

FROM ORDER-TAKER TO CHANGE- MAKER

A stylized, handwritten signature in white ink, consisting of the letters 'Ah' followed by a long, horizontal, slightly wavy line.

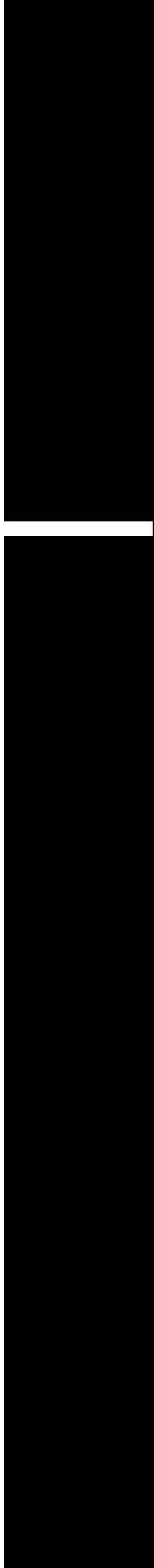
THE ANNELI HANSSON

**Follow the brief.
Deliver.
Repeat.**



**First, let's
zoom out.**





Disrupted ecosystems

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“Now”



Now*



Future —





Vanishing ice and wildlife

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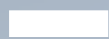
1980



2012



Now



Future —





The extreme becoming norm

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— Heatwaves and fires





Flooded cities

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Now



Future





AI

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?

