

HUMAN WAY CANVAS

HOW-TO GUIDE



Overview

What is the Goal of this Canvas?

This guide is meant to be used side-by-side with the canvas included on page 3. Use the prompts and questions to collect your thoughts and ideas, then plug them into the canvas.

The goal of this canvas is for you to define what Humanization looks like in your company. Notice the emphasis on your. We want you to use this canvas as your point of reference to guide your actions and thoughts when making decisions in your company. Think of it as your “north star” you can always look to to guide you. Don't expect yourself to figure it all out in one go. You'll probably need to come back to it several times, perfecting it until it really feels yours and catches the true essence of your company.

Humanize

| (h)yoomə, nīz |

To express more sides of yourself as a company strategy to connect and build trust with the very people you serve

A Few Words of Encouragement

Humanizing your company isn't going to happen overnight. But this tool is a jumpstart to doing so. As you go through this tool, be honest, be vulnerable and be objective in thinking about your company. The path to creating your company persona requires a lot of reflection, awareness and work.

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Understanding The Human Way Method

The Human Way Method: A Counterintuitive Way to Compete in a New Era

The graphic below is a snapshot of The Human Way Method. You'll notice there are four critical areas. Simply put, you can't have a humanized organization that works in silos; it's about how the whole picture fits together. Without a strong culture or a strong brand, you can't help employees have a great working experience, which then results in poor customer experience, and well—you get the picture! Each part feeds and overlaps with every other critical area that makes your company, well, human.

Below, you'll find a short description of what each critical area entails, along with the goals you should set for yourself while going through defining each of these areas in your company.

The Human Way Method

BRAND

Brand is all about your company's identity in the world. How do people perceive your brand, and how do you represent it to the world through your public actions, statements, and responses?

Your brand's identity is the voice and persona of your company. Whatever you define, you have to make every effort to live it fully and authentically in the world.

Goal: The goal in this critical area is for you to clearly and concisely describe your company's persona and how you want to show up in the world.

CULTURE

Culture is that both intangible and everyday facet of your company. While it's hard to describe, it's apparent in every interaction and communication in your company—the way your employees speak to each other, the way they speak to customers, the kinds of actions that are rewarded. These things create the environment that people begin to associate with your company: your culture.

Goal: The goal in this critical area is to define how you want people (both internal and external) to feel seen, heard and respected in your company.

EMPLOYEE EXPERIENCE (EX)

An employee's experience starts from the moment they read that job description, through hiring and onboarding, and continues throughout their lifetime with the company. It's about whether or not they feel like they are a valuable part of your company in every touchpoint, beginning to end.

Goal: The goal in this critical area is to create a humanized experience for all employees so they feel happy, motivated and engaged in the day-to-day experience

CUSTOMER EXPERIENCE (CX)

Customers ultimately don't stay with people that offer them good products. Many stay with companies that provide a great experience. The more you can make this experience one that's memorable, the more trust you'll build and ultimately, loyalty.

Goal: The goal in this critical area is to define what the differentiating touchpoints and moments are for your customer experience and how to humanize them.

Defining The Human Way in My Company

Using the tool below, you'll concisely summarize what humanization looks like in your company for each of the four critical areas:

1. Answer each set of questions
2. Score yourself from 1-10
(1 = Dehumanized, 10 = Fully Humanized)
3. Think about the final question at the bottom
(you'll work with this in the Canvas tool)

BRAND

1

Think back on moments--either on social media, email, any opportunity you had to connect with others - what are some of the moments you are most proud of, moments in which you felt people saw your brand for what it truly is?

2

Take a moment and think about what words you want people to use when describing your company—try and get to the core of what you want to stand for. Take 30 seconds (ideally with your eyes closed!) letting these words come to mind, then write them down:

3

"What's most personal is most universal." Think about this phrase, then think of personal stories or attributes that are unique to your brand. What can you tap into that is deeply personal that you want your brand to radiate?

Score yourself on a scale of 1-10. Where do you fall on the scale of dehumanized to humanized in your brand?

1 2 3 4 5 6 7 8 9 10

DEHUMANIZED



FULLY HUMANIZED

What area of the business can you apply humanization tactics to strengthen this critical area?

