

if technology is an answer for wellbeing,  
what's the question?

this whole thing is about how to change  
behavior, for the better

some thoughts (and an assignment) about how people make decisions about their lives, technologies, and their wellbeing.

from 10 years of working with sociopaths,  
that turn out to have been super useful.

uninterested in intentions or effects,  
only the efficacy in changing behavior.

People who are responsible for meaningful  
aspects of collective human behavior.  
This is what they think about.

1. Whether it's good for you, or bad for you, no one cares what you think it's good for.

2. The only way to find out what people care about is to spend a lot of time with people.



3. If people were good at making decisions for themselves,  
the world would be far less complex.

4. People are motivated by base human emotions and that's pretty much it.

5. Those base human impulses don't change much. But culture defines how they express themselves.

So understanding how to communicate something effectively (even and especially something that's good for you) is almost never about the thing, but rather:

- who you're communicating with
- what timeless human truths you're appealing to
- what timely cultural insights you're drawing from

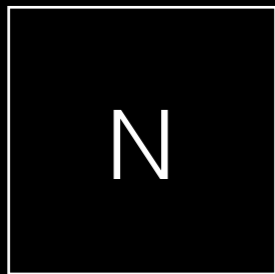
What is the problem to solve?  
Who are we talking to?

What is the problem to solve?  
Who are we talking to?

N

W

What is the problem to solve?  
Who are we talking to?



What do they believe now?



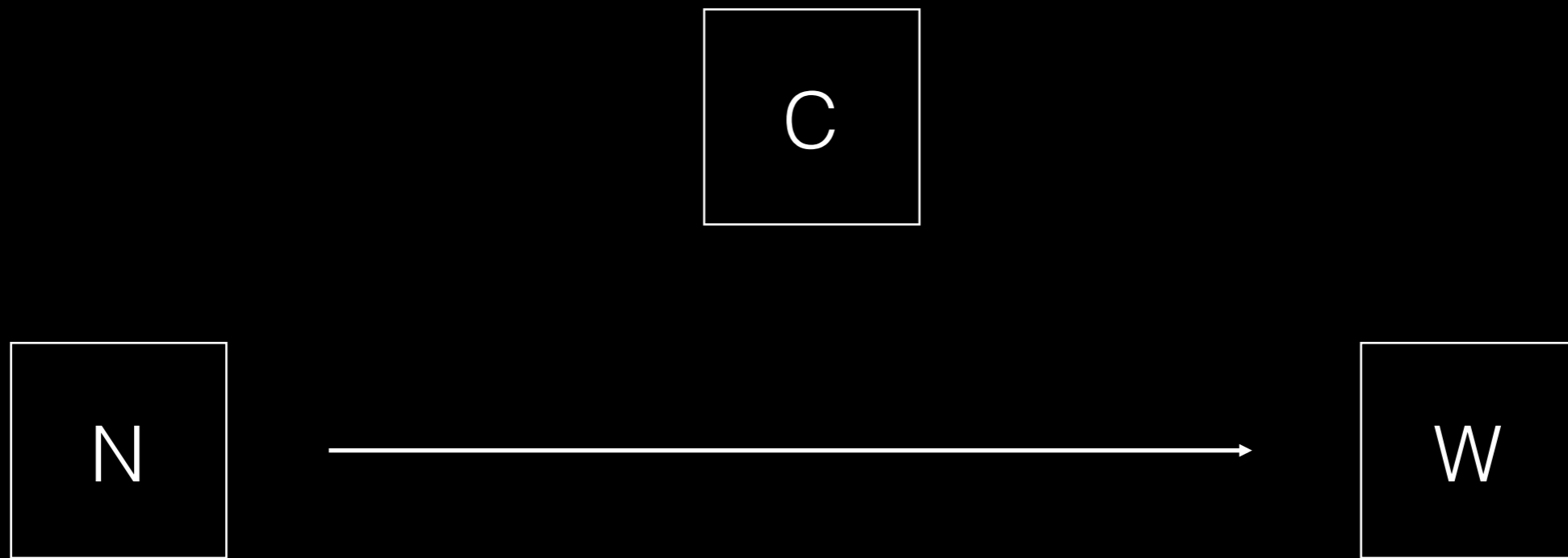
What do we want them to believe?

What is the problem to solve?  
Who are we talking to?

