

# ◀ Play To Transform / ▶

## How your inner child can foster a humAIIn-centric culture

**dr avinash jhangiani**

Author, Founder of Play2Transform  
Former MD, Omnicom Media Group



On a scale of cat, how are you feeling today?





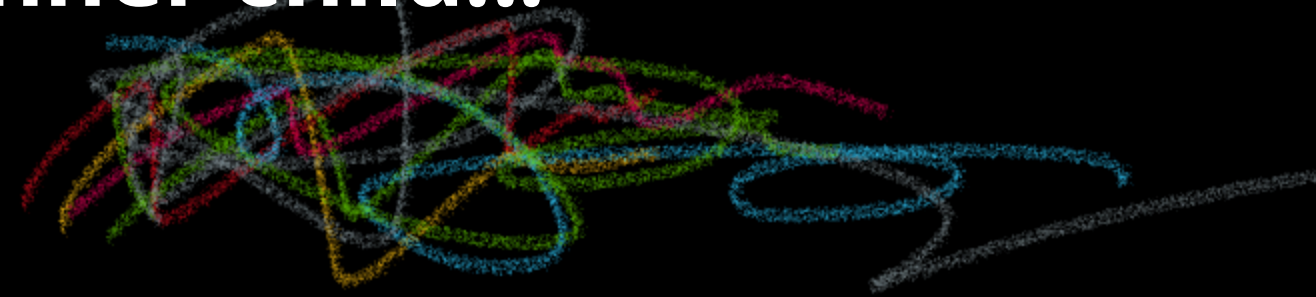
LEFT

RIGHT





to your inner child...



“

*In the search for the  
perfect algorithm, are we  
losing our **inner rhythm?***



# Flash back





















**Why Work and Play  
seem paradoxical?**

**#EpicStruggle**





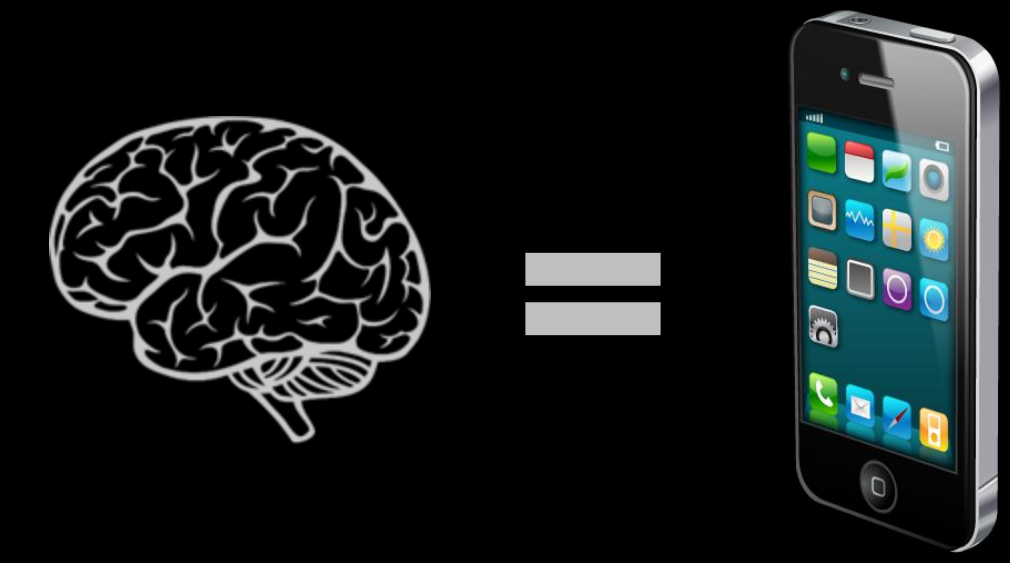


# Evolution of technology as **extension of ourselves**



**Physical self**  
(stone age)

... ? ...

