

## *From Confusion to Connection:*

Untangling complexity through inclusive,  
multicultural and cross-disciplinary Design

by Lorena García Girón

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dis·com·fort

/diˈskəmfort/

noun

noun: **discomfort**

- a state of unease, worry, or embarrassment.  
"his remarks caused her discomfort"

Similar: embarrassment discomfiture unease uneasiness abashment ▼

- something that makes a person feel physically uncomfortable.

plural noun: **discomforts**

"her neck hurt and her feet ached, but the physical discomforts were the least of her worries"

Similar: inconvenience difficulty bother nuisance vexation drawback ▼

verb

verb: **discomfort**; 3rd person present: **discomforts**; past tense: **discomforted**; past participle:**discomforted**; gerund or present participle: **discomforting**make (someone) feel uneasy, anxious, or embarrassed.

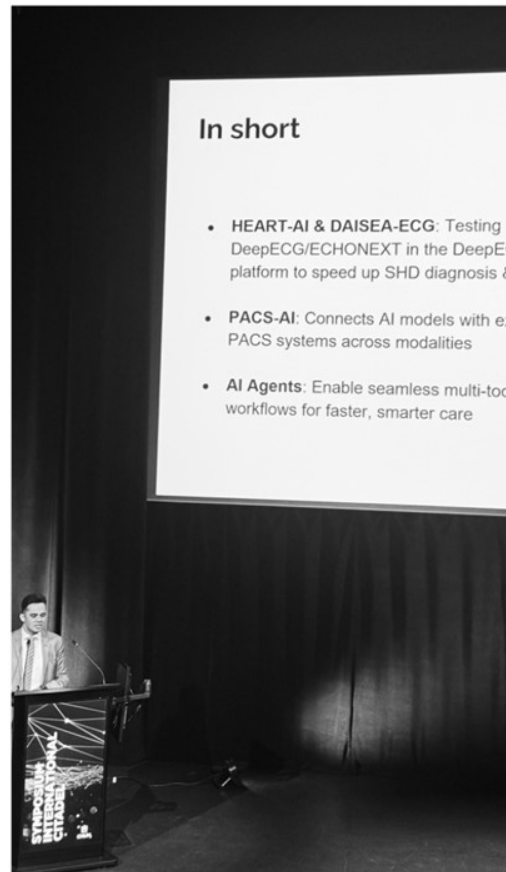
"she liked to discomfort my mother by her remarks"

Similar: discomfit make uneasy make uncomfortable embarrass abash ▼

- make (someone) physically uncomfortable; cause slight pain to.  
"I am often discomforted at night by pain in the knee joint"

Something  
we try to **avoid**

But that when  
managed can  
become **a key**  
**aspect** for growth  
and innovation



10:39

70

Done

Translate



German

Ich habe das Gefühl das ich  
immer das falsche sage und du  
dann mich nicht verstehst



English (US)

I have the feeling that I always  
say the wrong thing and then  
you don't understand me



Next

*#courage*  
*#vulnerability*  
*#discomfort*







Discomfort + Empathy = Trust = Performance → Impact



## *Stepping out of my comfort zone*

TO CONTRIBUTE TO CHANGING  
THE STATUS QUO

**360+ Engineers**

I was the only Designer &  
Woman to take the main stage  
at the 15<sup>th</sup> AOC in Tokyo

*#courage #vulnerability #discomfort*



**Lost in translation ?**

*#onthecub*

In a context of **imminent globalisation**, we have all had a "lost in translation" moment, may it be due to the official language of communication or domain of the people that we must work with **to find creative and innovative solutions**. This situation presents challenges to collaborate together and ensure a successful outcome.