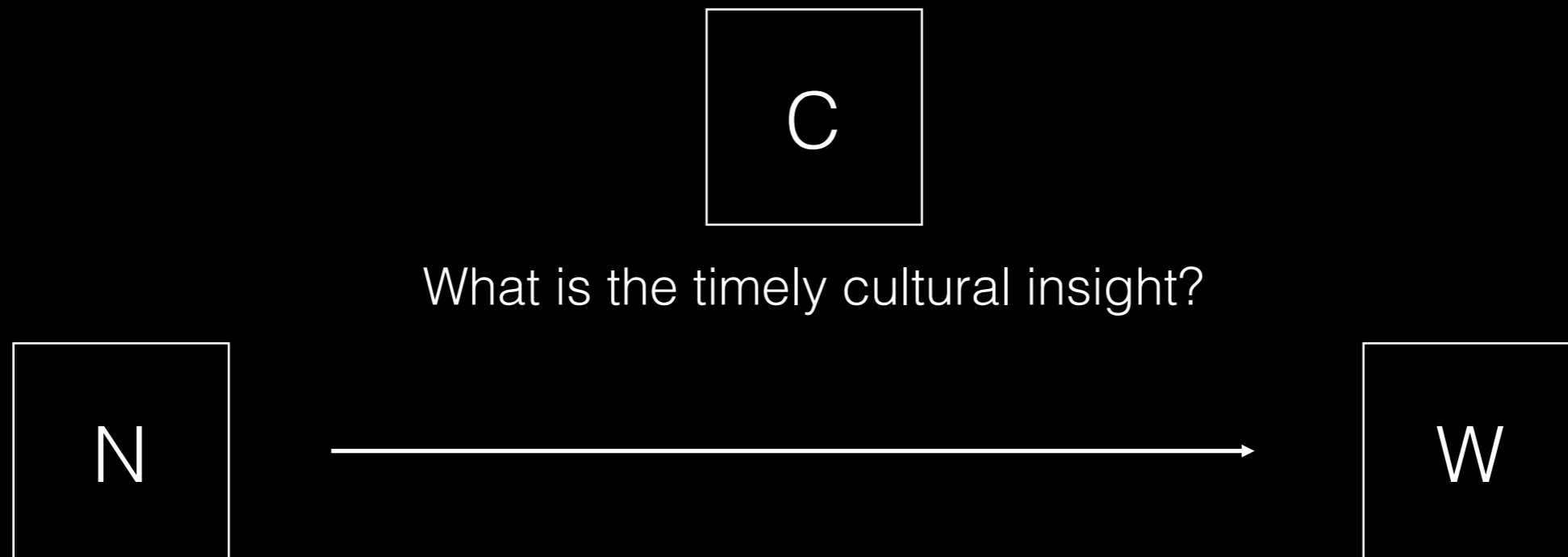




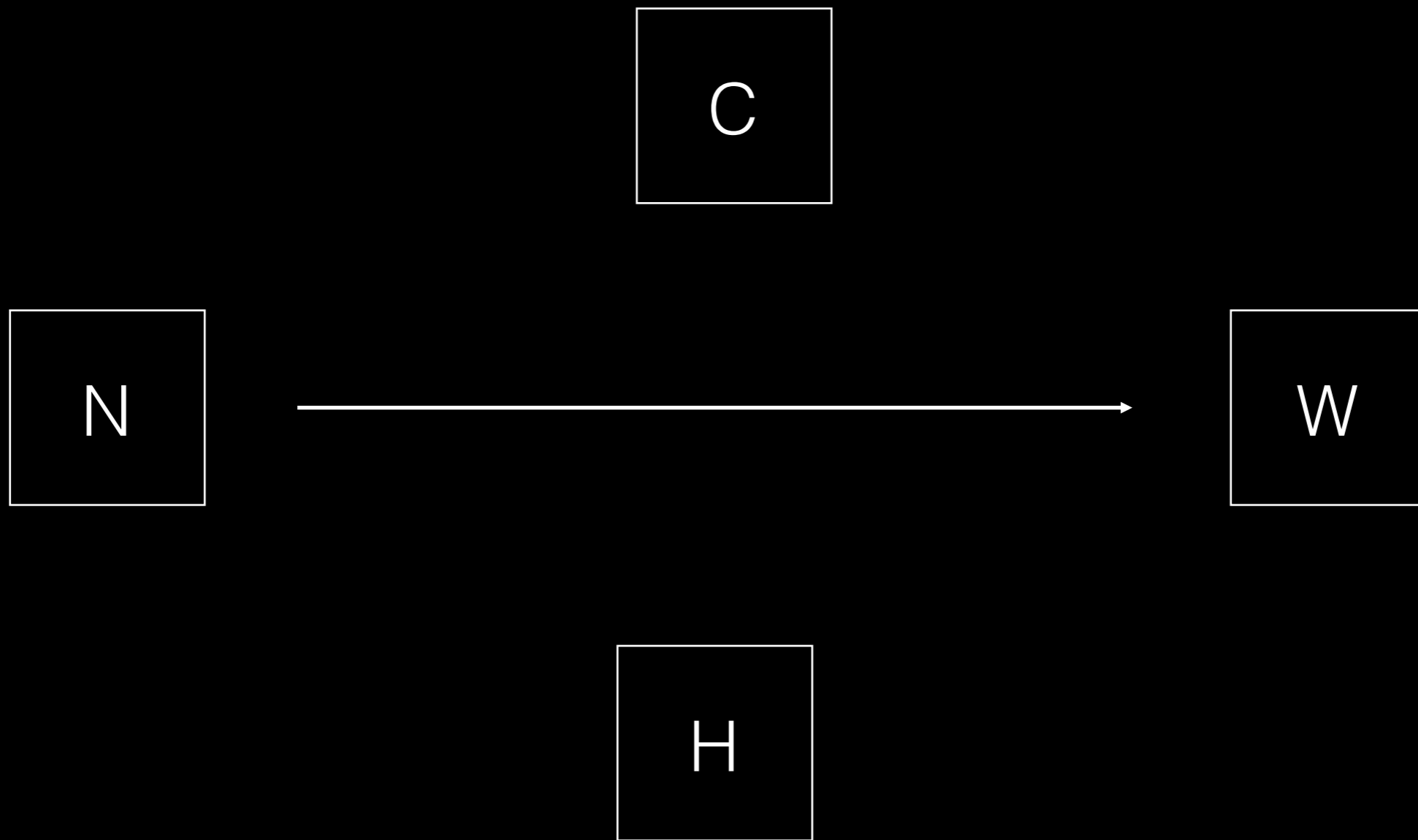
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