



Ryan
Schulz

Executive Director



one north A TEKsystems Company

Inspired by the Horizon

How Absence Creates Opportunity

PRESENTED BY: **Ryan Schulz**



Welcome to Maine



THE ASSEMBLY 2025

A ONE NORTH EVENT



The Sublime



THE ASSEMBLY 2025

A ONE NORTH EVENT



The Sublime



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The background of the slide is a composite astronomical image. It features a dark, star-filled sky at the top, transitioning into a vibrant aurora borealis in shades of green and purple. Below the aurora, the curved horizon of the Earth is visible, showing a thin layer of the atmosphere. The overall scene is ethereal and cosmic.

The Sublime



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The Sublime



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Art and The Sublime Are Connected

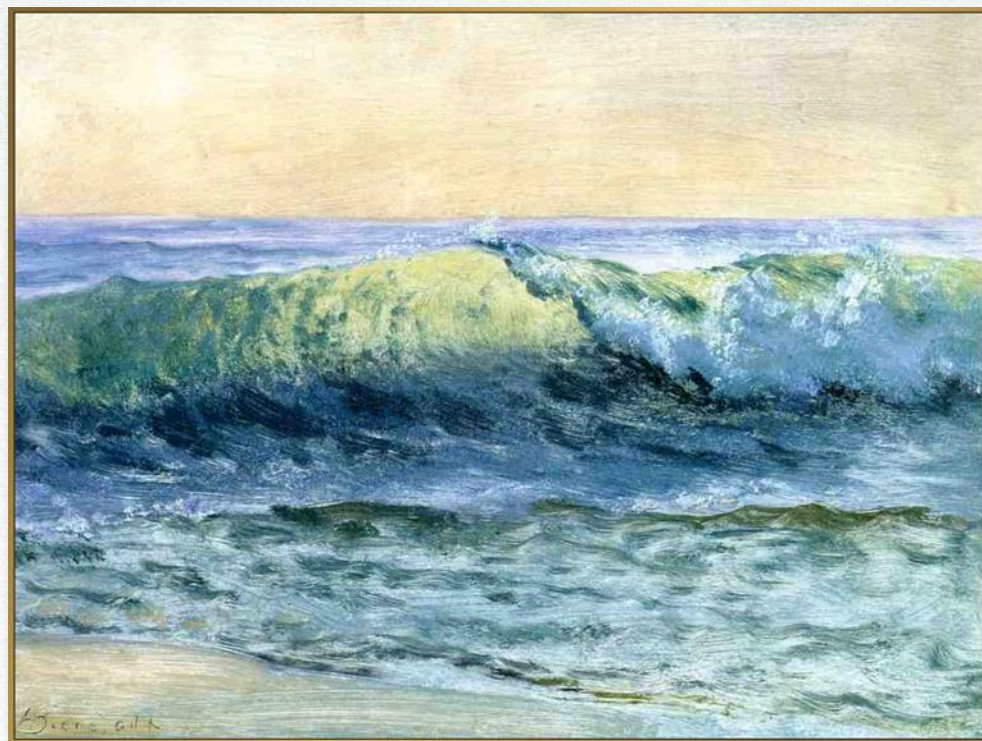


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Art and The Sublime





Albert Bierstadt, "The Wave"



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Michael Heizer, North EastSouth West