**Sidéral**

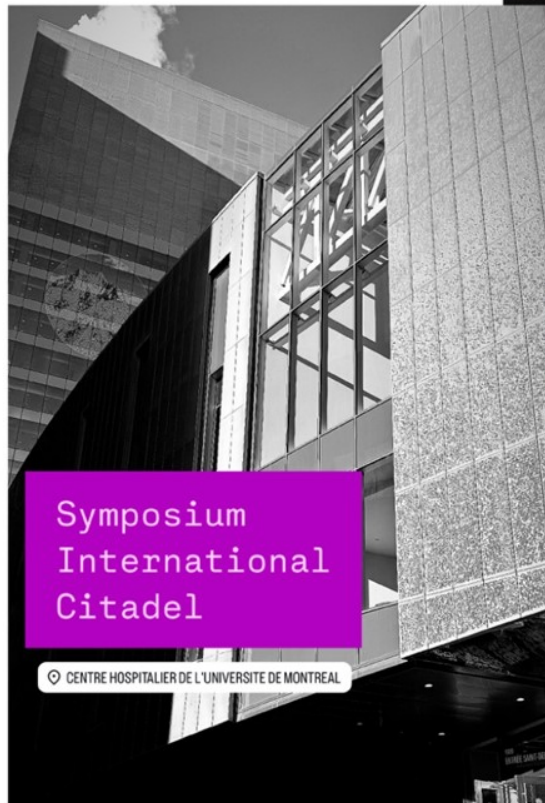
We specialize in helping companies and organizations thrive at the intersection of Communication, Design and Innovation.

**15** Cities   **5** Countries   **4** Languages

**AUT@SAR**

Feeling Collaboration ©2024 Lorena García Girón. All rights reserved. @lorena\_sidéral June 10<sup>th</sup> 2024 AOC Tokyo 2024 3







# *Foster productive Discomfort*

by DESIGN

In diverse teams, **embrace differences** as strengths rather than barriers.

“Discomfort is inevitable in diversity, but with empathy, it becomes a force for growth and innovation.”



# Ingredients

1

**Intentional Diversity:**  
from Silos to Co-creative  
Inclusive Collaboration

2

**Out of the comfort zone:**  
from Conventional to  
a Playful Safe Space

3

**Shifting perspectives:**  
from language barrier  
to equalizer

4

**Clear Multidisciplinary  
Communication:**  
from Confusion to Clarity

5

**Going the Extra-Mile:**  
from avoiding to embracing  
Discomfort

6

**Impact Continuum:**  
from data collection  
to tangible outcomes

# 01

## From Silos to Co-creative Inclusive Collaboration

Intentional Diversity



# A human-centered participatory structure to determine a collective choice

Igniting the spark to light the way towards valuable insights (without burning down the house!)

3

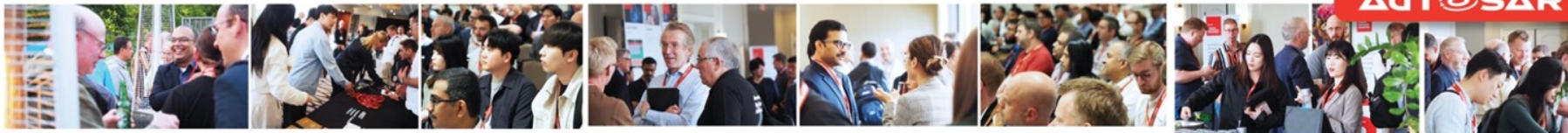
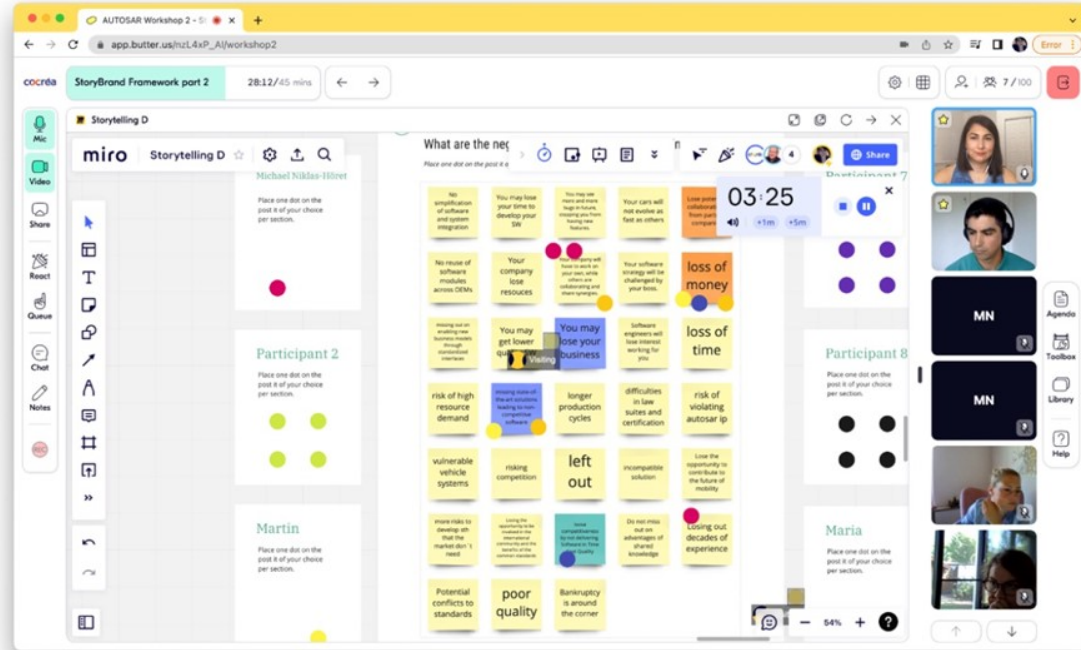
## Co-creation Workshop sessions

