

Social Impact Trek: Rio de Janeiro

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Background

In Brazil, our schedule was jam-packed with cultural experiences and consulting activities like community visits and interviews with clients and employees.

IMMERSION SCHEDULE*											
Day	Activity	Location	Facilitator	Notes	Day	Activity	Location	Facilitator	Notes	Day	Activity
1	Arrival	NYC	Becky		1	Arrival	NYC	Becky		1	Arrival
2	Orientation	NYC	Becky		2	Orientation	NYC	Becky		2	Orientation
3	Design Thinking	NYC	Becky		3	Design Thinking	NYC	Becky		3	Design Thinking
4	Design Thinking	NYC	Becky		4	Design Thinking	NYC	Becky		4	Design Thinking
5	Design Thinking	NYC	Becky		5	Design Thinking	NYC	Becky		5	Design Thinking
6	Design Thinking	NYC	Becky		6	Design Thinking	NYC	Becky		6	Design Thinking
7	Design Thinking	NYC	Becky		7	Design Thinking	NYC	Becky		7	Design Thinking
8	Design Thinking	NYC	Becky		8	Design Thinking	NYC	Becky		8	Design Thinking
9	Design Thinking	NYC	Becky		9	Design Thinking	NYC	Becky		9	Design Thinking
10	Design Thinking	NYC	Becky		10	Design Thinking	NYC	Becky		10	Design Thinking
11	Design Thinking	NYC	Becky		11	Design Thinking	NYC	Becky		11	Design Thinking
12	Design Thinking	NYC	Becky		12	Design Thinking	NYC	Becky		12	Design Thinking

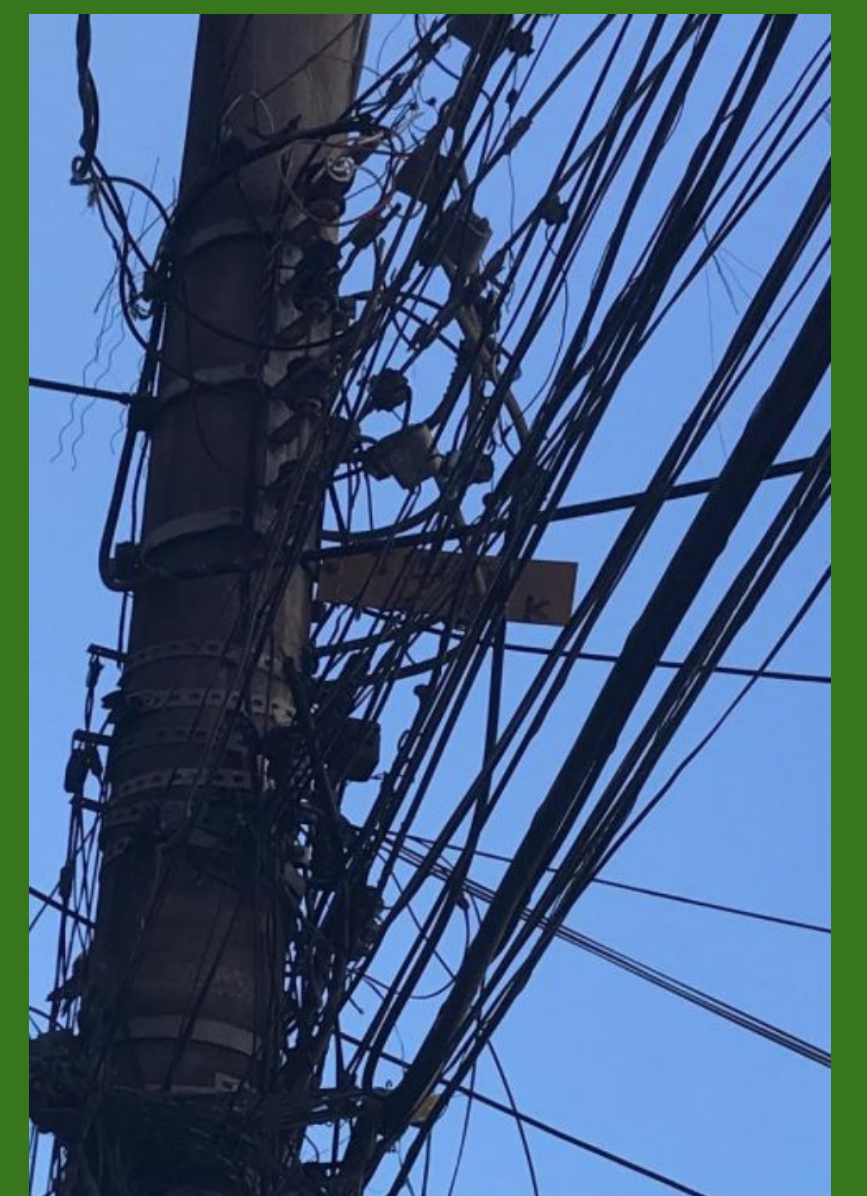
Process

We used Design Thinking to generate a LOT of ideas. This way, we could really understand the people we were working with, and provide recommendations for solutions that would really be meaningful to them.