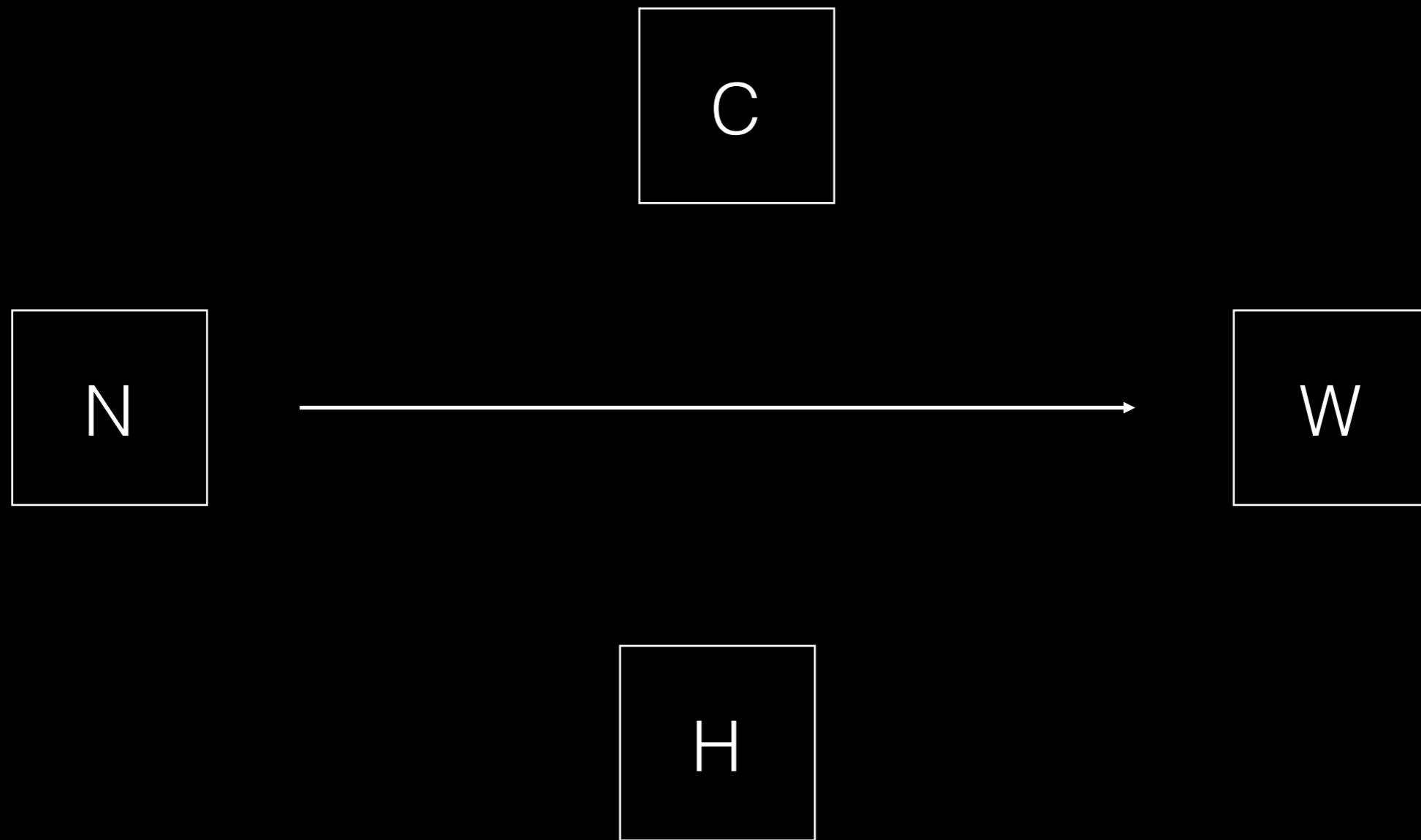
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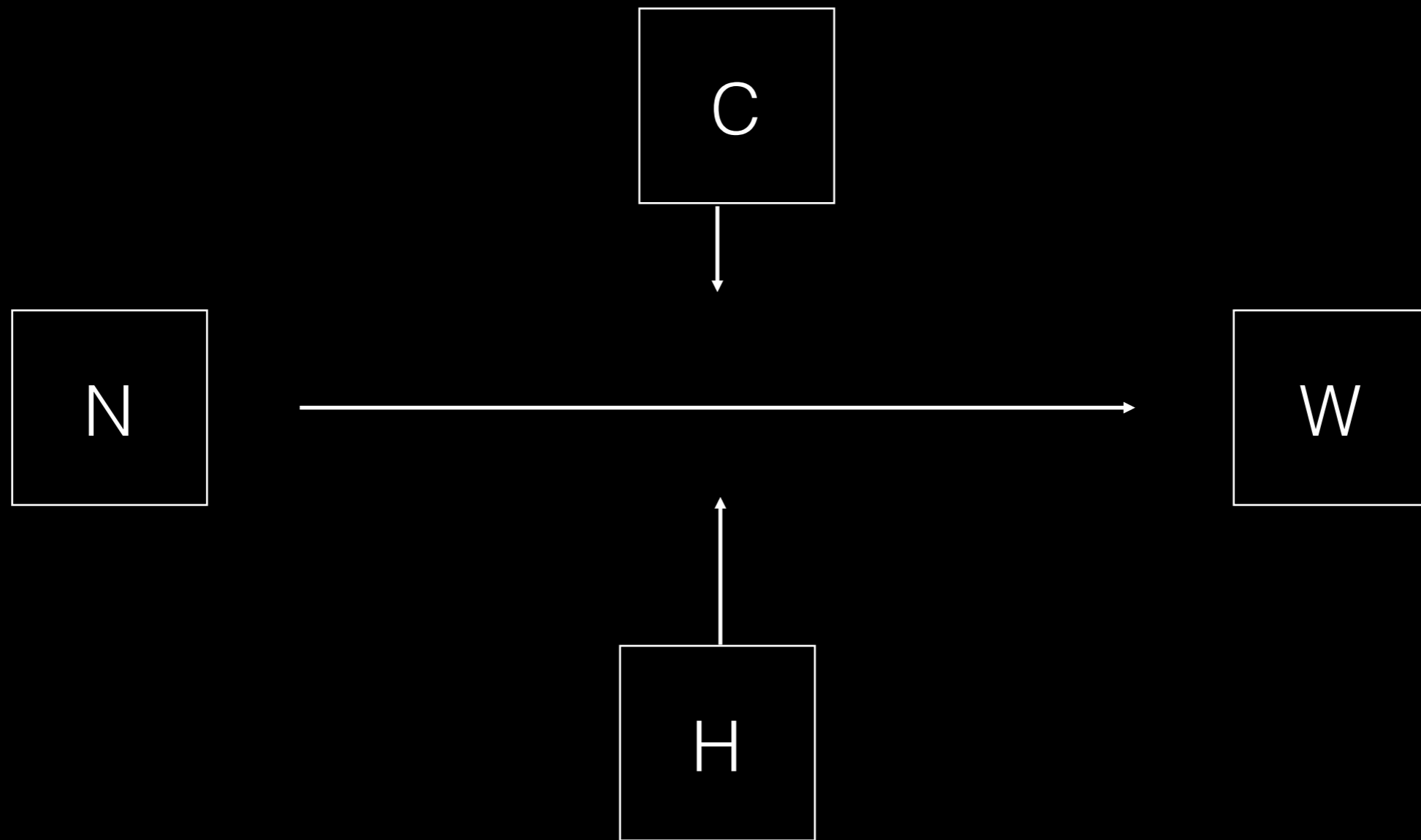


