





2 psychologists enter in a shop and ask for post-its...



EMPATHY

GRATITUDE

MINDFULNESS

THOUGHTFULNESS



COMMUNICATION

FREEDOM

RELATIONS

PRESENCE

**Positive Psychology
& Service Design?!**



It's all about
QUALITY OF LIFE!





I can't see it!...

How do YOU see it?



**Available to see how it
goes**



Totally see it!



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THINKING-BIG
Coordination

+



Rita Pureza
THINKING-BIG
Research

=

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THINKING BIG





Trainings - What **we do**

+

Creativity

Communication

Applied Positive Attitude – Our **themes**

+

Companies

Educational institutions – Our **targets**

+

Group dynamics and post-its – Our **way!**







This is how **WE** do it!

Exploring
“What if’s”
to make you
**aware of your
STRENGTHS**



This is how **WE** do it!

Using a
“Customer Journey
Map”
to create
VISION



This is how **WE** do it!

Using a
“Customer Journey
Map”
to provoke
MINDFULNESS





Psychology:

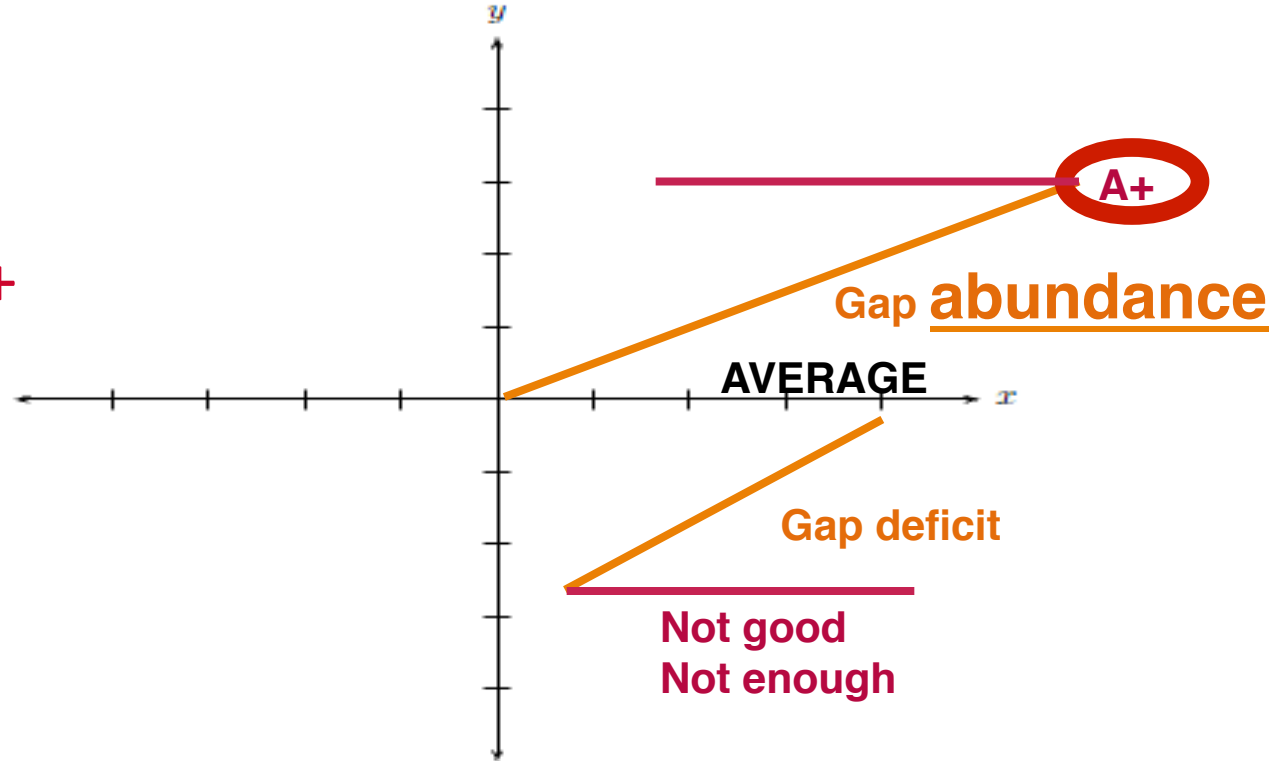
**“The science of mind
and behavior”**



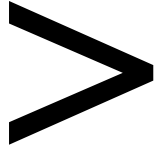
Positive Psychology:

**“The science of mind
and behavior”
focused on what makes
people flourish**

From average to **A +**



To acknowledge
& improve what
DOES WORK



To correct &
compensate what
DOES NOT WORK



ATTENTION!