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Michael Heizer, City

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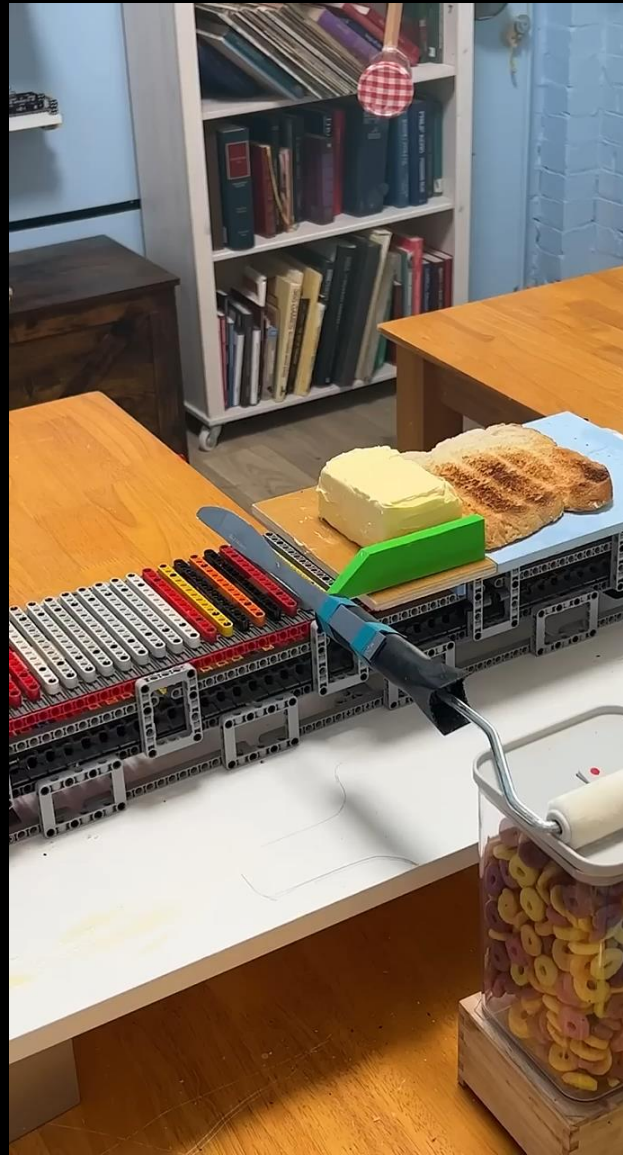


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Giuseppe Sanmartino, The Veiled Christ

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Sinking of the Titanic, Tiananmen Square, World Trade Center

A ONE NORTH EVENT

“

There's a reason we are drawn to gazing at the ocean. It is said the ocean provides a closer reflection of who we are than any mirror.