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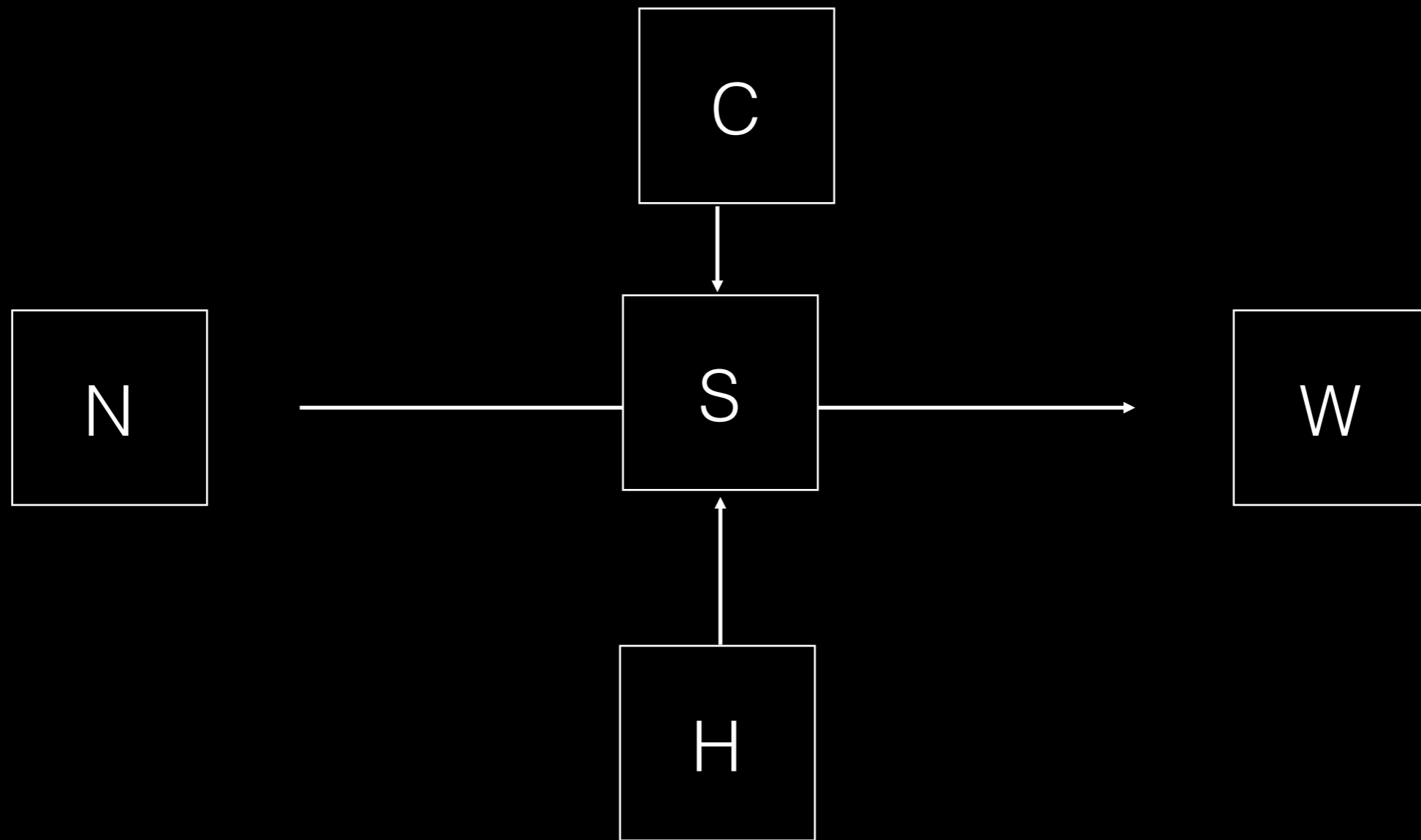


What is the timeless human truth?

What is the problem to solve?  
Who are we talking to?



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Who are we talking to?