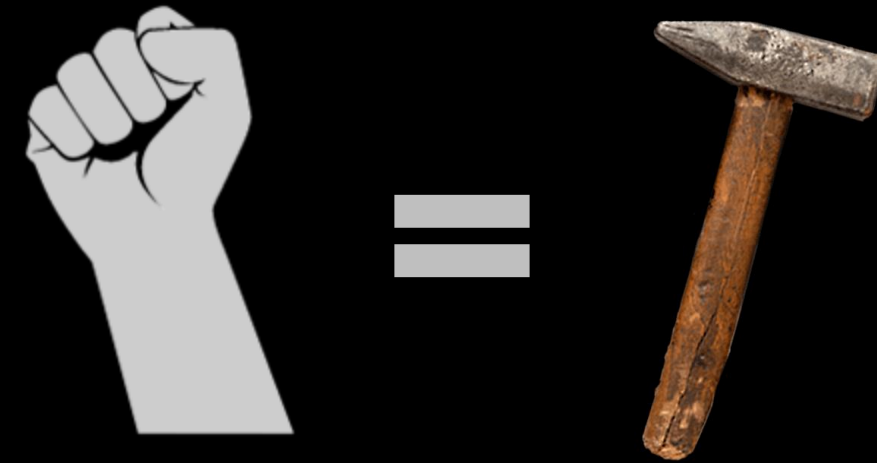


**Mental self**  
(digital age)





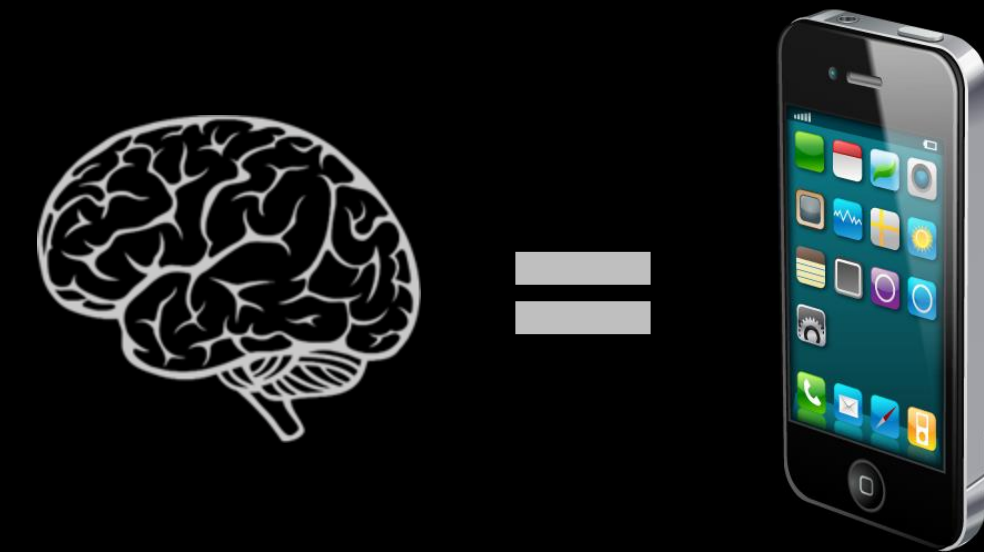
# Evolution of technology as **extension of ourselves**



