
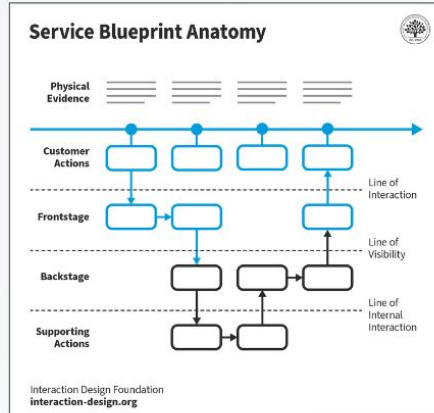
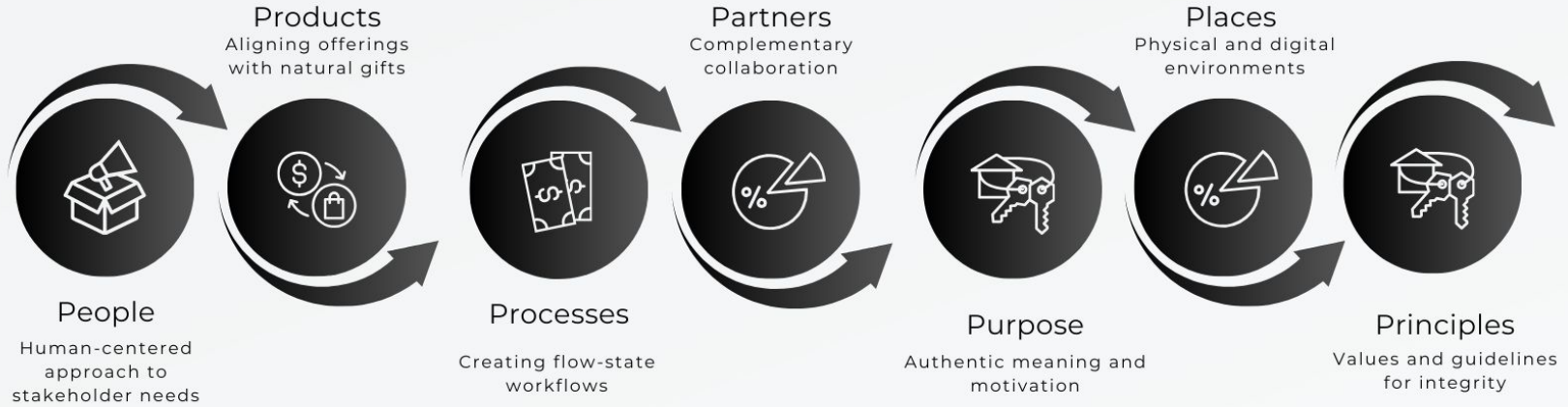
Human Centered

Visualizing

All Stakeholders on Deck



THE 7 P'S OF SERVICE DESIGN





HUMAN DESIGN X SERVICE DESIGN

HUMAN DESIGN × SERVICE DESIGN

Energy types naturally embody different aspects of service design uniquely.

Manifestors as Touchpoint Initiators

- **Natural Strengths:** Creating new innovative touchpoints that catalyze change
- **Digital Expression:** Independent decision interfaces, minimal approval steps, clear informing systems
- **Design Consideration:** Ensure touchpoints allow for independent action while providing informing mechanisms to keep others updated
- **Example:** One-click publishing tools, streamlined approval processes, automated status updates

Generators as Touchpoint Sustainers

- **Natural Strengths:** Consistent engagement with touchpoints that provide satisfaction
- **Digital Expression:** Response-based interfaces, progress visualization, satisfaction tracking
- **Design Consideration:** Build touchpoints that invite response and provide visible progress indicators
- **Example:** Interactive feedback systems, satisfaction meters, progress visualization tools

Manifesting Generators as Touchpoint Adapters

- **Natural Strengths:** Rapid adaptation and implementation across multiple touchpoints
- **Digital Expression:** Multi-project interfaces, quick-switching capabilities, varied engagement options
- **Design Consideration:** Create touchpoints that support varied engagement while preventing scattered energy
- **Example:** Multi-project dashboards, quick-switch interfaces, adaptable workflow systems