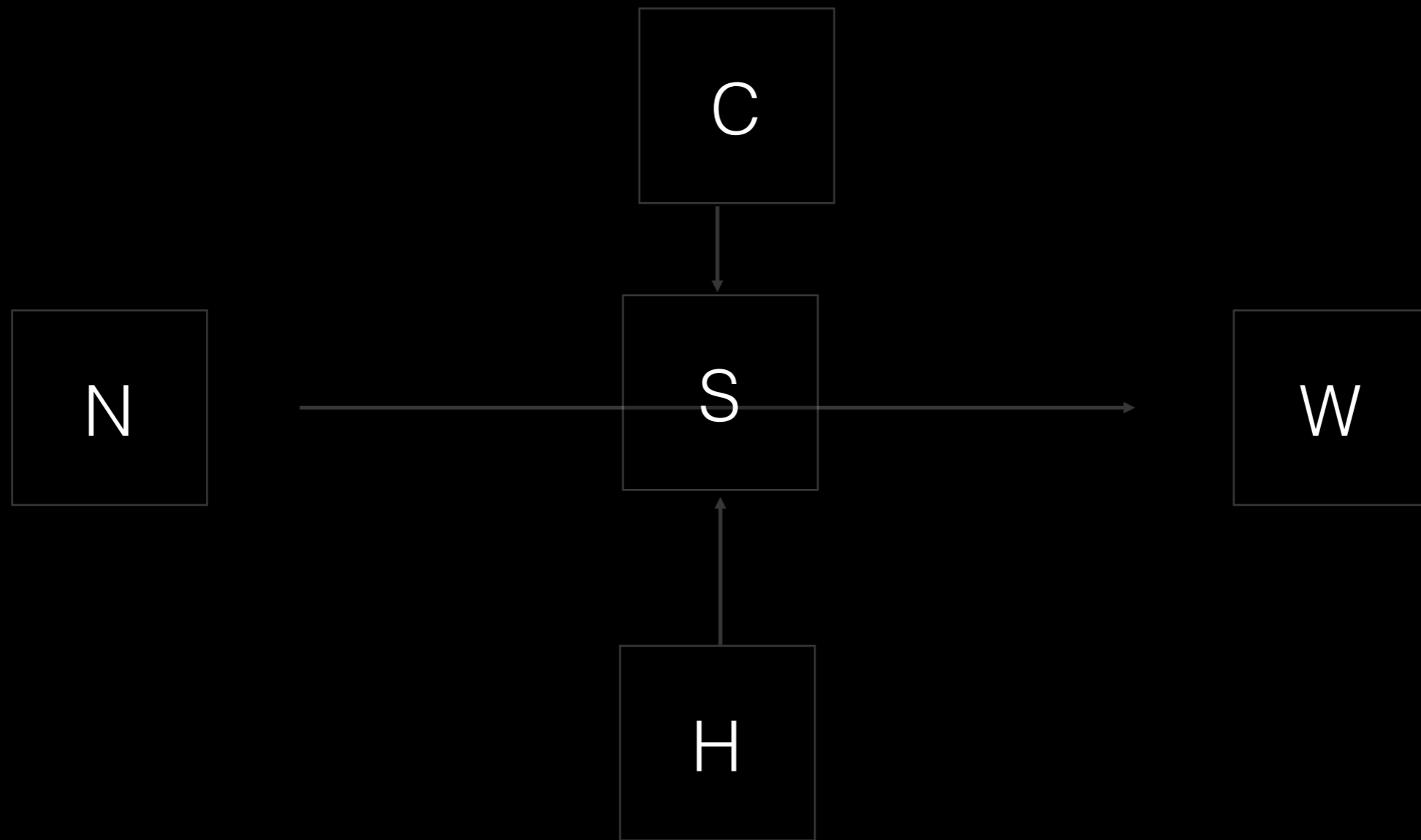


# Now Playing on TiVo

▲	● Cold Case	Sun	11/27
◀	● Desperate Housewives	Sun	11/20 ▶
▼	● SportsCenter	Mon	11/14
■	The Amazing Race (2)	Tue	11/18
●	Lost	Wed	11/2
■	Survivor: Guatemala (3)	Thu	10/27
●	Alias	Thu	10/27
● !	Monk	Fri	10/21

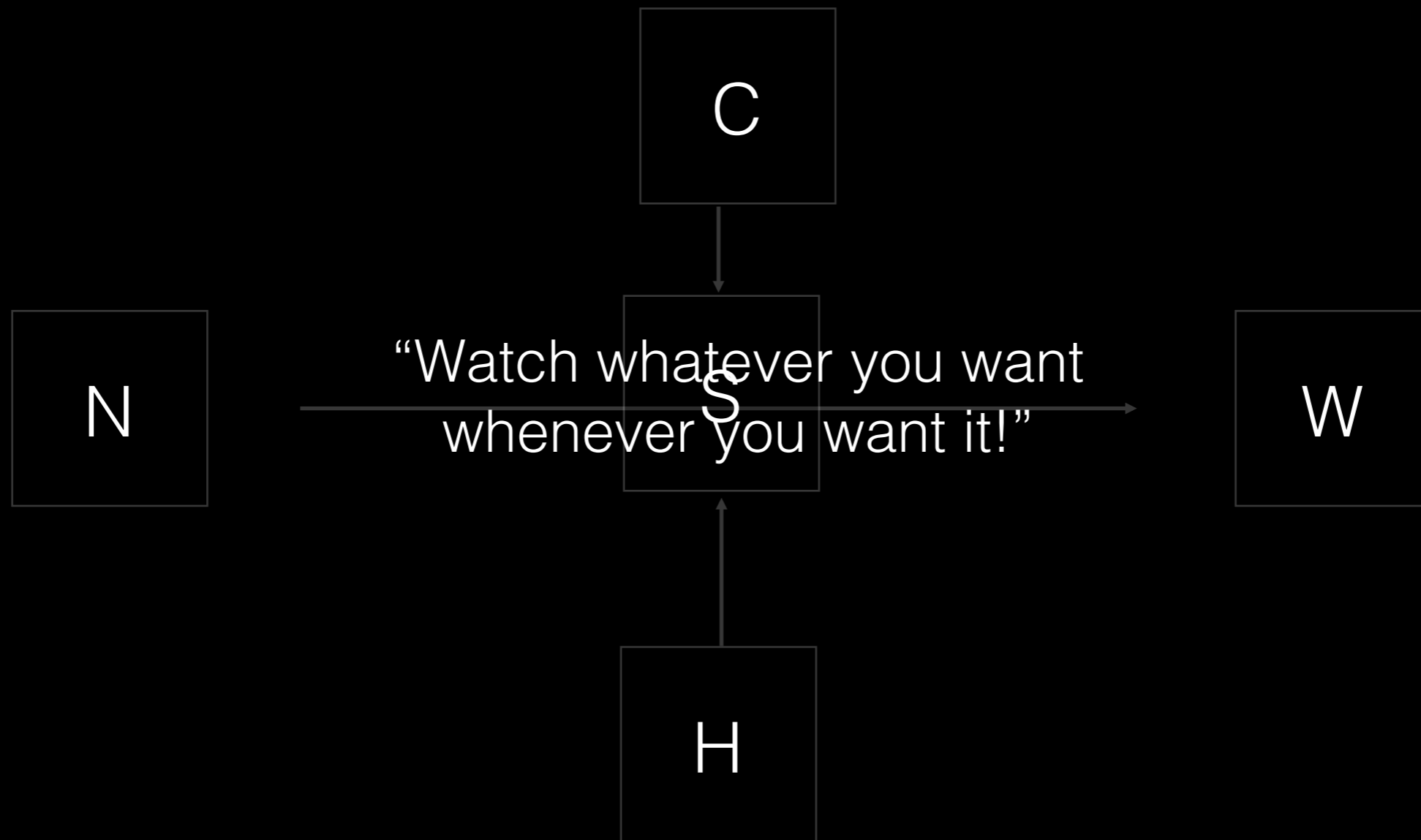
FOR EXAMPLE.

