

# Norm-Critical Design Thinking

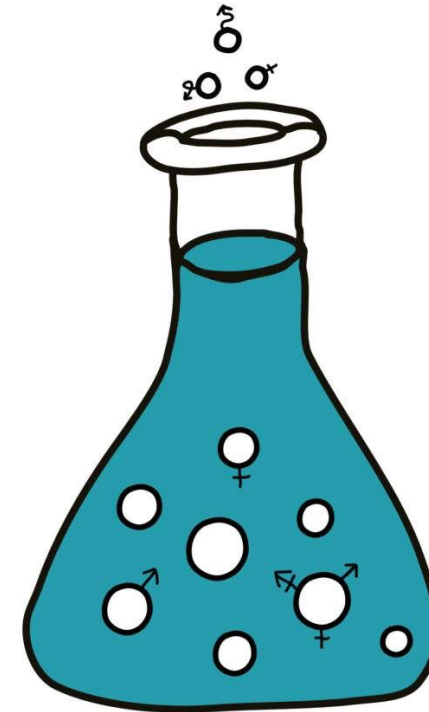
An intervention that combines action-oriented design thinking with reflexive norm critique

## Ingredients from **design thinking**

- Empathy – the ability to put yourself in other people's place
- W<sup>i</sup>c<sup>k</sup>e<sup>d</sup> p<sup>r</sup>o<sup>b</sup>l<sup>e</sup>m<sup>s</sup> – no single solution!
- Defining a problem will also preempt available solutions

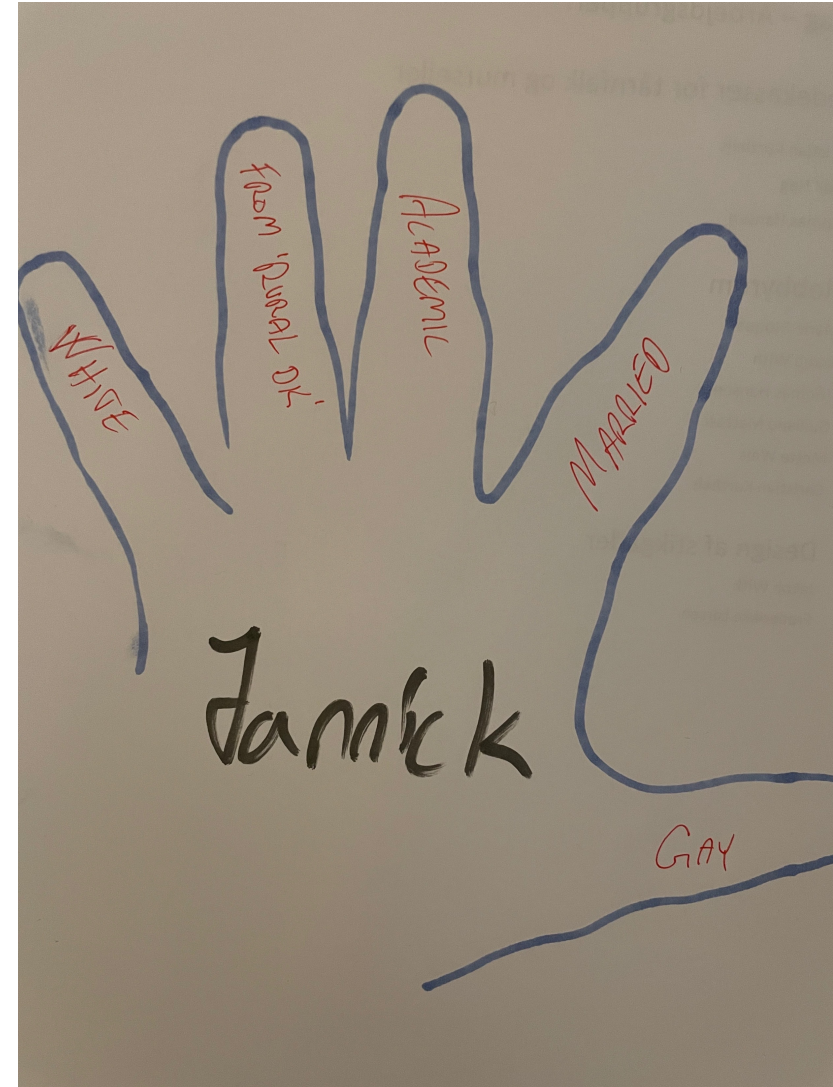
## Mixed with **norm critique**

- Awareness of normative assumptions and expectations
- Reflections on power and privilege, stereotypes, prejudice, bias
- Shift in focus from individual to norms for organisational practice and processes



# Identity exercise pt. 1

- a) Write up to 5 categories based on how you self-identify: who are you, and which labels would you use to describe yourself?
- b) Remove 4 categories so only 1 remains; the one that 'captures' your essence / core identity
- c) How does it feel to reduce yourself to just one category?
- d) Which category do you think others will notice about you first, in which contexts – and why?
- e) What are the possible implications and consequences?



## Identity exercise pt. 2

Combine one or more of your chosen identity categories from the first part of the exercise with an associated stereotype that, however, does *not* apply to you. Use the following sentence structure and fill in the blanks:

I am \_\_\_\_\_, but I am NOT \_\_\_\_\_.

E.g.,

“I am *\_\_an academic\_\_*, but I am NOT *\_\_from an academic background\_\_*.”

“I am *\_\_married\_\_*, but I am NOT *\_\_married to a woman\_\_*.”

# References and resources

Christensen, J. F. (2020). Weird ways of normalizing: Queering diversity research through norm critique. In *The Routledge companion to organizational diversity research methods* (pp. 59-72). Routledge.

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