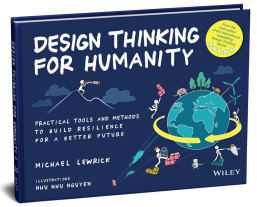
Project:
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Massive Transformative Purpose (MTP)

Quick guide: The Massive Transformative Purpose is the North Star that links the five Design Thinking for Humanity lenses together, the ethical and strategic reason for aiming at massive impact.

More tips & tricks on book page: 284



Lewrick, M.
Design Thinking for Humanity
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www.design-humanity.com

1 Find the Massive

Who are you trying to impact?
If you succeeded beyond your wildest dreams, how big is the community?

2 Find the purpose

What is the core emotional driver?
What is our highest purpose?

3 Envision the Purpose

How will the world look different after we have started? What is the paradigm shift? What are the steps on the journey to a radical outcome?

The Design Thinking for Humanity Litmus Test

What benefit or sense of security does the old narrative provide that makes it so difficult to change?

- ☐ **Is it MASSIVE?** Does it impact 1 billion+ or a whole industry?
- ☐ **Is it TRANSFORMATIONAL?** Does it change the paradigm, not just the process?
- ☐ **Is it PURPOSE-DRIVEN?** Does it vibrate with emotional energy?
- ☐ **Is it RESILIENT?** Does this purpose endure through external shock?

4

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