What is the problem to solve?  
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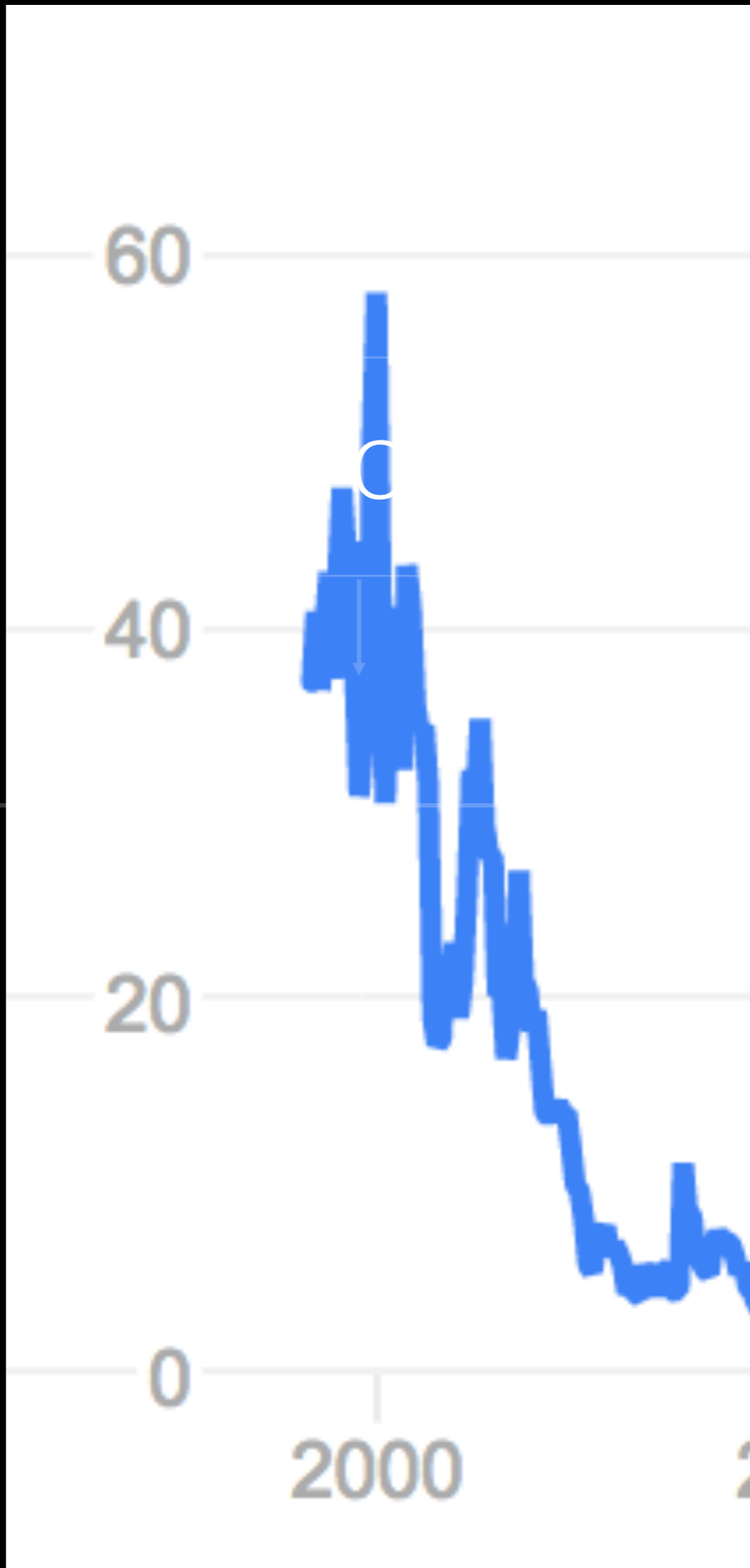