- Engineering
- Comms
- Finances
- Legal
- Admin

1

## Decision making Workshop Session

- Chair Person
- Exec Board
- Steering Committee
- Head of Admin



# 2

## Co-creation Workshop sessions

- Physicians
- Nurses
- Allied Health
- Home Care
- Pharmacy
- IT / Digital Health
- Patient Partners

## Logistics for Inclusion & Diversity

- Prep meetings with stakeholders (MD's, Patient Partners)
- Intentional Diversity per group
- Post-its and voting dots according to role
- Anonymous contributions
- Active facilitation



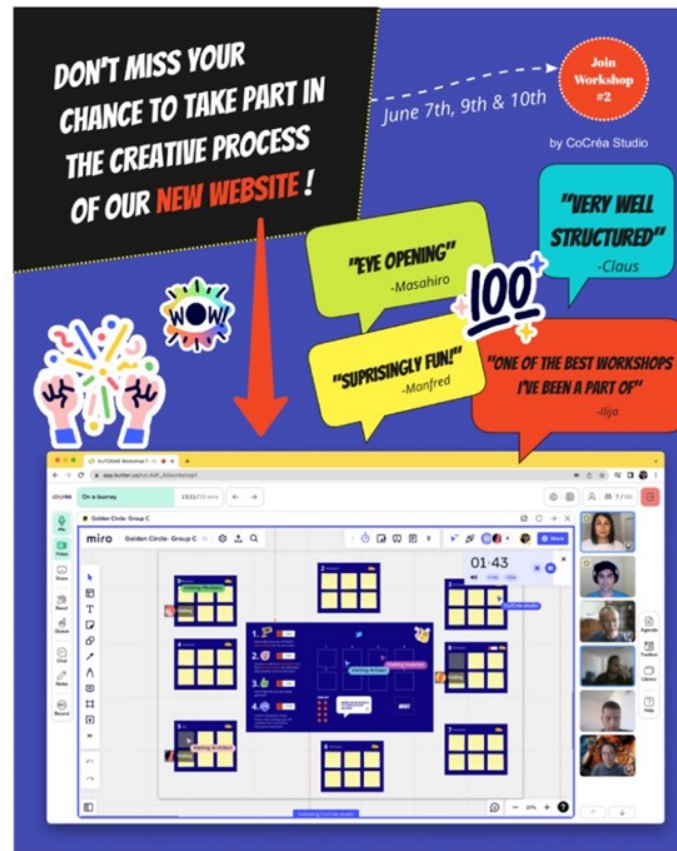


# 02

## From Conventional to Playful Safe space

Out of the comfort zone

- Intentional Diversity
- Removal of Hierarchies
- Authenticity and Courage
- Play and Rigor
- Humor



Digital Flyer for inhouse recruitment campaign for the participants of the creative workshops for the redesign of the AUTOSAR website, June 2022.