Rick Rubin

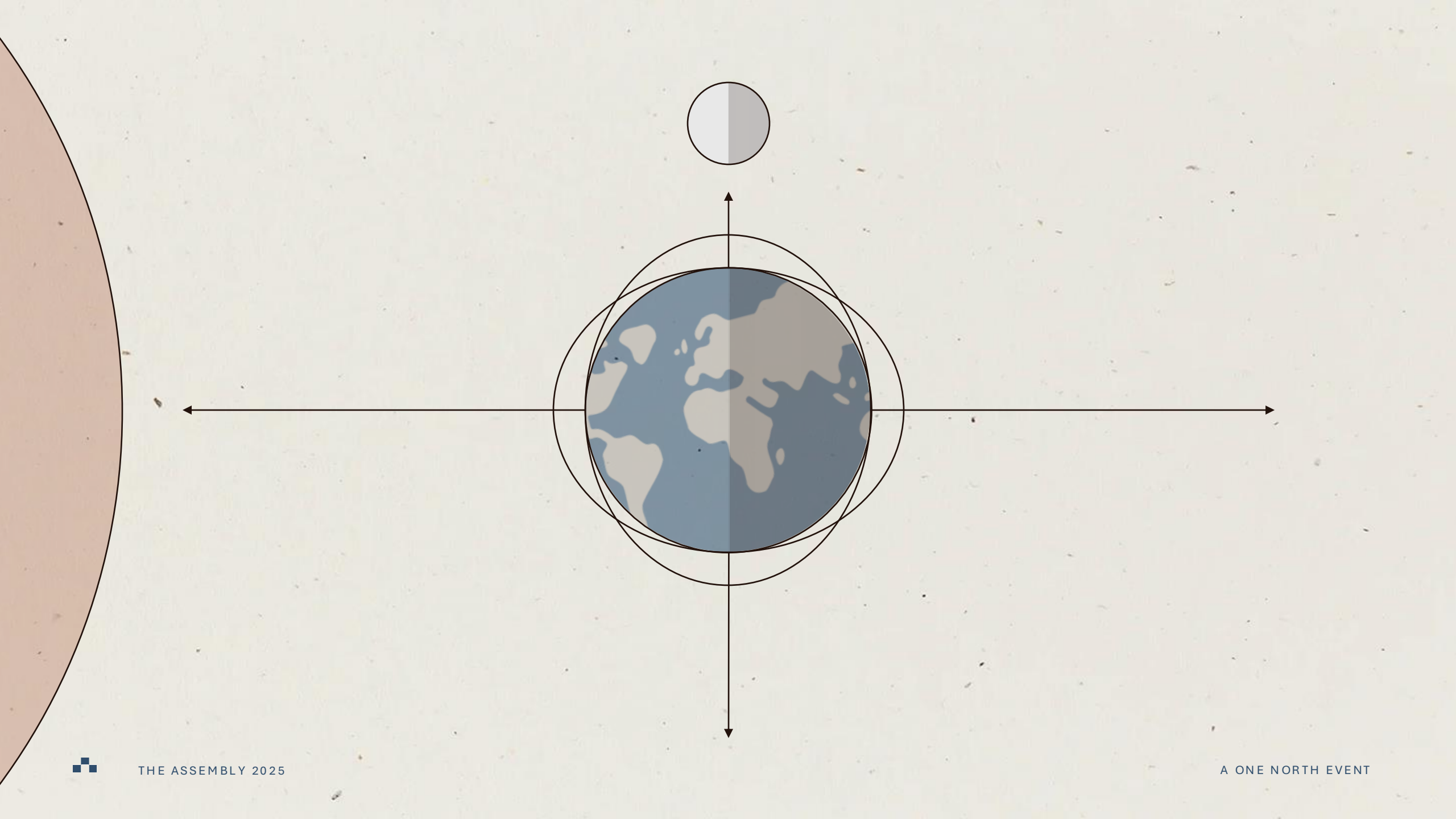


“

The ocean is an empty vessel that is capable of holding dreams of almost any size or shape.