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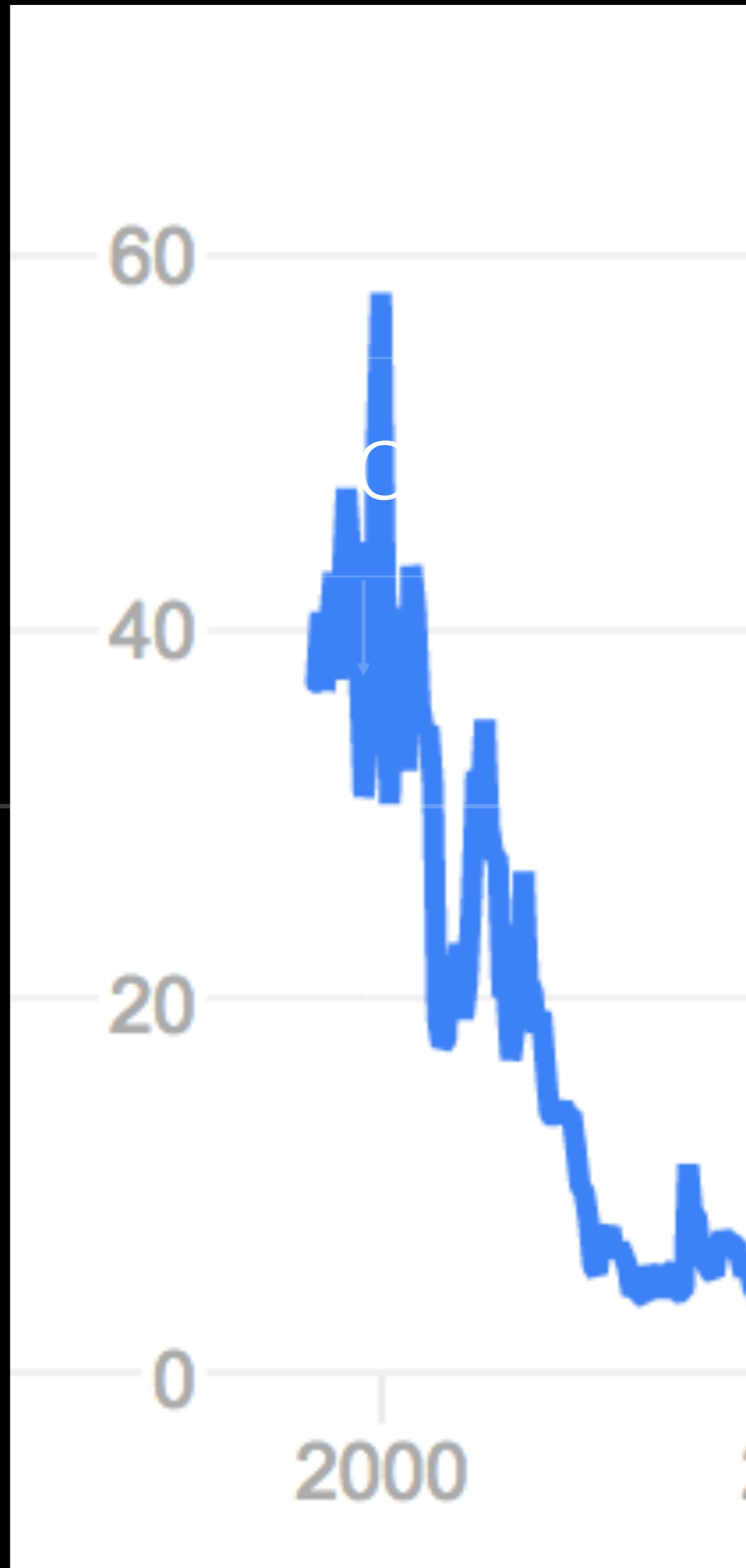


N



W

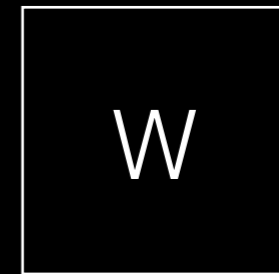
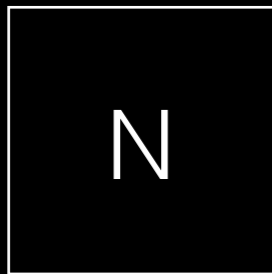
“Demo or Die”



“Deploy or Die”

What is the problem to solve?

*sell TiVos even though the market had spoken and no one cared.*





spent time in people's living rooms

N



W

*"I can't watch things  
on my own terms!"*

*"I can watch anything I want  
anytime I want to!"*

N

*"I can't watch things  
on my own terms!"*

SAID NO ONE EVER.

W

*"I can watch anything I want  
anytime I want to!"*

*“I feel guilty that I’m watching the Sopranos  
when I should be helping my kids.”*



C

N

W

H

*I don't want to disappoint  
the people I love.*

C

*The nature of work has shifted and people  
have less time to devote to their family  
overall.*

N

W

H

*I don't want to disappoint  
the people I love.*

C

*The nature of work has shifted and people have less time to devote to their family overall.*

N

W

*"I feel guilty that I'm watching the Sopranos when I should be helping my kids."*

H

*I don't want to disappoint the people I love.*

C

*The nature of work has shifted and people have less time to devote to their family overall.*

N

*"I feel guilty that I'm watching the Sopranos when I should be helping my kids."*