**Physical self**  
(stone age)



*Johannes Gutenberg , 1440*



**Mental self**  
(digital age)

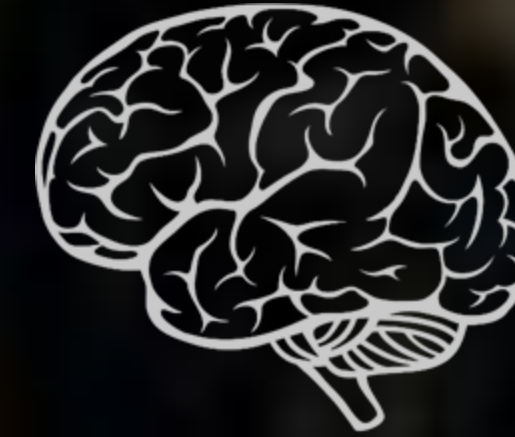
Body



Sensation and Experiences

**"WORLD"**

Mind



Cognition and Abstraction

**"WORD"**

*"I think, therefore I am"*  
René Descartes



The tragedy of the printing press

*The written word (literacy) became the primary mode of Learning and Earning !*

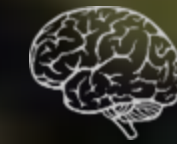




Body

# The Great Disconnect

Mind

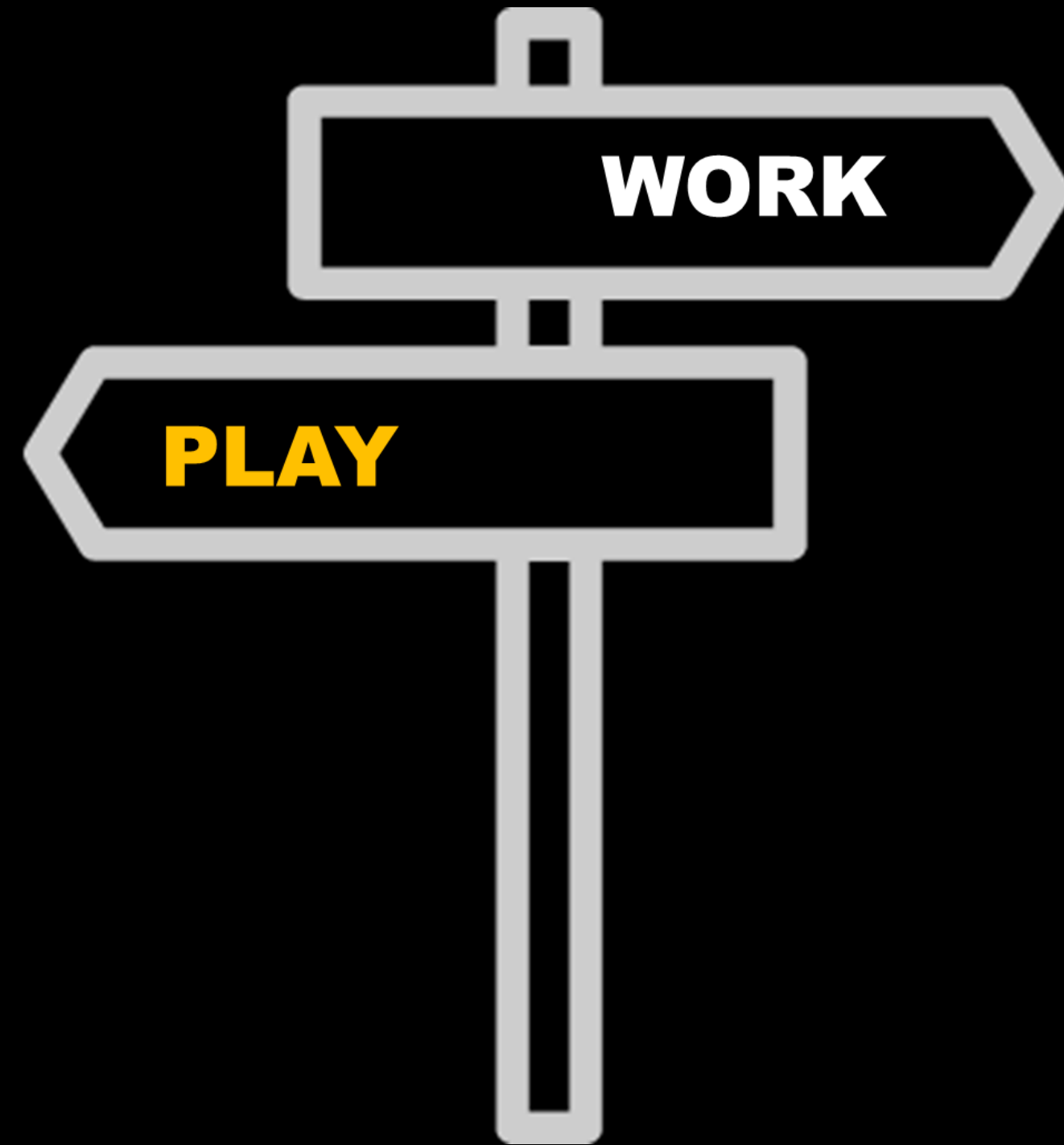


- Joy
- Freedom
- Curiosity
- Creativity
- Exploration
- Expression



- Order
- Serious
- Survival
- Conformity
- Productivity
- Rationality





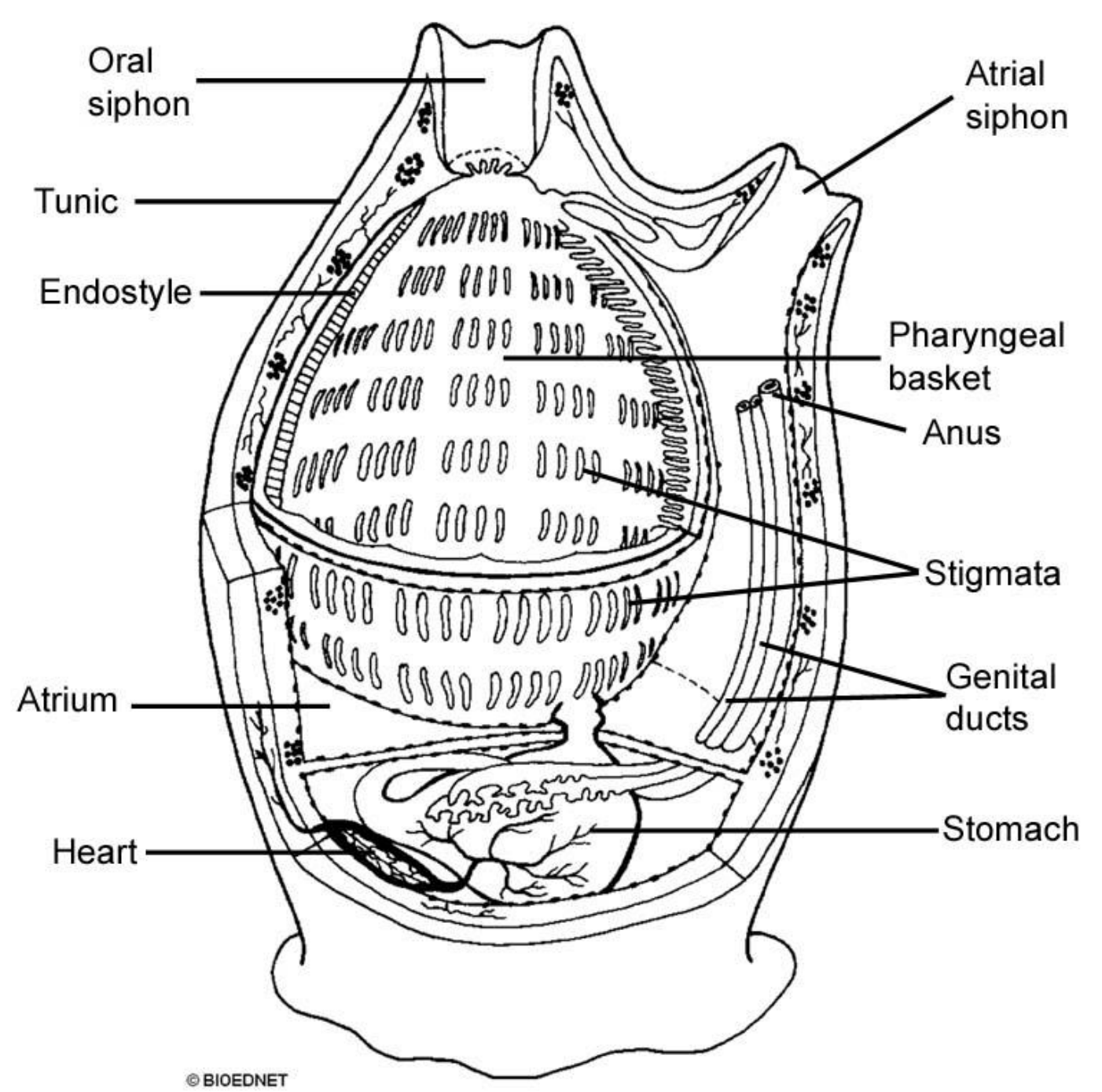
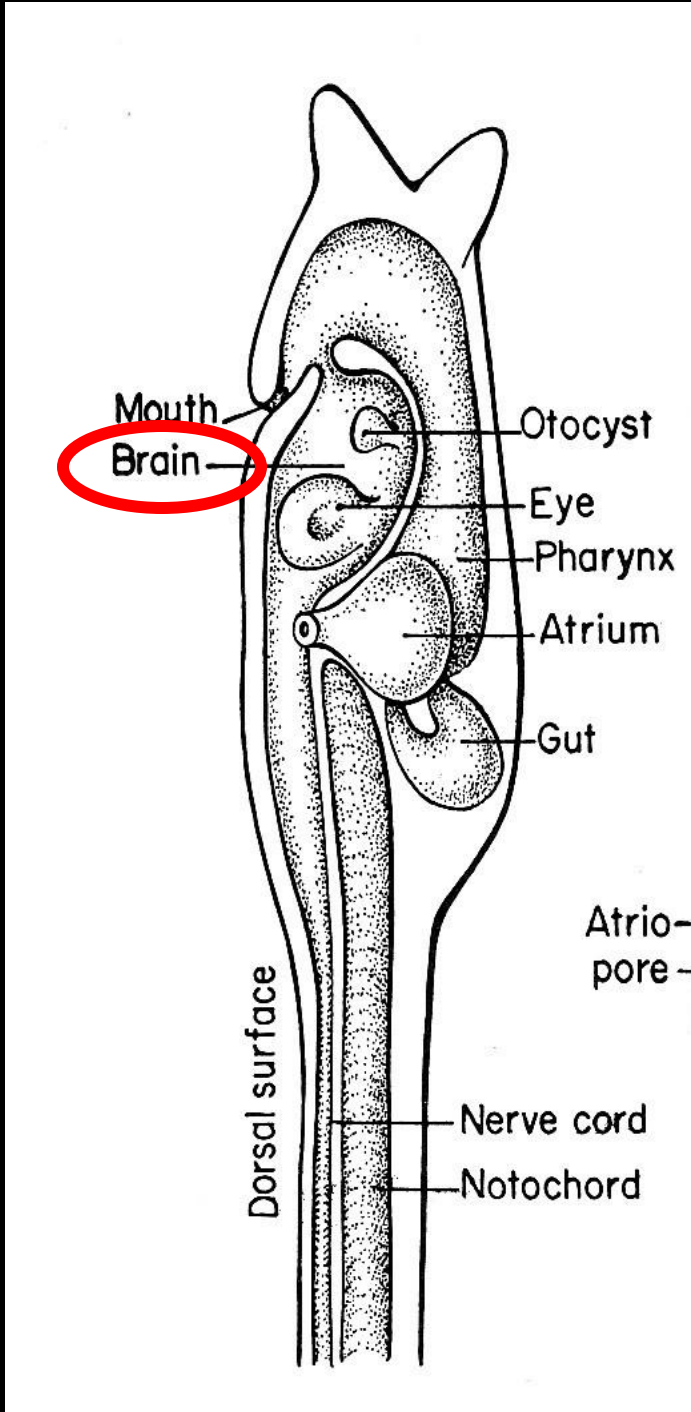
What if we don't bring  
PL 🍒🍒  
back into our lives?