Me





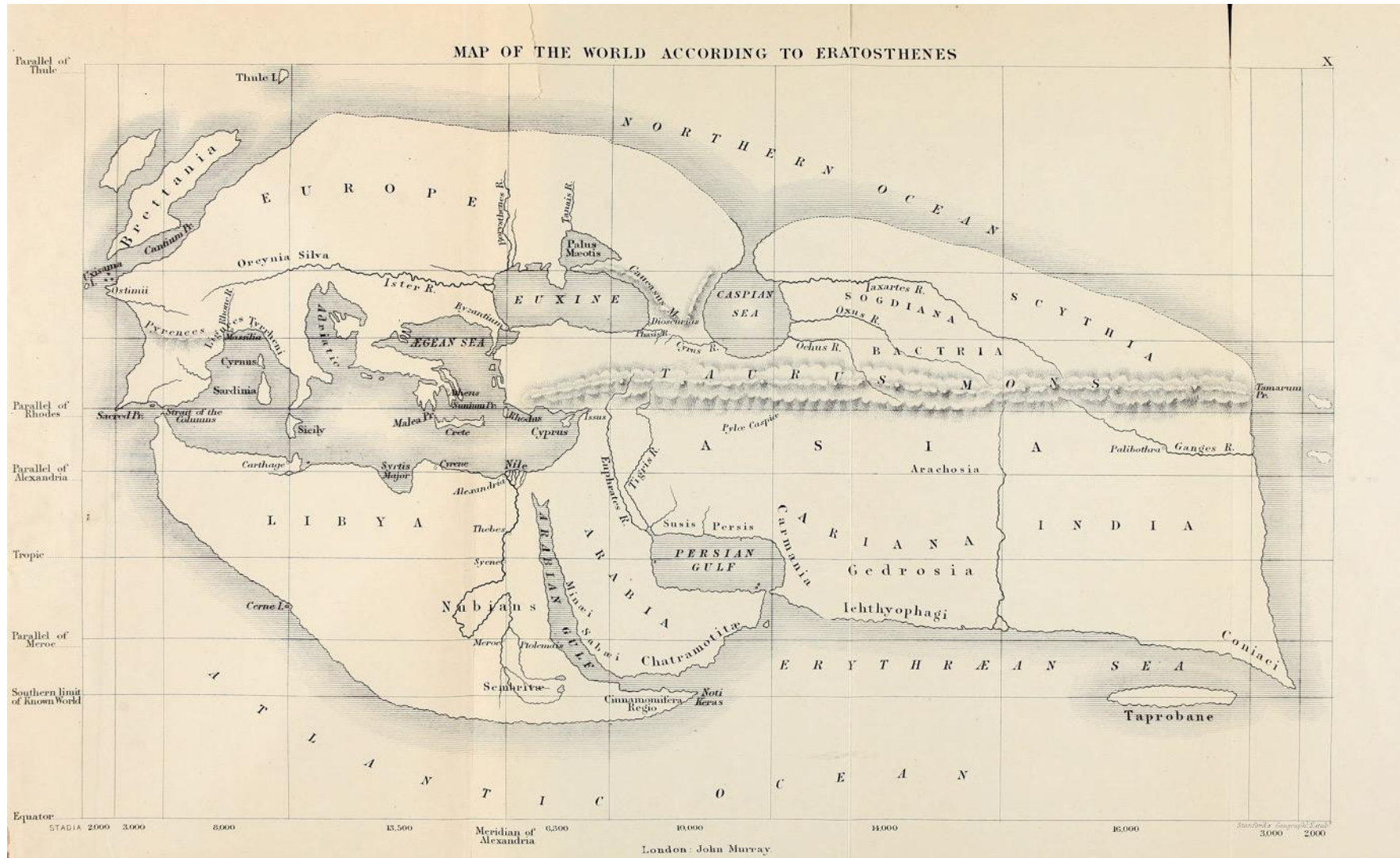


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Bedolina Map

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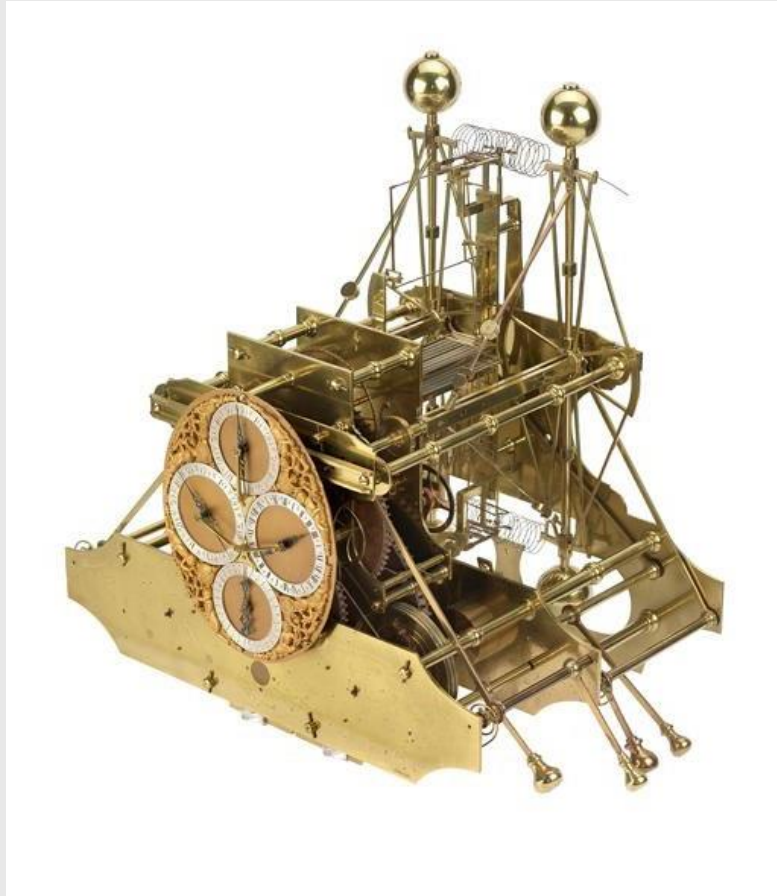


Martin Behaim's Erdapfel, 1492.