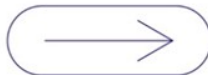
## Shifting Perspectives

## From Barrier to equalizer



*Normalizing **not knowing** allows  
for everyone to contribute with  
more confidence*

GLOSSARY | LESS JARGON | LOST IN TRANSLATION



#SharedHumilityAndHumanity

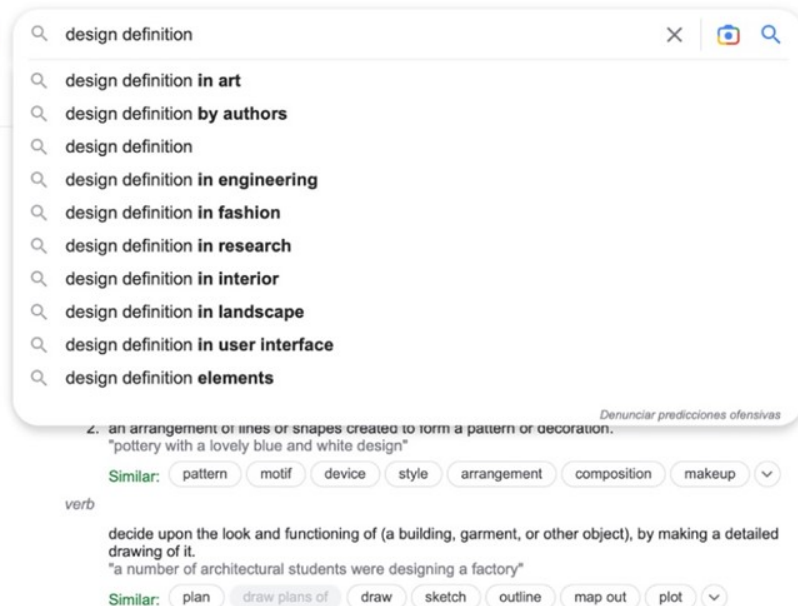
*A second language  
for all\**

\*Opportunity for equal footing

## 04

From Confusion  
to Clarity

Understanding each other  
is half of the task





# Information $\neq$ Communication

**"If you confuse, you lose." - Donald Miller**

*If content is king,  
clarity is queen.*

AUTOSAR is a global partnership of leading companies in the automotive and software industry to develop and establish the **standardized software framework** and **open E/E system architecture** for intelligent mobility.

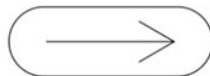


Cars, Disney Pixar Animation Studios 2006

## Simplify your vocabulary

Avoid the curse of knowledge\*

\*when we forget what it's like not to know, and explain things in ways only we can understand