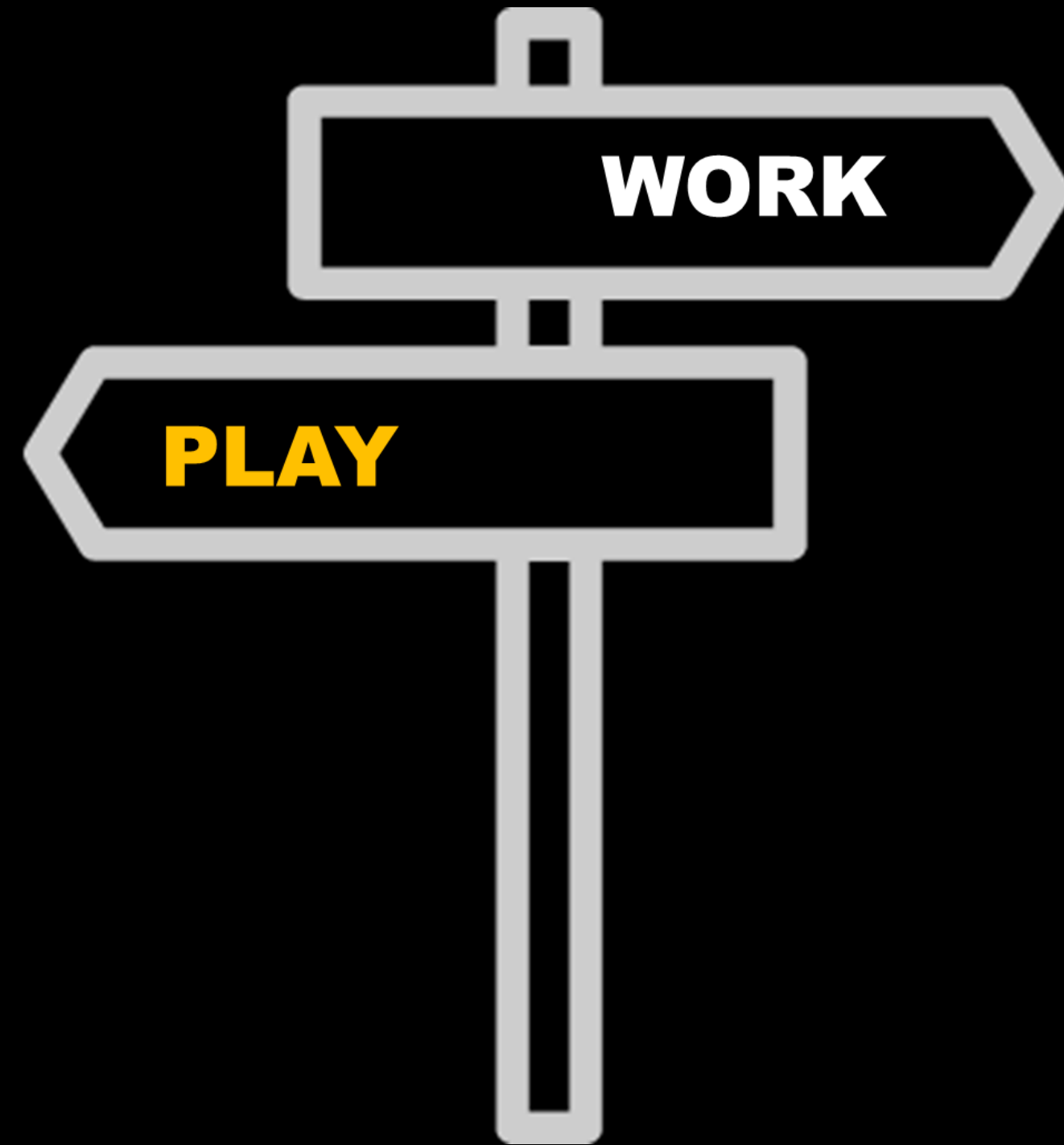












**All work and no play  
make sea squirt  
a brain-eating zombie!**

**#UseItOrLoseIt**



# THE *FUTURE* PRESENT



In the 5<sup>th</sup> industrial revolution, humans are starting to **communicate, connect, extend and augment** with exponential technologies –

AI, IOT, RPA, AR, VR, BC, NFT, BC, WTF... **so what?**



# CXO'S Challenge in a 'Skills Economy'

**Transformation = Digital + ESG + DEI + Wellbeing**

## Top 10 skills on the rise



- |   |   |
|---|---|
| 1.  Creative thinking ●                   | 6.  Systems thinking ●                        |
| 2.  Analytical thinking                   | 7.  AI and big data ●                         |
| 3.  Technological literacy                | 8.  Motivation and self-awareness             |
| 4.  Curiosity and lifelong learning ●     | 9.  Talent management                         |
| 5.  Resilience, flexibility and agility ● | 10.  Service orientation and customer service |

### Type of skill

■ Cognitive skills  
 ■ Self-efficacy  
 ■ Management skills  
 ■ Technology skills  
 ■ Working with others  
 ■ Engagement skills

### Source

World Economic Forum, Future of Jobs Report 2023.