Educator

Brand
Strategist

Design
Thinker

Empath

Change-maker

BRAND
REBELS
FOR
GOOD™



Frustrated

Overlooked

Undervalued

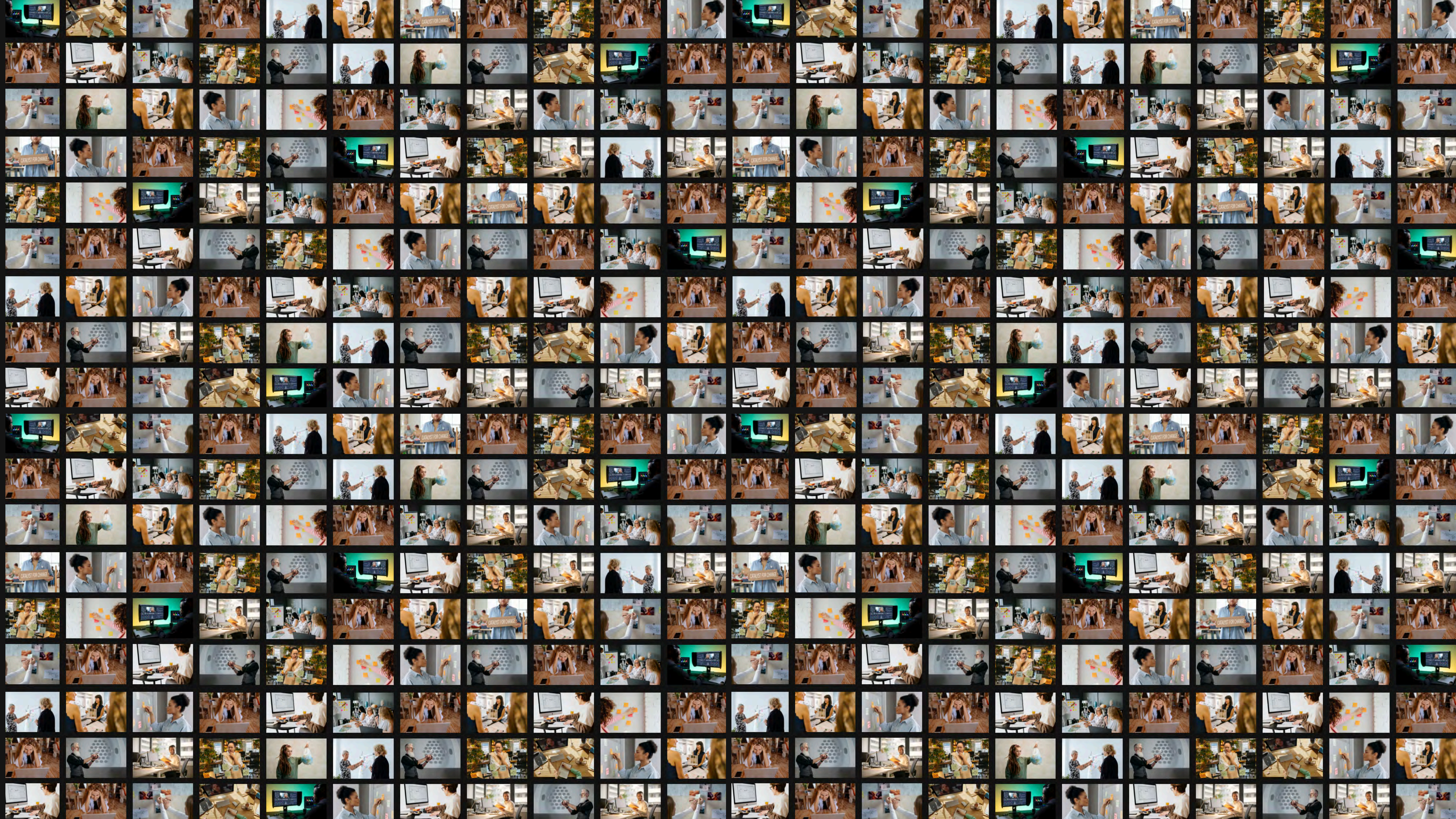
Stuck

Not invited



**LINDA,
THE DESIGNER**



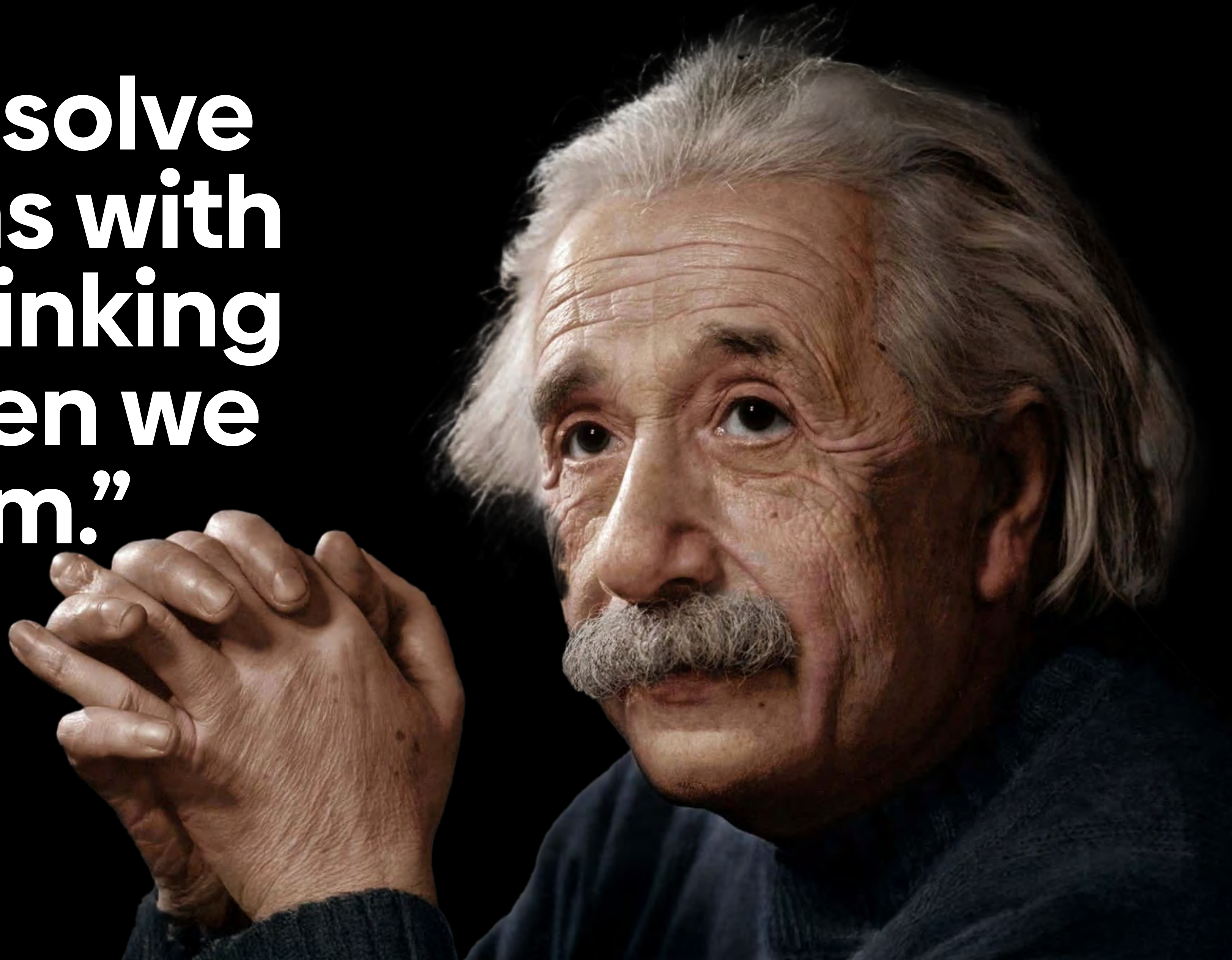


What if...?