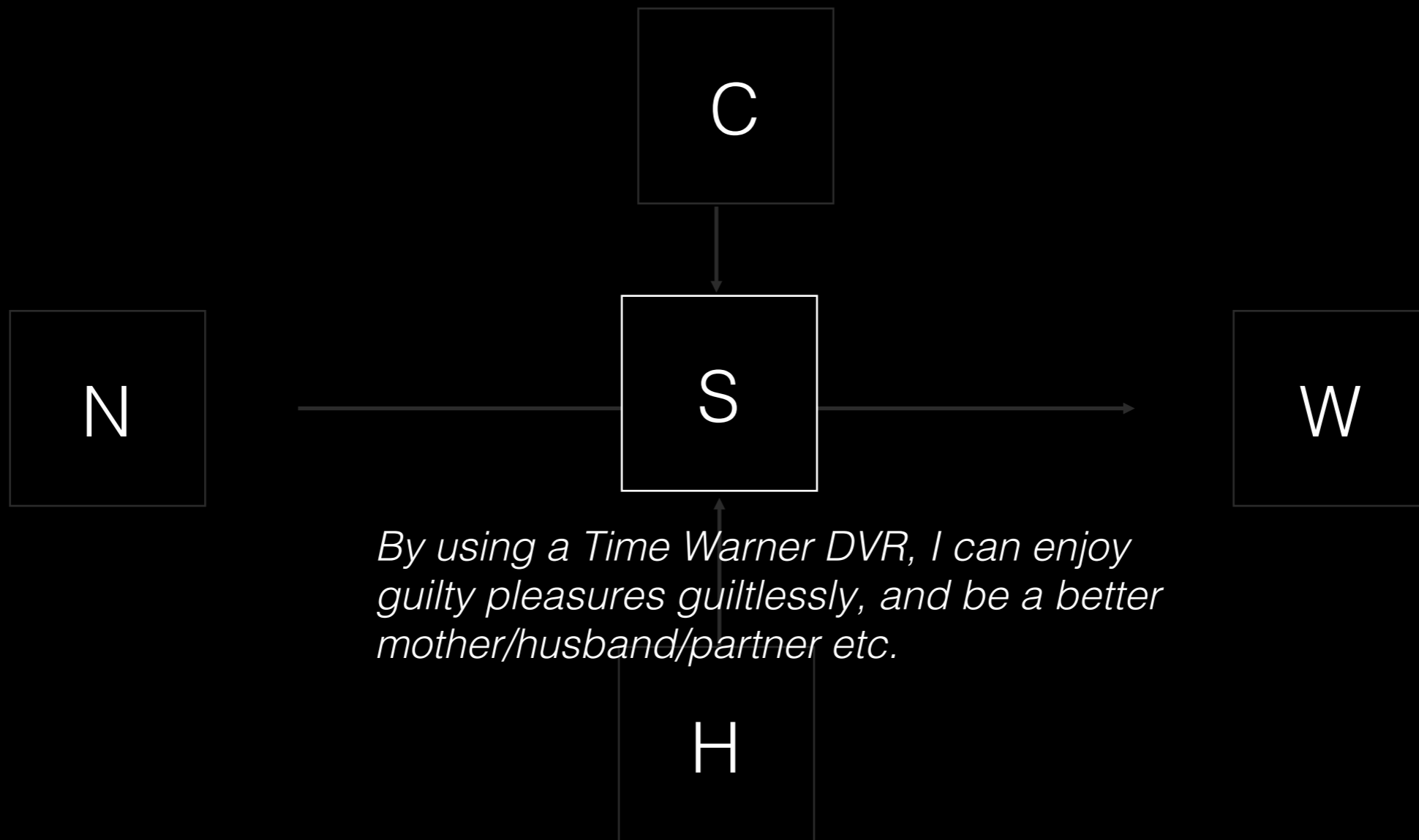
W

*There's a magical device that allows me to be loyal to my show, and to my family.*

H

*I don't want to disappoint the people I love.*

Problem: Sell TiVos even though the market had spoken and no one cared.





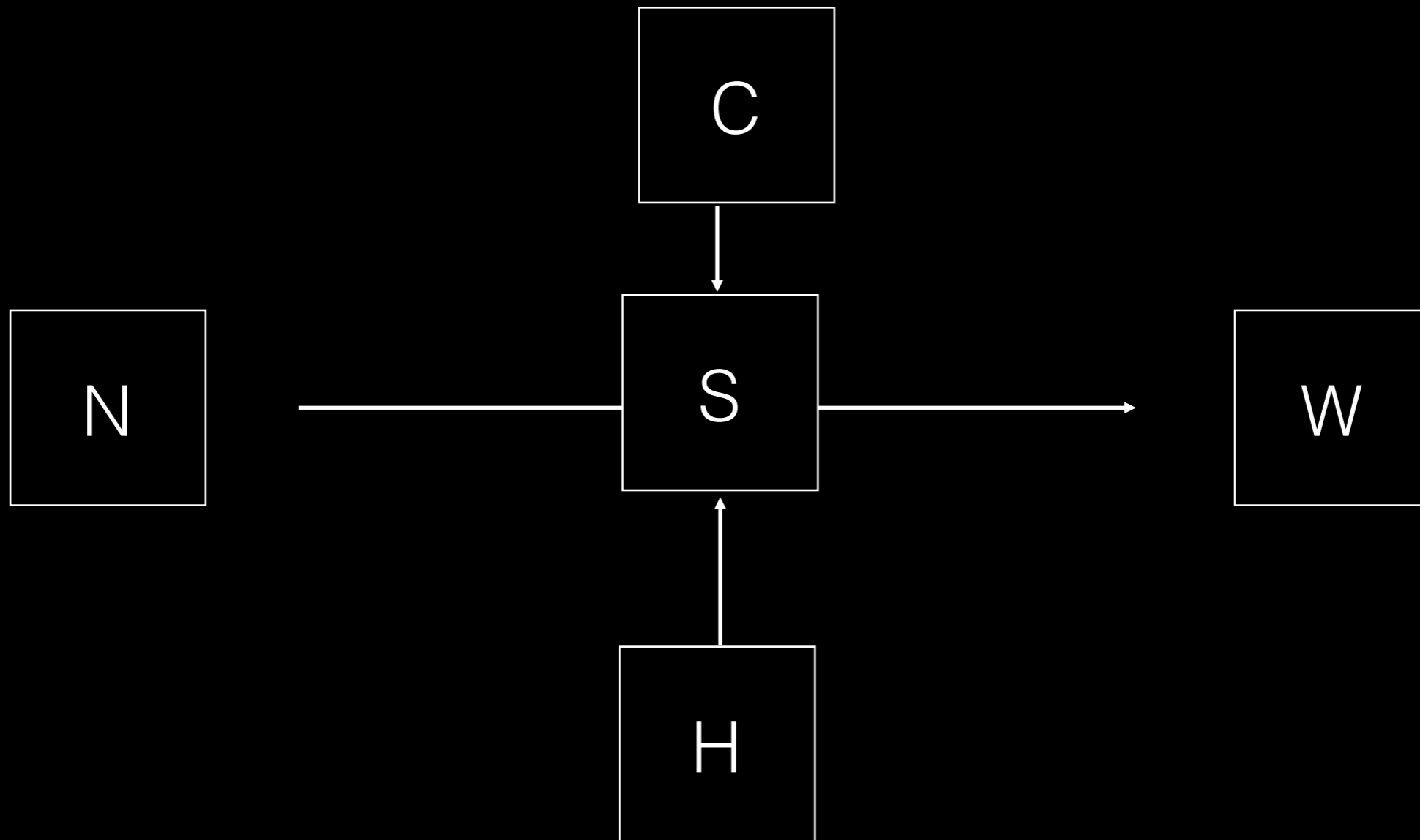
so if you were trying to sell, for example, the idea that you should work at a standing desk, or drink more water, or take 15 minutes a day to meditate, instead of buying a DVR, how would you do that?

1. Find a problem to solve.



2. Spend real time with real people.

3. Tell us what someone thinks now, what we want them to think, what timely cultural moment we can draw upon, and what timeless human truth we can exploit.



3. Solve for S.



if this seems superfluous, then you're not  
really addressing human problems.

if this seems easy, you're doing it wrong.

healthy, health-conscious,  
health-oriented.