### Note

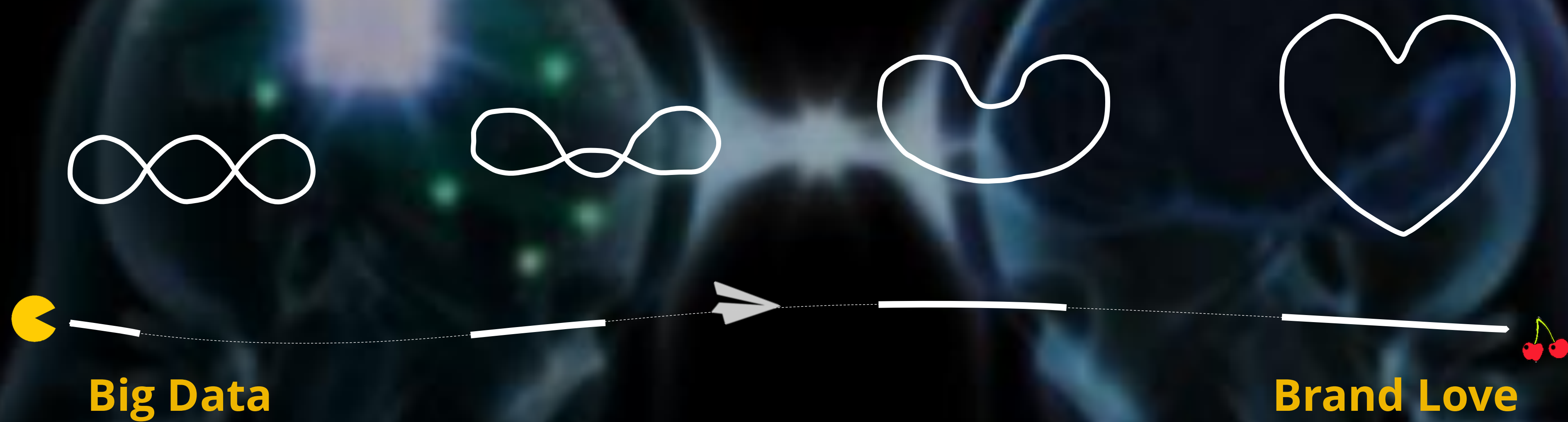
The skills judged to be increasing in importance most rapidly between 2023 and 2027

**Harmony of  
 Human + Technology**

“

**AI will not replace humans.  
 Humans *playing* with AI will.**

# The New Norm for Marketing





# Wear **3 hats** to accelerate transformation!



**technology**  
enablement

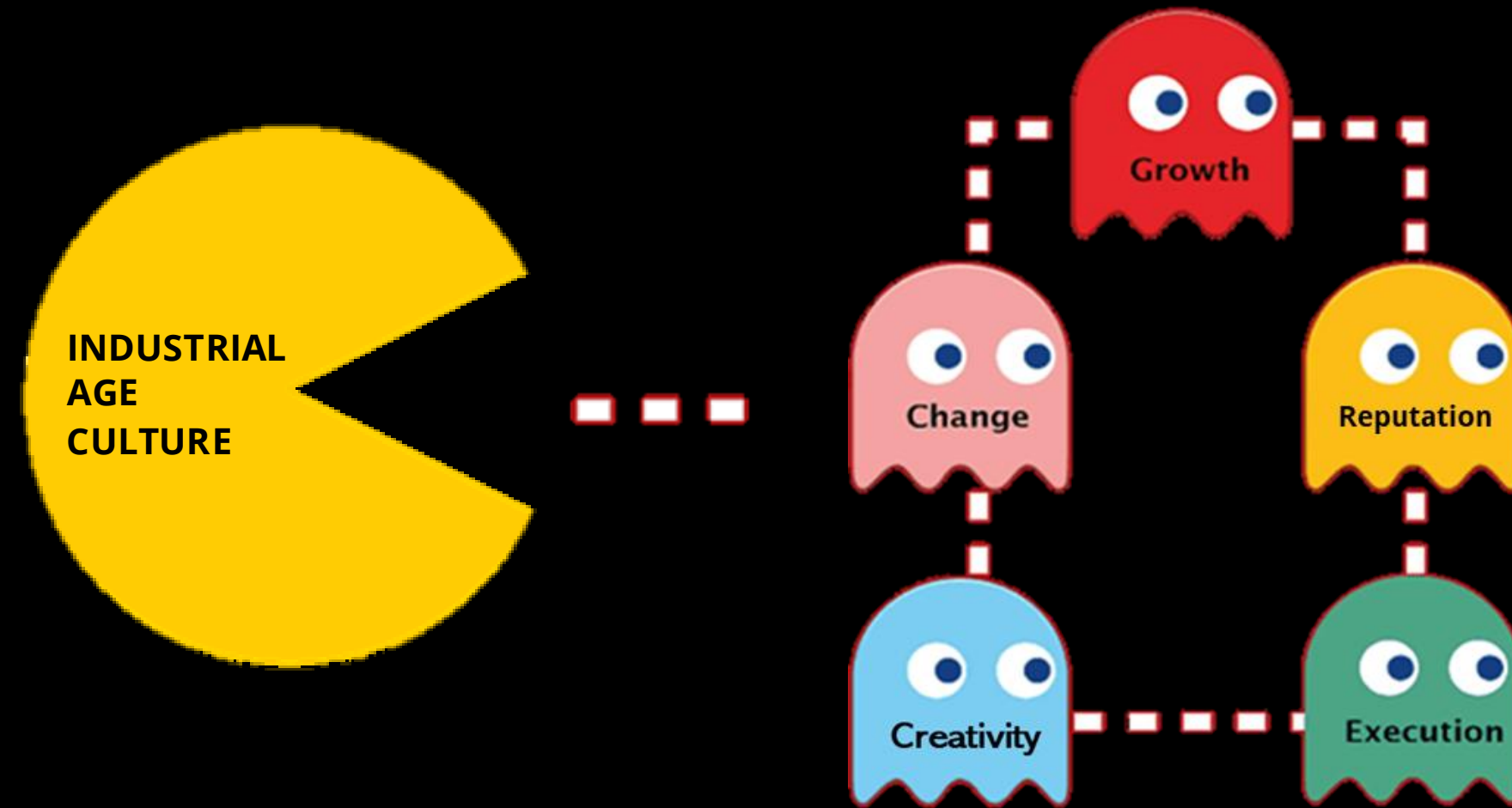


**business**  
collaboration



***culture***  
hacking

The real struggle is  
**culture**, not technology!



