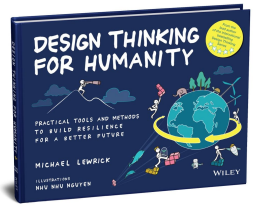
Project:
Team:
Version & Date:

Exponential Ethics Compass



Lewrick, M.
Design Thinking for Humanity
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Quick guide: The Exponential Ethics Compass maps the potential ethical impacts, intended and unintended, of a disruptive innovation across individuals and society before it scales.

More tips & tricks on book page: 294

1 Massive Transformative Purpose

Define your solution and its Massive Transformative Purpose

2 Ethics Compass

Map the intended and unintended impacts across individual and societal dimensions on the compass

INTENDED

Intended Individual
- *Well-being & autonomy (heart & brain)*
- *Positive transformation*

Intended Societal Impact
- *Social equity & justice (scale)*
- *Democratic values (ballot box)*
- *Positive transformation*

Individual — Society

Unintended Individual Impact
- *Loss of autonomy*
- *Mental health risks*
- *Privacy concerns (lock)*

Unintended Societal Impact
- *Widened gap*
- *Environmental justice (earth)*
- *Erosion of trust*

UNINTENDED

3 Deploy Mitigation Strategies

For each significant negative impact you identify, brainstorm concrete mitigation strategies

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