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Westside's FINEST

4315

Westside's
FINEST

4317



Tried and True Strategies That We Use Everyday

Know your users	Define the brand	Measure your work
Be unique	Tell a compelling story	Innovate

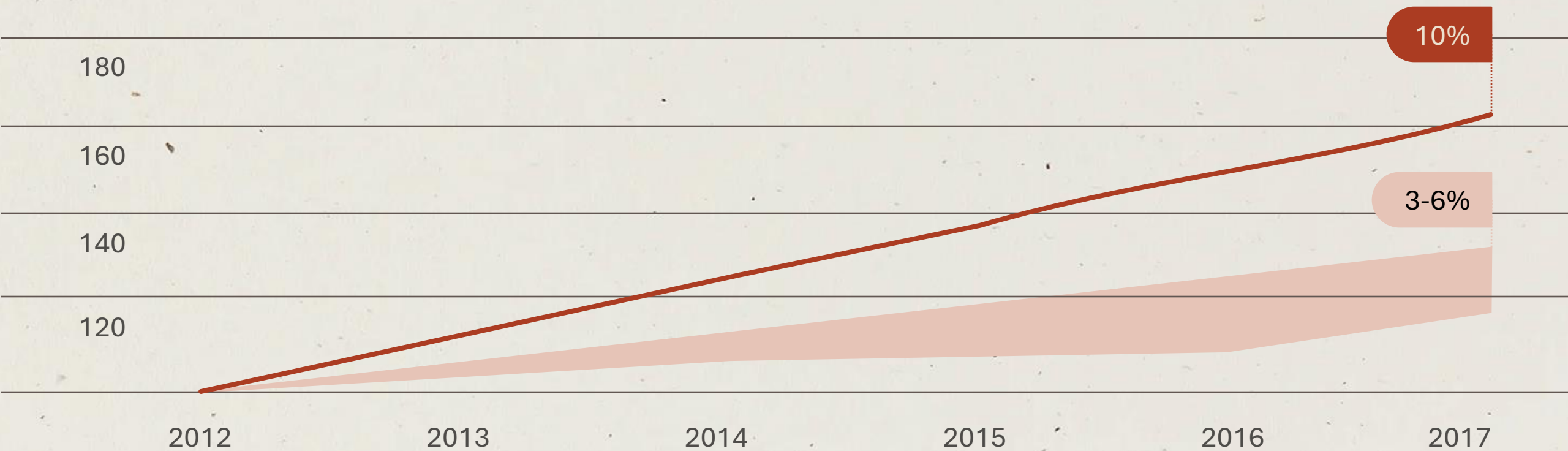
Tried and True Strategies That We Use Everyday