//

*When life is led by the mind, not the heart, we become robotic. Now, as AI rises, we fear being replaced. Upgrading our **human software** is no more an option!*





# 5 Culture Upgrades needed to foster a humAI-n-centricity!

Logical Intelligence  
Work in Silos  
Scalable Efficiency  
Reliance on Past  
Joy in Control

**WORK SERIOUSLY**  
(Industrial age)

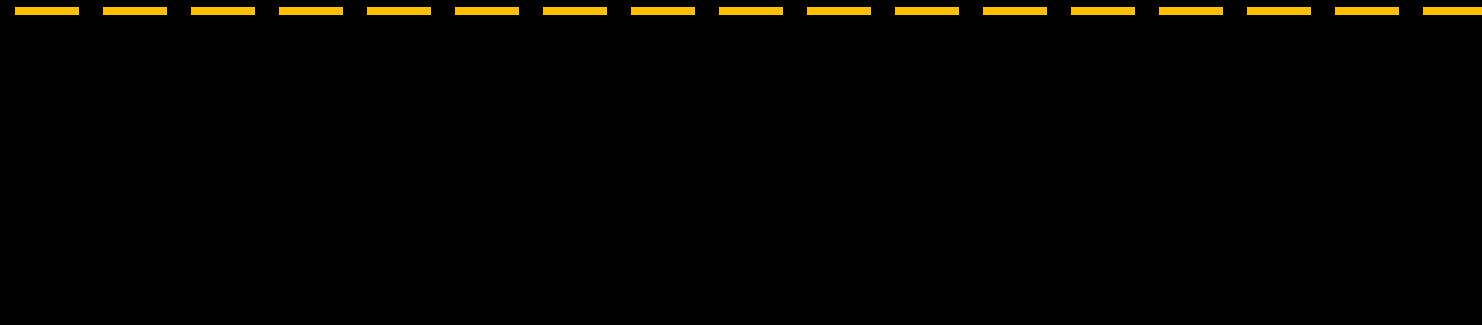


#play2transform

Emotional Intelligence  
Co-creation with AI  
Sustainable Creativity  
Fail Forward to Adapt  
Harmony in Chaos

**PLAY SERIOUSLY**  
(AI age)





How **SERIOUS PLAY** can  back into your culture and be a catalyst for humAI-n-centricity!





# Underlying Mediators of **SERIOUS PLAY** for Innovation and Wellbeing



- Flexibility
- Autonomy
- Timelessness
- Positive Affect
- Flow and Focus
- Psychological safety
- Intrinsic Motivation

WORK

PLAY



# The Secret to rehumanizing business in the age of AI



Infuse **Serious Play** into  
the design of the  
transformation process!