Projectors as Touchpoint Guides

- **Natural Strengths:** Optimization of touchpoint efficiency and effectiveness
- **Digital Expression:** Recognition-based contribution systems, energy conservation features
- **Design Consideration:** Create touchpoints that invite specific contribution and honor energy boundaries
- **Design Example:** Priority management systems, focused contribution interfaces, recognition tracking

Reflectors as Touchpoint Mirrors

- **Natural Strengths:** Environmental quality assessment of touchpoint systems
- **Digital Expression:** Perspective-sharing interfaces, environmental tracking features
- **Design Consideration:** Develop touchpoints that respect processing time and environmental sensitivity
- **Example:** Lunar cycle planning tools, environmental quality indicators, reflection capture systems



DIGITAL SERVICES X ENERGY TYPE

Manifestor

- **Asynchronous Communication Platforms (Slack, Loom)** - Support independent work with minimal real-time dependency
- **Automation Tools (Zapier, Make)** - Eliminate routine tasks that drain initiating energy
- **Status Indicators (Calendly, Slack status)** - Clear boundary setting and availability signaling
- **Notion** - Independent workflows with minimal team dependencies
- **Informing Templates (Email templates, announcement frameworks)** - Streamline the process of keeping others updated



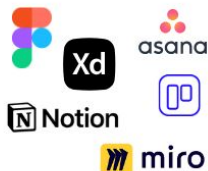
Generator

- **Progress Tracking Systems (ClickUp, Monday.com)** - Visual representation of accomplishment
- **Satisfaction Metrics (Surveys, feedback loops)** - Track engagement with different types of work
- **Response-Based Interfaces (Interactive dashboards, decision trees)** - Support gut-response decision making
- **Focused Completion Tools (Pomodoro timers, Flow State apps)** - Experience the satisfaction of bringing projects to fulfillment
- **Template Systems (Canva, Descript)** - Preserve energy for more engaging creative work



Manifesting Generator

- **Multi-Project Management (Trello, Notion)** - Support for handling diverse initiatives simultaneously
- **Rapid Prototyping Platforms (Figma, Adobe XD)** - Quick implementation and iteration
- **Priority Management Tools (Asana, ClickUp)** - Identify highest-response priorities
- **Task-Switching Support (Context managers, tab organizers)** - Maintain momentum across multiple areas
- **Non-Linear Workflow Systems (Miro, FigJam)** - Support for versatile, non-sequential approaches



Projector

- **Energy Conservation Systems (Time blockers, digital boundaries)** - Protect limited energy
- **Recognition Management (Invitation protocols, scheduling tools)** - Track when guidance is specifically sought
- **Strategic Planning Platforms (Miro, Lucidspark)** - Leverage natural talents for seeing patterns
- **Deep Focus Tools (Focus modes, Flow timers)** - Create containers for penetrating insight work
- **Visibility Management (Social scheduling, passive presence tools)** - Maintain visibility without constant activity



Reflector

- **Lunar Cycle Planning (Moon calendars, phase-aware scheduling)** - Align decisions with natural timing
- **Environmental Quality Tracking (Space/context analyzers, mood trackers)** - Monitor energetic influences
- **Perspective Documentation (Reflection journals, insight capture tools)** - Document unique viewpoints
- **Community Connection Platforms (Circle, Discord)** - Maintain grounding within supportive groups
- **Extended Timeline Options (Project management with flexible deadlines)** - Honor lunar decision cycles



ENERGY TYPE AND USES BY PLATFORM

How Different Energy Types Could Use and Appreciate the Same Platform

Airtable



- **Projectors:** Excellent for their strategic oversight abilities; helps them organize and guide complex systems
- **Manifesting Generators:** Appreciate its flexibility to handle multiple projects simultaneously with custom views
- **Generators:** Value its visual progress tracking and satisfaction of building comprehensive databases