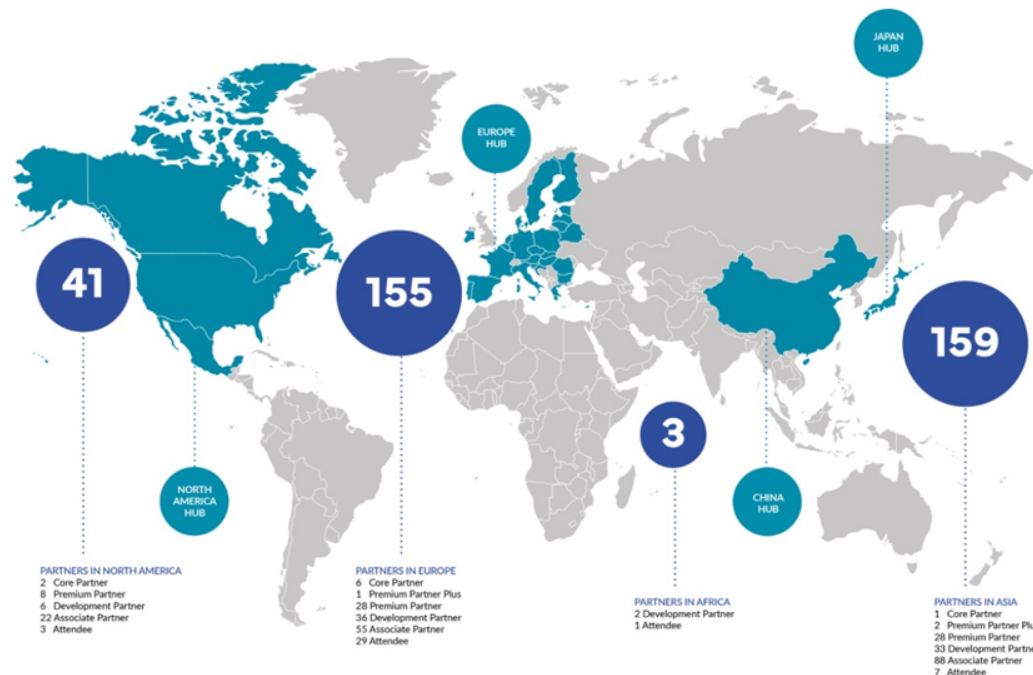
AUTOSAR CORE Partners

Rephrase so that a 10 year old can understand.

05

## From Avoiding to Embracing Discomfort

Going the Extra-Mile



Various time zones...