**“We cannot solve
our problems with
the same thinking
we used when we
created them.”**

– Albert Einstein

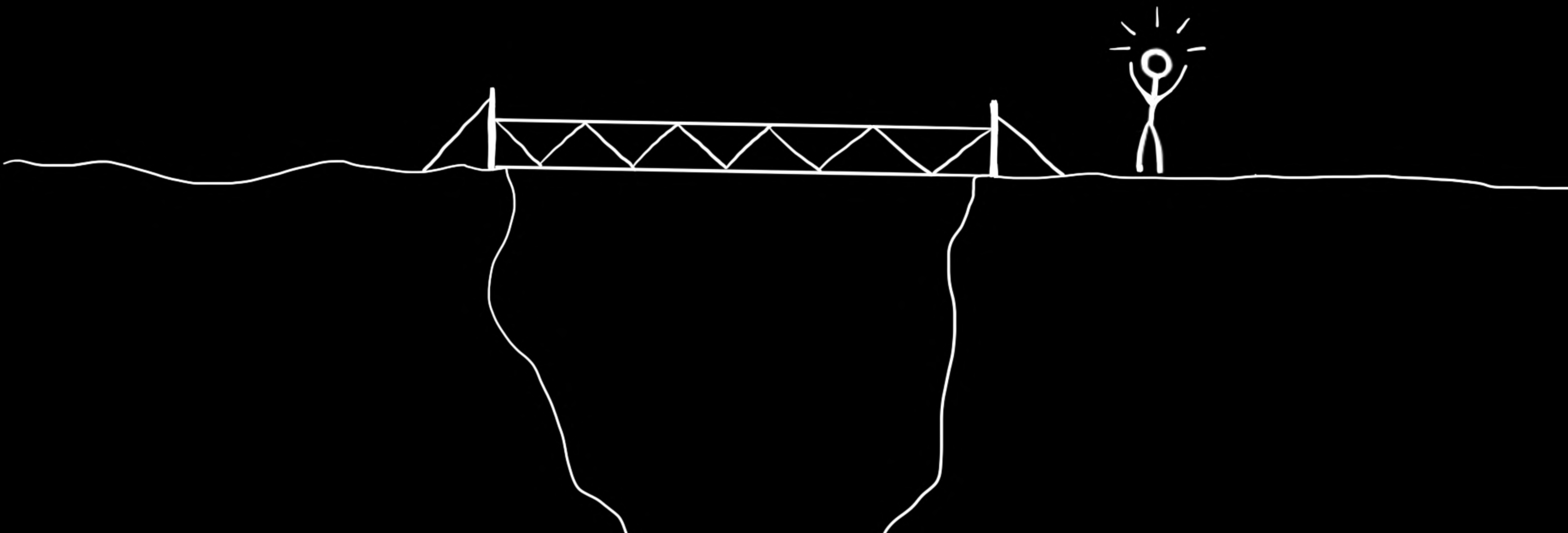


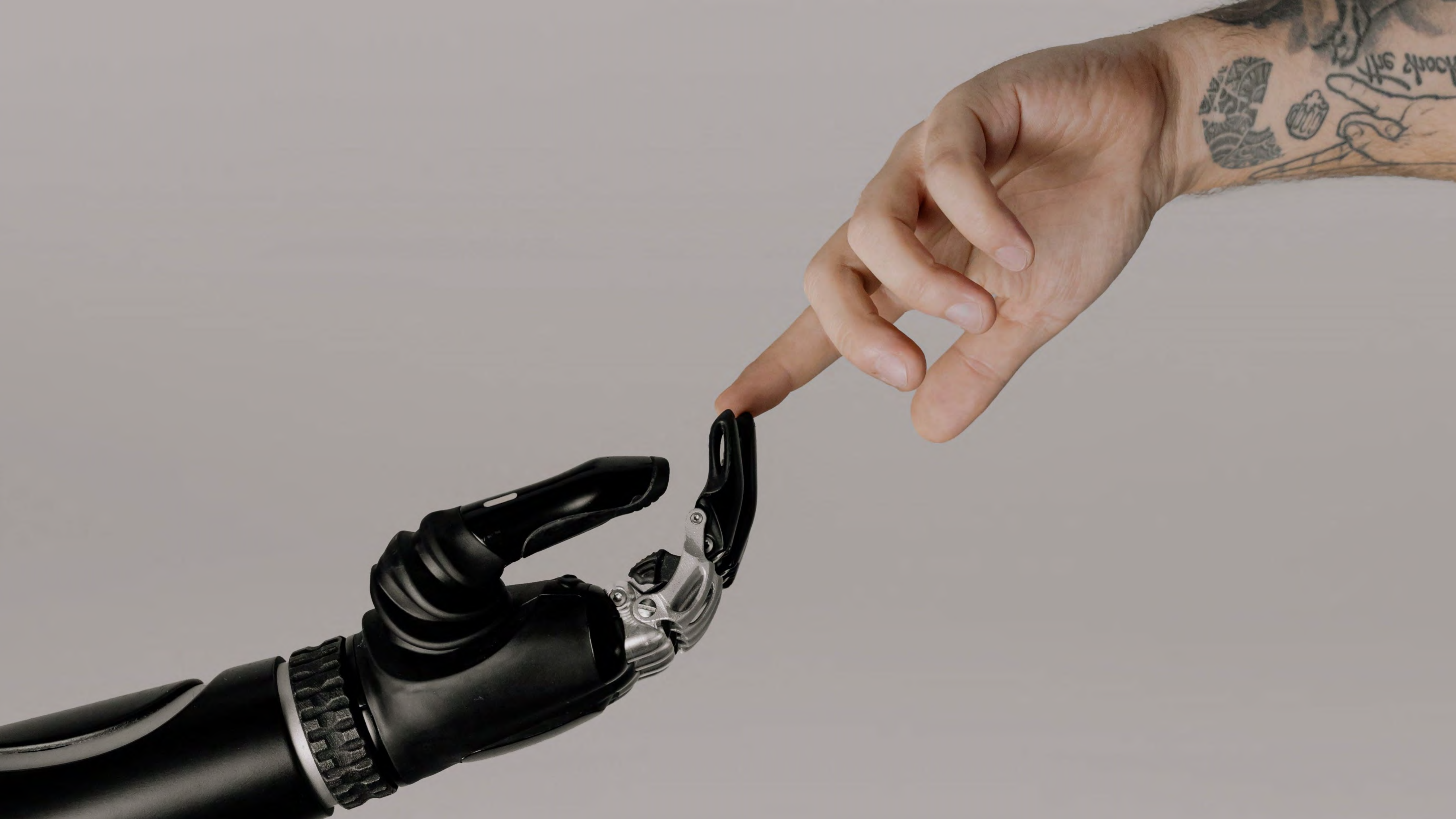
Order-taker

?