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CULTURE

1

Picture your current cultural practices, what makes you who you are. What kind of things do you recognize, promote and how does your company set an example for how people should treat each other? Write down your best current practices that you think really connect people with each other and to the company.

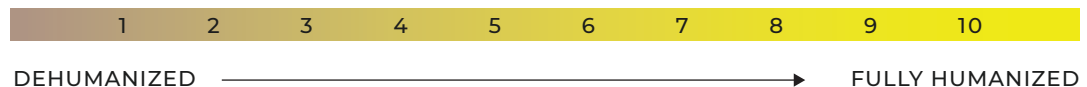
2

Describe moments where you think your company has done a great job making people feel like humans, not employees. These could be moments where you tap into individual accomplishments, unique traits, personal life experiences and use those to connect with them.

3

What are some of the best periods of growth, stability and general happiness your company has experienced? Now, go more deeply. What kind of human interactions, moments and communication did this spark? Pin down how these periods of happiness brought out the more human side of the people in your company.

Score yourself on a scale of 1-10. Where do you fall on the scale of dehumanized to humanized in your culture?



What area of the business can you apply humanization tactics to strengthen this critical area?

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EMPLOYEE EXPERIENCE (EX)

1

Think about your employee's lifetime in your company. What do you think are the most human processes or touchpoints within this journey today?

2

When you think about your employees, what do you think are common threads between them? What are their positive traits, what are skills they share in common, what are the things that unite them?

3

What do you think are some of the more unique traits they have on an individual level? What are some inspiring stories you've learned about them?

Score yourself on a scale of 1-10. Where do you fall on the scale of dehumanized to humanized in your EX?



What area of the business can you apply humanization tactics to strengthen this critical area?

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Customer Experience (CX)

1

What are some of the best compliments and positive feedback you have gotten from your customers? Write them down, being specific with the words and feelings in them.

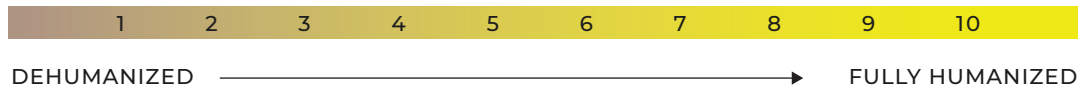
2

Describe some moments where you or your employees got to interact on a deeper level with customers, and you came out of it feeling like you were inspired to be better for them and improving your product, service and overall experience.

3

Looking back at your first two answers, ask yourself: what were the human elements in those positive moments or feedback you got? What about those experiences made it seem like you had really connected with those customers?

Score yourself on a scale of 1-10. Where do you fall on the scale of dehumanized to humanized in your CX?



What area of the business can you apply humanization tactics to strengthen this critical area?

The Human Way Canvas

In the canvas on the next page, you'll find several boxes for you to fill in. Follow the prompts below to fill it out:

Part 1

Defining The Human Way in My Company in One Phrase

In this first section, you'll concisely summarize what humanization looks like in your company. Answer each set of questions, then follow the action step at the end.

1

When I think of Humanization flowing naturally in my company, I picture:
(List moments, phrases, feelings, anything that comes to mind when you picture a harmonious humanized workplace as it pertains to your company.)

2

Looking at the list you brainstormed above, summarize what your ideal humanized workplace looks like in one sentence:

“ _____ ”

Action step:

From this worksheet, plug in your answer from Question 2 into Box 1 in the Human Way Canvas.

Part 2

Humanizing the 4 Critical Areas

Go through boxes 2-5, filling in each one by answering the following question:

How can I humanize this critical area of my company?

Part 3

Future Forecasting

At the very bottom of the canvas, finalize your plan by answering:

If we humanize these areas of our business, what outcomes would it drive quantitatively and qualitatively?

THE HUMAN WAY CANVAS

Humanization in my company IDEALLY looks like..

1

THE HUMAN WAY IN MY COMPANY

I can humanize this critical area of my company by...

2

BRAND

I can humanize this critical area of my company by...

3

CULTURE

I can humanize this critical area of my company by...

4

EX [EMPLOYEE EXPERIENCE]

I can humanize this critical area of my company by...

5

CX [CUSTOMER EXPERIENCE]

"If we humanize these areas of our business, what outcomes would it drive quantitatively and qualitatively?"

6

FUTURE FORECASTING