The True Business Value of Good Design

Annual Growth by %, Revenues

Top-quartile McKinsey Design Index performers Industry Benchmarks

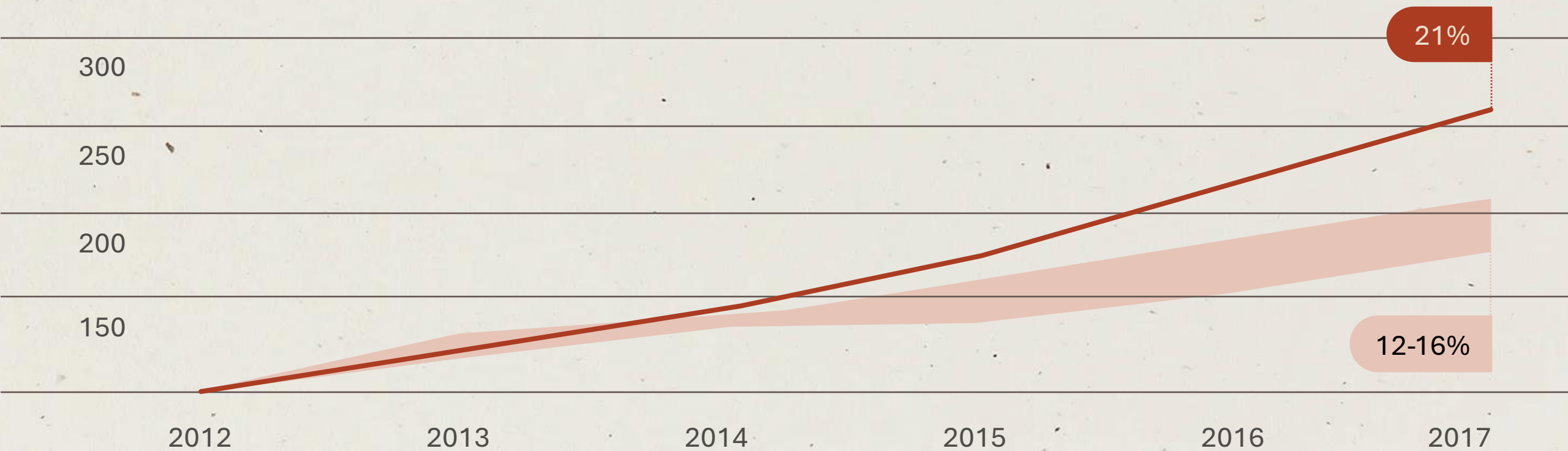


The True Business Value of Good Design

Annual Growth by %, Total Returns to Shareholders

Top-quartile McKinsey
Design Index performers

Industry
Benchmarks



These Strategies Are Tied to Core Principles

Know your users	Define the brand	Measure your work
Be unique	Tell a compelling story	Innovate

So, what is *good* design?

Users

Brand

Data

Disruption

Storytelling

Innovation



Design is not about decorating or showing off.

Good Design is about meeting users where they are at, exceeding their expectations, and holding their attention **to amplify the investments you made to get your product or service to market.**



How do we get there?

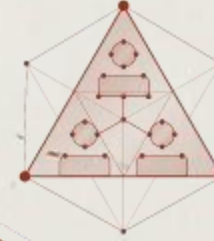
ANALYTICAL LEADERSHIP

Measure and drive design performance with the same rigor as revenues and costs.



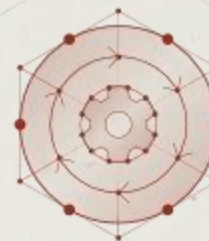
CROSS-FUNCTIONAL TALENT

Make user-centric design everyone's responsibility, not a siloed function.



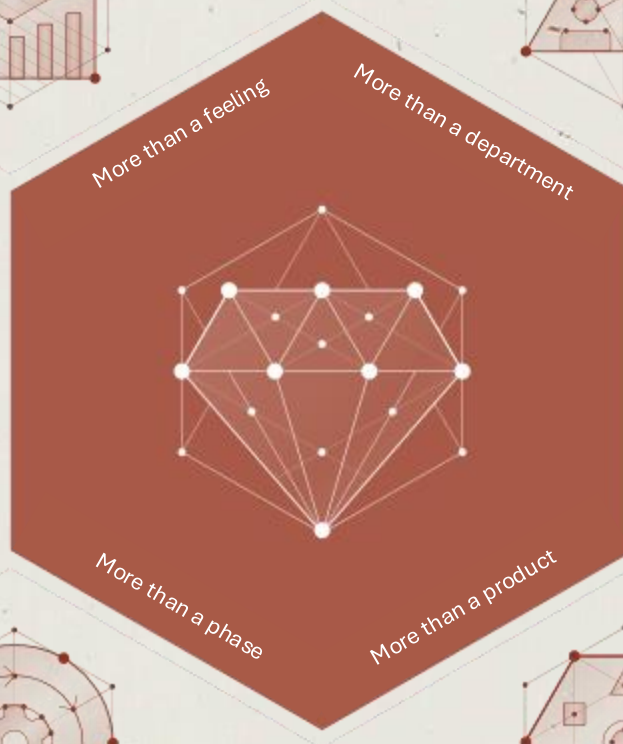
CONTINUOUS ITERATION

De-risk development by continually listening, testing, and iterating with end-users.



USER EXPERIENCE

Break down internal walls between physical, digital, and service design.



More than a feeling

More than a department

More than a phase

More than a product



Experiences matter.



A scenic view of a rocky coastline. In the foreground, there are large, rugged, light-colored rocks. The ocean is a deep blue, with white foam from waves crashing against the rocks. The sky is a clear, bright blue with some light, wispy clouds. In the distance, a small island or headland is visible on the horizon.

Where do you want to go?



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Thank You

As we set sail on this journey, our crew is ready to explore uncharted territories, weather any storm, and steer toward new horizons. With a clear course plotted, we'll navigate through opportunities, tackle challenges head-on, and dock at our destination with confidence and success.



On Deck

SET SAIL WITH: **Jennifer Lill**

COURSE: **Islands of Context: Finding Your
Organization's True North**