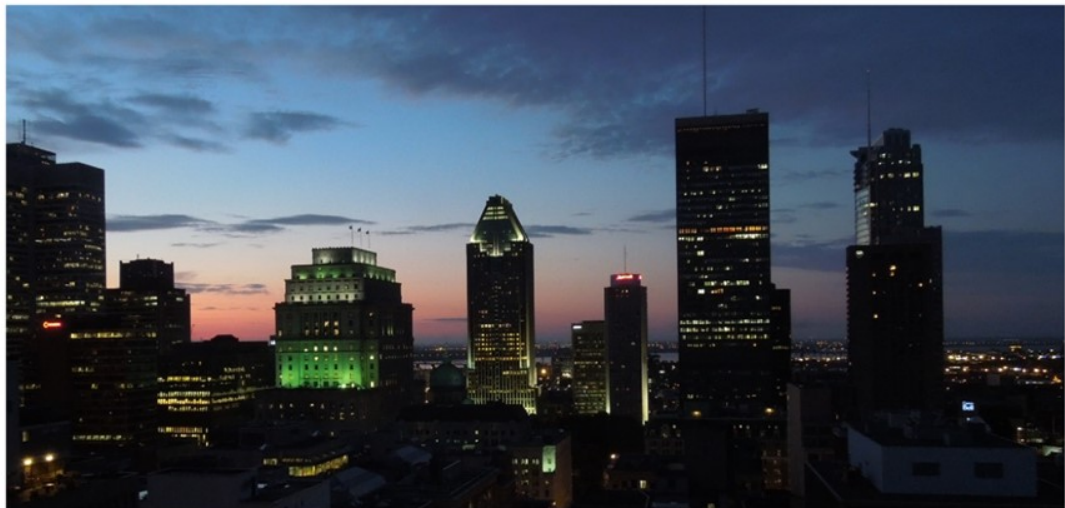


Photo by Stéphane Milot on Unsplash

Factoring in time zone  
differences requires  
atypical schedules



Intentional Diversity often requires going the extra-mile

#DATACOLLECTION

2-6am

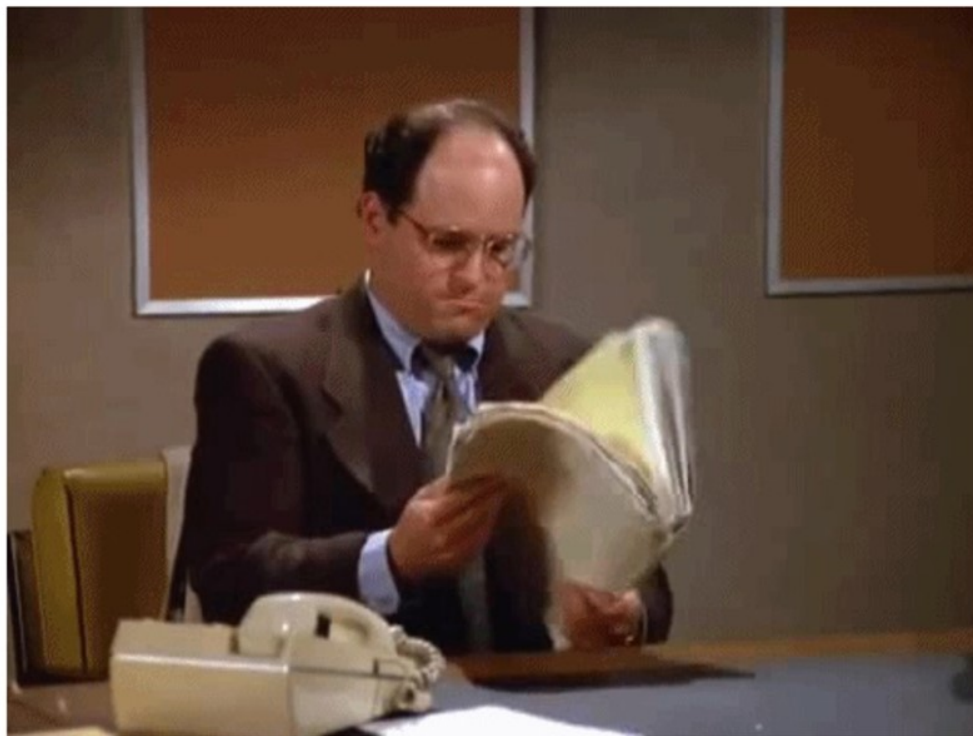
oops!



# 06

## From data collection to tangible outcomes

Impact Continuum



# Website

Clear information on types of partnership

And the benefits of becoming a partner from Workshop #2

**Types of partnerships**

	PREMIUM	DEVELOPMENT	ASSOCIATE	ATTENDEE
What does it?	Share the technical standardization of AUTOSAR	Share the technical standardization of AUTOSAR	Share the technical standardization of AUTOSAR	Share the technical standardization of AUTOSAR
Who is interested?	Focus on standardization to drive innovation in AUTOSAR standards	Focus on standardization to drive innovation in AUTOSAR standards	Focus on standardization to drive innovation in AUTOSAR standards	Focus on standardization to drive innovation in AUTOSAR standards
Size of Company's Automotive Business Area	N.A.	N.A.	N.A.	N.A.
Ready From Executive License	✓	✓	✓	✓
Cooperation in Working Groups	✓	✓	✓	✓
Leadership in Working Groups	✓	✓	✓	✓
Collaboration with Project Leader Team	✓	✓	✓	✓
Annual Administration Fee	10,000 Euro	10,000 Euro	10,000 Euro	10,000 Euro
Annual Contribution	175k - 175k	175k - 175k	175k - 175k	175k - 175k

**How to join AUTOSAR**

The realization of the AUTOSAR industry standard will provide significant benefits for OEMs, leading suppliers as well as for tool providers and new market entrants. Involve yourself in the development of AUTOSAR through the following types of partnership: Premium Partners, Development Partners, Associate Partners and Attendees.

The AUTOSAR partnership welcomes applications for new partners.

**Benefits of being an AUTOSAR Partner**

**AUTOSAR**

ENABLING CONTINUOUS INNOVATION SINCE 2003

Shaping the future of dependable mobility together

**AUTOMOTIVE OPEN SYSTEM ARCHITECTURE**

AUTOSAR is a worldwide development partnership of vehicle manufacturers, suppliers, service providers and companies in automotive electronics, semiconductor and software industries.