Immersion

There was a major cultural component to our project as well, as we visited a favela, and spoke to the people our work would be helping. Each day we reflected on our new perspectives.



Project

We were working within the space of social entrepreneurship, with WORKAY!, a social startup offering repair and reform services by workers from low-income communities.

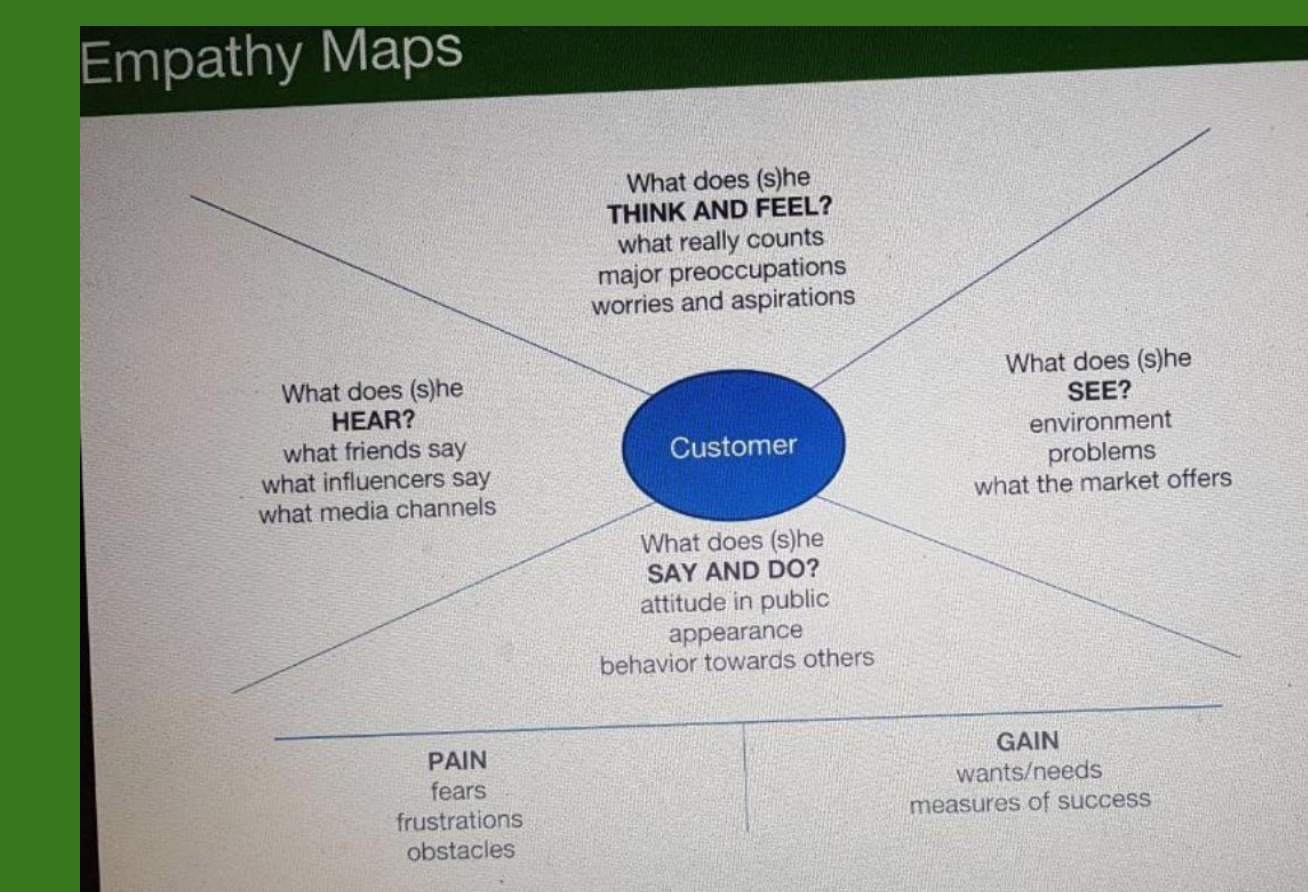


Results

Deliverables: We drafted an Employee Code of Conduct, created a Client Expectations Timeline, constructed mechanisms for gathering feedback, developed ideas to incentivize employees, and brainstormed ways to highlight WORKAY!'s social impact. We pitched to the Co-Founders, and they were extremely satisfied!



The hardest part, however, was to avoid jumping to conclusions, and rather to focus on immersing ourselves with the culture, and the people, so we could really understand the problem.



On our first night, we grabbed dinner with the Co-Founders, and learned more about our task to design a Quality Checking System to ensure that employees perform high quality work, so that the company can be scaled in the future.



We also gained greater cultural competency, friendship, and family :)



Conclusion

Our work with WORKAY! in Rio de Janeiro taught us to learn and understand before jumping to conclusions. We valued the opportunity to collaborate across cultures, and we hope that our ideas contribute to continued success for WORKAY!