Microsoft Team



- **Generators:** Appreciate the consistent communication platform and response-based engagement
- **Projectors:** Benefit from its recognition protocols (mentions, meeting invites) and ability to control notifications for energy management
- **Manifestors:** Value the status indicators and asynchronous options to set clear boundaries

WordPress



- **Manifestors:** Appreciate independent content creation and publishing without extensive approvals
- **Manifesting Generators:** Value its flexibility to quickly implement and iterate on multiple content types
- **Reflectors:** Can use it as a reflection platform when given time to process their unique perspectives

AI Tools (ChatGPT, Claude, Midjourney, etc.)



- **Manifestors:** Use for rapid ideation and transforming concepts into content without energy drain
- **Projectors:** Perfect for amplifying their insights without depleting energy; helps scale their guidance
- **Generators:** Appreciate AI handling routine tasks while they focus on more satisfying creative work
- **Manifesting Generators:** Value AI's ability to handle multiple aspects of projects simultaneously
- **Reflectors:** Can use AI to maintain consistent output while they process and reflect

Social Media Support Tools (Hootsuite, Buffer, etc.)

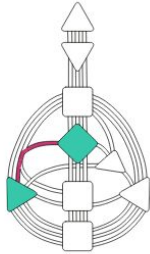


- **Projectors:** Essential for maintaining visibility without constant energy expenditure; helps them be recognized
- **Manifestors:** Value the ability to inform audiences efficiently without constant engagement
- **Reflectors:** Appreciate scheduled posting that doesn't require immediate decision-making
- **Manifesting Generators:** Benefit from managing multiple platforms simultaneously with efficiency

CONCLUSION & RESOURCES

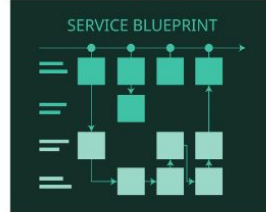
The future of authentic connection resides in factoring in true human experiences, with refined business practices - designed to serve and support the entire ecosystem.

Human Design



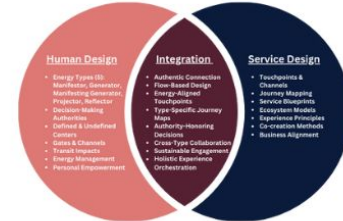
Human design reveals natural energy patterns critical for digital (& IRL) effectiveness.

Service Design



Service design orchestrates an array of touchpoints into coherent experiences.

Combined



Combined, they help us create more authentic connection in digital spaces.

WORKSHOP

01

Discover

Discover your design type...
(maybe) (5 mins)

02

Dig Deeper

Identify your digital superpowers
& kryptonite (5 mins)

03

Analysis

Learn cross-type
collaboration techniques
(5 mins)

04

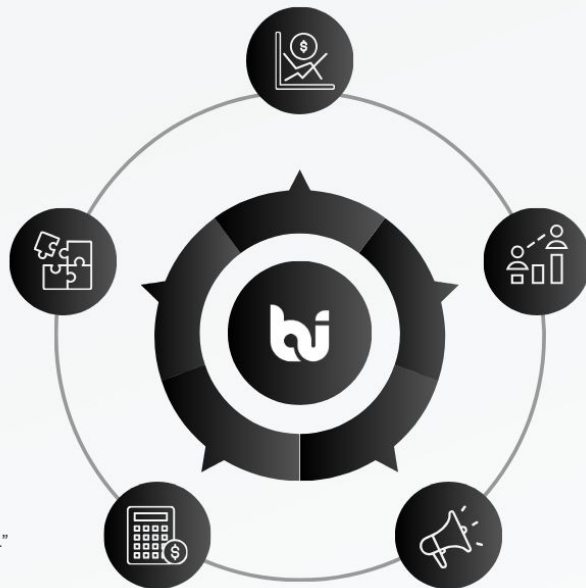
Commit

Commit to one digital
rebellion (1 mins)

05

Grow

"Forever... forever ever, forever ever.."
- Andre 3000



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