Change-maker







ChatGPT

Examples

- "Explain quantum computing in simple terms" →
- "Got any creative ideas for a 10 year old's birthday?" →
- "How do I make an HTTP request in Javascript?" →

Capabilities

- Remembers what user said earlier in the conversation
- Allows user to provide follow-up corrections
- Trained to decline inappropriate requests

Limitations

- May occasionally generate incorrect information
- May occasionally produce harmful instructions or biased content
- Limited knowledge of world and events after 2021

what is the best image gener

ChatGPT May 14 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.

A man with a beard, wearing a blue button-down shirt, holds a rectangular cardboard sign in front of his chest. The sign has the words "CATALYST FOR CHANGE" printed in white, bold, sans-serif capital letters. He is standing in a bright, open-plan space that appears to be a workshop or community center. In the blurred background, several other people are visible, including a woman in a grey hijab and another person in a brown shirt, both engaged in activities at tables. Large windows in the background let in natural light, creating a warm and collaborative atmosphere.

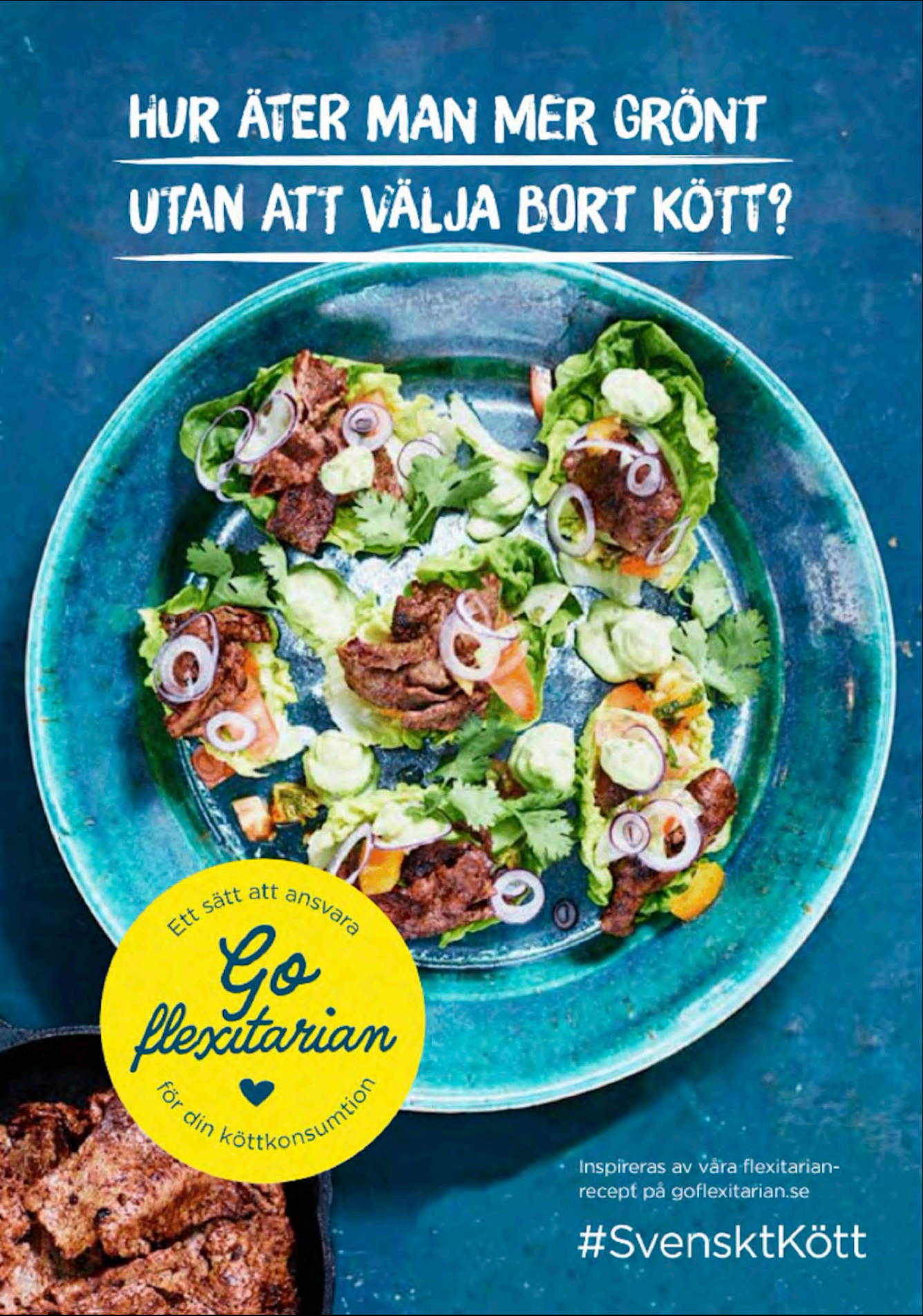
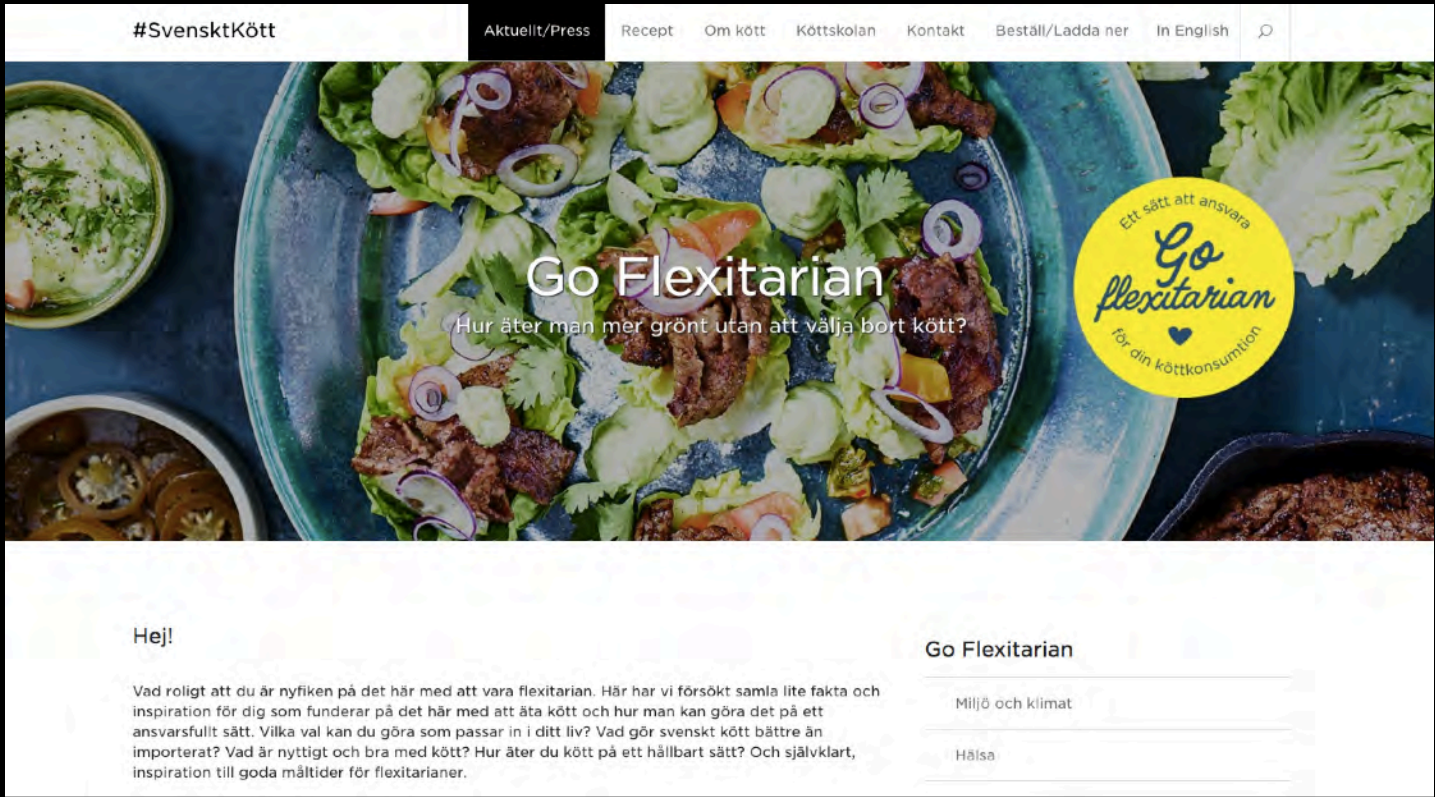
CATALYST FOR CHANGE