This is not a **positive dictatorship!**

It's ok to “fail”, to “lose”, to be “wrong”

(And it makes you more human too :)



Can you spot
STRENGTHS in
others?





Congratulations, you've just spent some time:

- Acknowledging the **others**
- Paying attention to **what is good**
- Filling your “**positive bucket**”

LOVE

Micro-moments of Positive
Resonance

Barbara Fredrickson



INTER- CONNECTEDNESS

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An innate need we have, as
individuals, to belong to
social groups and to find
meaning in our relationships
with others.
Relatedness.

Antonella delle Fave



OPTIMISM

The basis of optimism does not lie in positive phrases or images of victory, but in the way you think about causes.

Martin Seligman



SUBJECTIVE WELL-BEING

Includes elements of perceived happiness and life satisfaction, the balance of positive to negative affects, psychological well-being, and social well-being.



HOPE

A feeling that allows one to sustain belief in dire circumstances.

A thought or belief that allows individuals to sustain movement toward goals.

C. R. Snyder



FLOW

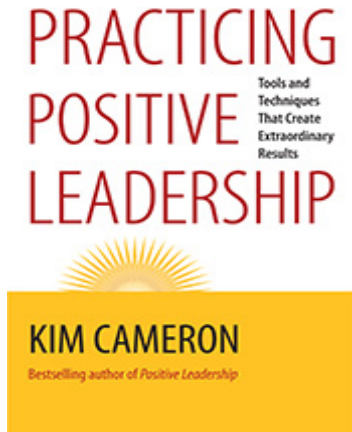
Being completely involved in
an activity for its own sake.

The ego falls away. Time
flies.

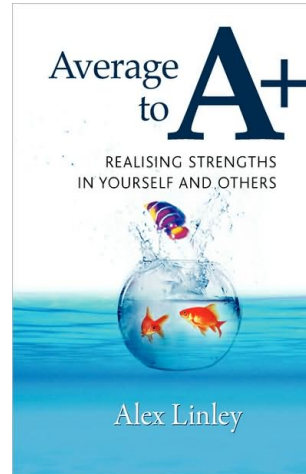
Your whole being is
involved, and you're using
your skills to the utmost.

Mihaly Csikszentmihalyi

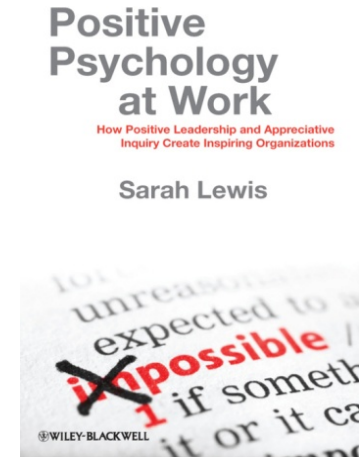




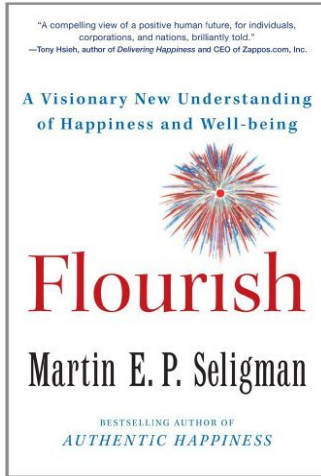
“Practicing positive leadership”
Kim Cameron