Exploratory Play

Creative Play

Constructive Play

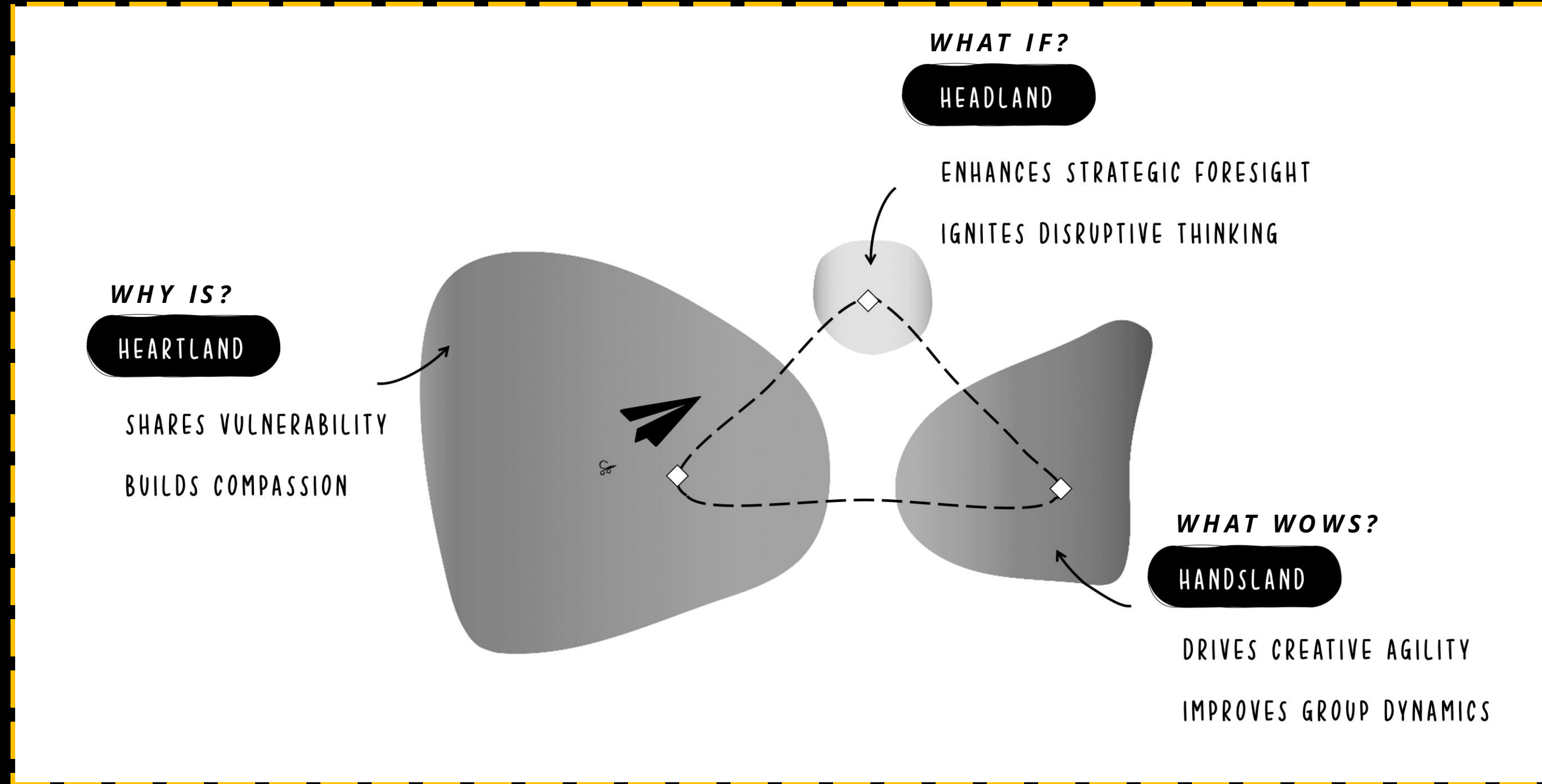
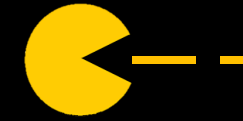
WHY IS?

WHAT IF?

WHAT WOWS?



SERIOUS PLAY builds leadership capabilities on 3 mindset islands to accelerate humAI-centric transformation



Benefits of Play: Cognitive (Head), Emotional (Heart), Social (Hands)



//

**PLAY** is the  
universal  
language of  
transformation  
and innovation.

So, let's **!PLAY!**





“

**Doodling** was a favorite habit of many US presidents. Theodore Roosevelt sketched children and animals, whereas Dwight Eisenhower drew self-portraits and weapons. John Kennedy drew sailboats. These leaders were subject to a constant deluge of information and asked to make high-stake decisions every single day, and \_\_\_\_\_ helped them remain level-headed and flexible. **Doodling**

*David Greenberg, Historian & Professor at Rutgers University*



**RULES!**

Hibernate **your minds**  
Think **with your hands**  
Listen **with your eyes**

#play2transform









BLIND  
**SUPERHERO**  
POTRAIT

Be ready with a piece of paper and pen

Think of your superpower: one human-centric leadership capability (e.g. empathy, creativity, agility, strategic foresight, ethical...) required in the fast-paced, AI era

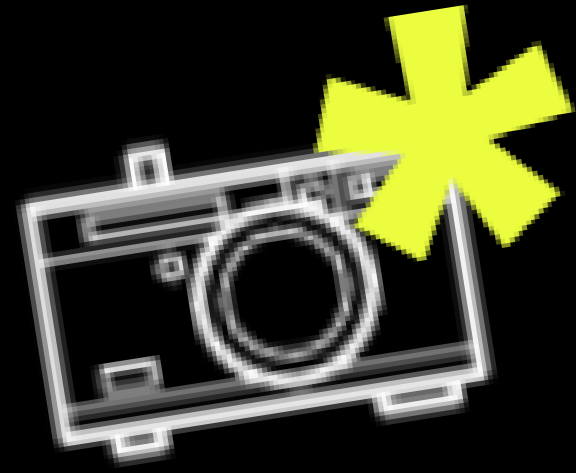
Pick a partner next to you

Share your superpower and its purpose with your partner

Draw the face of your partner as a future workplace superhero, without looking at your paper

You both can draw at the same time

*Doodle away...!*



## De- brief



Used your heart, head and hands?

Felt vulnerable? Let your guard down

Made a mess? Exercised your imagination?

Rediscovered your inner child? 😊





“

The ability to change and innovate largely comes from **your inner child**, which can be transformative when rediscovered.



*SAM PITRODA, Padma Bhushan Laureate, Telecom inventor*

*RA MASHELKAR, Padma Vibhushan Laureate*

*HARSH MARIWALA, Chairman, Marico*

*Srini Pillay, Harvard Business School Professor*

*Brendan Boyle, IDEO Play Lob, Stanford University Professor*

THANK YOU!

**in** avinash jhangiani  
*/ leadership training & development*  
*/ design thinking workshops*