Case studies

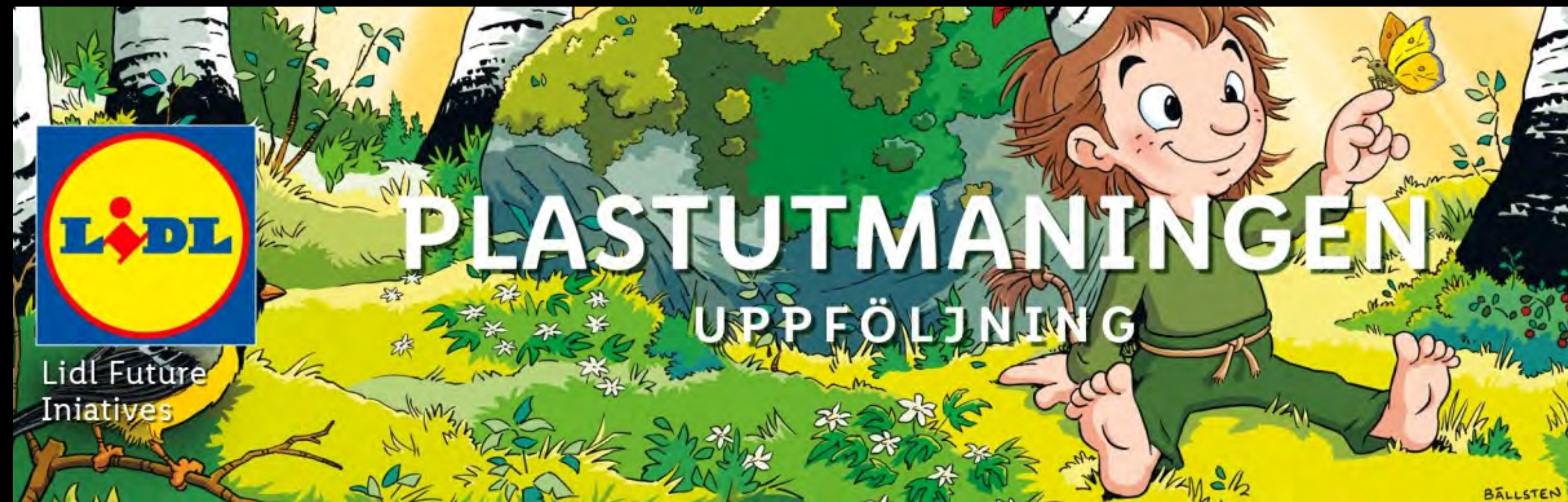
LANTMÄNNEN (Unibake)



SVENSKT KÖTT



LIDL FUTURE INITIATIVES



Don't put
lipstick on
a pig!



3 / ways to become a change-maker

1/ Problem-seeker



2/ Walk in their shoes



3/ Lead with strategy



**You don't
need a new
fancy title.**







Make a change.



Thank you!

If you want to follow up, or simply follow along, here's where to find me:

INSTAGRAM

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