

EMPATHY

in the

CREATIVE PROCESS

LEVERAGING HUMAN-CENTERED
DESIGN FOR SOCIAL INNOVATION

A CONVERSATION WITH SEUNG CHAN (SLIM) LIM

Wednesday, November 13th, 2013 | 4-6pm | MBA lounge | 3rd Floor | Bronfman Building | 1001 Sherbrooke St. W.

This event is part of the SEI's Speaker Series | RSVP by November 8th to ariane.guay-jadah@mcgill.ca

Currently, there is much buzz in the U.S. surrounding the word empathy.

Unfortunately, there is also much confusion. For example, many reduce empathy to being emotionally affected by, feeling sorry for, or behaving nicely toward others, while also concluding that it is absolutely incompatible with reason and logic. Given that social psychologist Daniel Batson has identified eight significantly different ways people use the word, this is not a surprise.

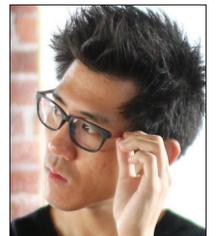
This talk intends to not only explain what empathy is, but also to challenge our preconceived notions of empathy, by framing it as the driver/enabler of the creative process.

About Seung Chan (Slim) Lim

Seung Chan (Slim) Lim is an award-winning designer/author and researcher/engineer. He started his career in 1999 at MAYA Design practicing human-centered design and distributed computing systems research. There, he lead/participated in numerous projects to help Fortune 500 companies innovate.

He then spent several years conducting research into the disciplines of craft and visual/performing arts. From this experience, he developed a new approach to the creative process through the lens of empathy.

Integrating together his 15 years of cross-disciplinary experiences, he consults, speaks, and runs workshops globally focusing on the development of empathy for the purpose of creativity, personal growth/empowerment, organizational change/leadership, interdisciplinary collaboration, innovation, and social entrepreneurship.



Launched by the Marcel Desautels Institute for Integrated Management (MDIIM), the Social Economy Initiative (SEI) is an important vehicle through which McGill's Desautels Faculty of Management integrates social entrepreneurship and social innovation into its teaching, research and outreach activities. Please visit www.mcgill.ca/sei or contact Anita Nowak, Integrating Director (anita.nowak@mcgill.ca) for more information.

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