

The **courage** pledge to design for **good**

Co-created during the Global Service Design
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Crucial mindsets to adopt to build courage



01

We dare to constantly challenge the system

By keeping in mind that rules can be rewritten and nothing is settled in stone. We know that this requires being ready to be unpopular, fearless, rebellious, and humble at the same time.

02

We continuously check our own bias and narcissism

That prevents us from seeing others' truths. We can not escape these biases, but we commit to being mindful of them by breaking our own bias-bubbles, killing our egos, and swallowing our pride.

03

We are always willing to embrace change

And dare to reframe the challenges we are committed to solving - if not ambitious enough. We accept that it is necessary to be afraid of the unknown and we accept that change can be unpleasant.

Important actions to take to support courage



01

We commit to keep asking the difficult questions

Even when it requires us to tell our organizations or clients that we need to look into the larger system in which we are designing. *"Hey! Are we solving the right problems?"*

02

We promise to create space for psychological safety

By creating and sustaining vulnerable spaces to share our beliefs and expertise. We pave the way for permission to challenge each other and keep protecting ourselves as much as we need to design for good.

03

We will keep challenging the status quo

By continuously abandoning, relinquishing, and expanding the existing. We unleash past patterns, challenge actions that go against ethics, and unlearn traditional thinking by looking inwards.