**Our Partners**

BOSCH Continental DAIMLER Ford PSA TOYOTA VDA

**Standards**

What AUTOSAR does (Slogan)

The theme created from workshop #1

Accessible Definition of AUTOSAR

4 easy steps (and benefits) of becoming a partner with call to action from workshop #2

Streamline of information access to news and events

Curated images of people in context

**AUTOSAR**

News and Events

**News**

14.10.2022  
LEADING AUTOMOTIVE SW ORGANIZATIONS ANNOUNCE COLLABORATION ON SDV TOPICS  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt.  
Read more >

11.10.2022  
AUTOSAR'S DERIVED APPLICATION  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt.  
Read more >

12.08.2022  
AUTOSAR ANNOUNCES ITS PARTNERSHIP PROGRAM PREMIUM





## PROCESS

Refreshing the logo (20 years later)

AUTOSAR™

1

### TYPOGRAPHY UPDATE

Anisette Std ExBold

AUTOSAR

Transformation to adapt the main characteristics of the original typography in the letters A and U as well as the angles in the letter S.

AUTOSAR

2

### SYMBOL UPDATE

AUTOSAR

Two different axis and lack of consistency in the tracing of forms



A single axis and consistency in all the tracing of forms

AUTOSAR™

2003

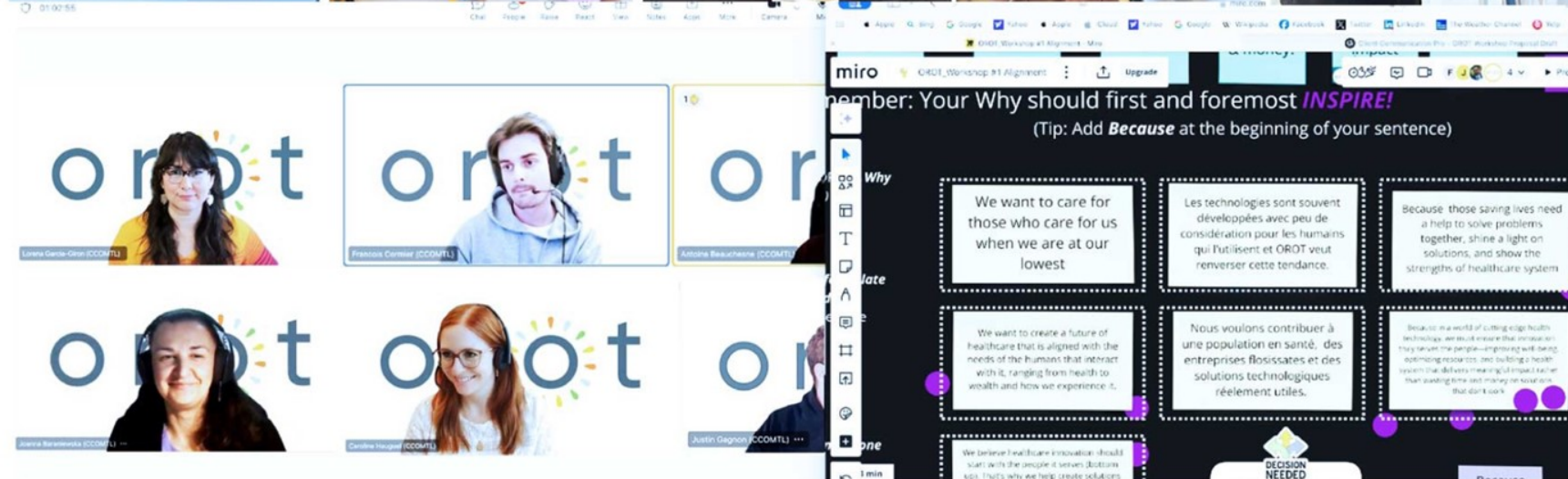
AUTOSAR

2023

The human eye can spot inconsistencies

Further Impact





*No data loss. No voices ignored.*

Shared **accountability and transparency** in co-creation is what turns discomfort into impact

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from data collection  
to tangible outcomes

“Lead with courage and empathy,  
and **discomfort** will no longer be  
an obstacle but an **opportunity**.”





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**sideraldesign.co**

*Are you facing a similar challenge?*

**Reach out !**

(don't be shy)