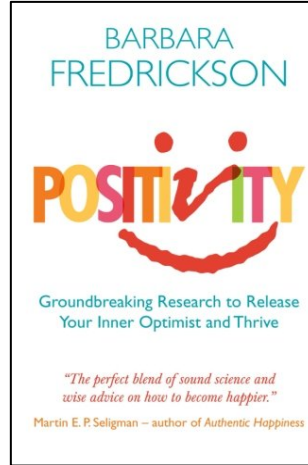
“Average to A+”
Alex Linley



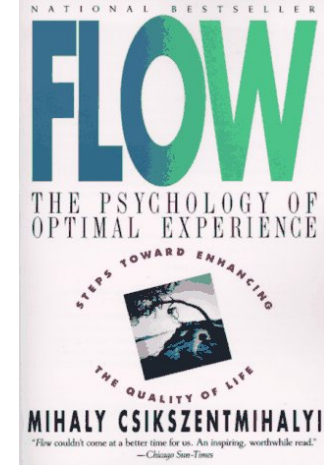
“Positive Psychology at work”
Sarah Lewis



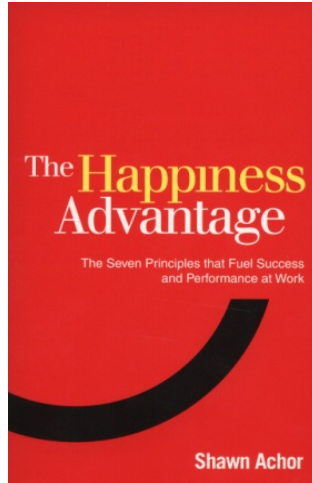
“Flourish”
Martin Seligman



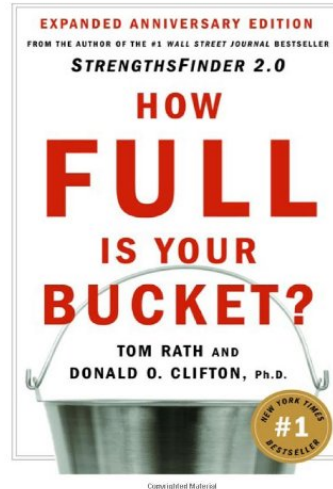
“Positivity”
Barbara Fredrickson



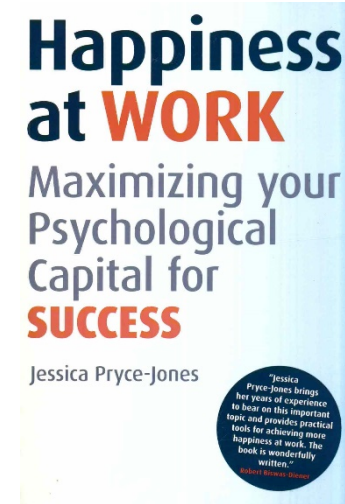
“Flow”
M. Csikszentmihalyi



“The happiness advantage”
Shawn Achor



“How full is your bucket?”
Tom Rath & D. O. Clifton



“Happiness at work”
Jessica Pryce-Jones



MEANING

Serving coffee...
or awakening the world?

I bet you can't write
in a post-it
3 things you feel
GRATEFUL for!



Grateful for:

- Having a **house**
- Having a **job**
- Getting to **know different people**
- Being able to **trust other people**
- The **health state** of my beloved ones



WHAT?
What did she say?

She said
you have to share it
with me and I'll think of
a service that can use
or increase one of the
things you are grateful
for





Do you want to share
it with the audience
so we can all hear it
and learn?

Grateful for:

- Having a **house**
- Getting to **know different people**
- Being able to **trust other people**



Grateful for:

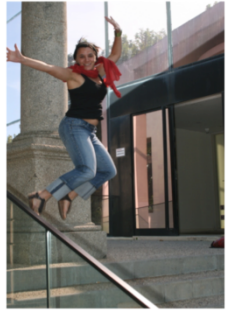
- Having a **job**
- Being able to **help children**
- The **health state** of my beloved ones



Primary Children's Hospital in Salt Lake City, Utah

**Recognizing,
being grateful &
celebrating**





Celebrate!



REFORMULATING...

Positive Psychology's mindset
can be applied/useful for:

- **Service Designers'** mindset
- **Services** that SD's design
- **People** for whom SD's design
services



So... Did you think how
to APPLY all this to your
work?



So now let's MOVE
and find a way to show
celebration!





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**Ready to change the
world,
one thought,
one project at a time?**

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