



GROUP ACTIVITY

Human Blueprint Rebuild

You did not need easier content.
You needed a better design.



15 to 20 minutes



6 or more people



Cups, cards and pens

- 1 Set one build for everyone: a standing structure from 10 cups and five cards, three layers, three minutes. Partial written instructions only, no questions, fixed pace.
- 2 Stop before anyone finishes. Move to one of three spots: I knew what to do, I partly knew, I was stuck.
- 3 Now rebuild the design, not the structure. Take three changes: add a demonstration, allow questions, break it into steps, assign roles, change the pace, let people choose how to start.
- 4 Run the same build again with your changes, then stand by the statement you agree with. The problem was effort. The problem was the design. The problem was the fit.

Working on your own?

Stop round one early and deliberately. Letting it run to frustration makes the point about design feel like a trick rather than a finding.



More ways into the Conclusion

This section is also available as video, audio, infographics, mind map, and more, including an opportunity to do a deep dive into reference material. Start with the format that suits you best.

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