



# One Million FutuStories

Faces and Stories behind Futurice

**futurice**

# futurice

Founded in 2000 in Finland, we are an international digital innovation company that helps forward-thinking organisations develop resilience and take control of their futures. We bring together strategy, design, engineering and data to help clients rethink customer experiences, put data to work or design entirely new business models. Working across many industries, we unleash a culture of innovation and create digital products and services that make companies and societies future capable.


But who are we? We are a close community of more than 650 people coming from many different backgrounds - each with their own unique career path and story that makes them who they are today. At Futurice, we celebrate diversity and cherish everyone's unique journey. This booklet tells some of those inspiring stories and gives you a glimpse of the wonderful talents in our FutuFamily.

In another life, Freyr might have been a sea captain, but the ocean’s loss is Futurice’s gain as he swapped his childhood dream for life as a developer. If space travel is ever on the cards though, all bets are off!

WHAT – OR WHO – HAS INSPIRED YOU?

I’ve been listening to hip hop for as long as I can remember, and I think it’s shaped the way I behave. G-Unit, 50 Cent and those guys were pretty cool back in the day and I still listen to them now. The most influential people have been the teachers I’ve met along the way, and I’ve been very lucky with that. The ones I remember are the ones who could handle me – I wasn’t as calm when I was a kid! They showed me patience and understanding and I’ll always remember how they conducted themselves.

PROFILE

Current location	Stockholm, Sweden	Hometown	Reykjavik, Iceland
Guilty pleasure		Truth or dare	
Country or city	Country during the day, city at night	Introvert or extrovert	Hybrid

WHAT DID YOU WANT TO BE WHEN YOU GREW UP?

I wanted to be a sea captain on one of those big ships – that was the goal. But I got extremely seasick and then I realised that I’m scared of the sea! It looks so much nicer in the movies.

HOW DID YOU END UP DOING WHAT YOU’RE DOING NOW?

I realised pretty quickly that I wouldn’t be a sea captain, and the next best thing was to work on mechanical stuff so I went into engineering. Engineering is pretty heavy on physics and maths, but I was more interested in people than just being under the hood, so I moved into programming and consultancy and fell in love with it. I really feel like I’ve found my passion now – I can apply the problem-solving skills I learned from maths and physics while also working closely with people.

HOW DID YOU COME TO WORK AT FUTURICE?

Many people from Iceland go to university in Denmark, but one of the main reasons for studying abroad is to get out of your comfort zone, so I didn’t follow. I chose Stockholm – I loved my studies and really enjoy living here, so I have no plans to leave. I saw the Futurice offices when I was walking home from university one day and googled them. They seemed like a good company so I applied. It’s a perfect fit for me – the people at Futurice are great with technology, but in the end, it’s really a people company, and that’s what helps us achieve what we want to .

WHAT’S YOUR FAVOURITE QUOTE?

“It is what it is.” I say it about a hundred times a day!

Freyr



### **WHAT ARE THE BEST AND WORST THINGS ABOUT WORKING FROM HOME?**

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The best thing is you don't meet many people! You can dress how you want, you're at your house and you don't need to travel to work. But the best things have also become the worst. Not meeting people means you're not having those 10-minute disruptive talks in the office – I used to find them distracting but now I really miss them.

### **AND WHAT'S ON YOUR DESK?**

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Always the same things: energy drinks, hot sauce and my PS4. I do love gaming, but I'm not playing so often at the moment because I don't want to be sitting at the same desk the whole day. When I finish work now, I want to go outside and see the sun – it was different when I was coming home from work and could play to unwind. And back to the hot sauce, you'd be surprised at how much of my food it goes on. I try it on most things, and if it works I add more!

### **WHAT'S YOUR BIGGEST DREAM?**

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Space travel. If Elon Musk gets it right, maybe one day we can go! I've always been fascinated by how big everything is, so trying to travel as far as possible from this planet would be cool. I'm sure it will be possible one day – I just hope I'm still here when it is!







I want to pass on my experience to the new generation and give a voice to the builders and designers of the future.



Our Design Lead Joana is committed to passing her experience on to a new generation of builders in Stuttgart, enabling future designers to remain conscious human beings and stay true to themselves. She is an advocate for Interactive Design of Services and Products - invested into the future societal implications of improved culture work.

WITH EXPERIENCE IN COMMUNICATION AND INTERACTIVE DESIGN, YOU ARE CURRENTLY WORKING AS A SITE DESIGN LEAD AT FUTURICE STUTTGART. WHAT EXCITES YOU ABOUT DESIGN?

I have always loved art, and was drawn towards a combination of arts and IT. So when my parents were bold enough to allow me to leave for another city even though I was only 16 years of age, I joined a course to become a Multimedia Technician. In Portugal, people tend to appreciate marketing/advertising and aesthetic design, but not so much the

technical and functional aspects of it. So, to find the perfect combination of arts and technology, I moved to Germany to finish my diploma studies at HfG Schwäbisch-Gmünd in Communication Design. That's where I created my first interactive installations. Later, I found my passion in human-centered design and how to create user-friendly and meaningful user experiences.

Joana

PROFILE

<b>Current location</b> Stuttgart, Germany	<b>If you had to pick a degree/studies again</b> There are 2: Neuroscience and Fashion Design!	<b>Hometown</b> Nazaré/Alcobaca; Portugal
<b>Inspired by</b> Simon Sinek and Steven Pinker		<b><u>Mountains or beach</u></b>
<b>Recommended reading</b> The Infinite Game; Enlightenment Now	<b>Long overdue technology/innovation</b> Iomega Zip 250 MB USB External Drive	<b>Harry or Ron</b> Definitely Hermione

**WE ALL HAVE ROLE MODELS AND PEOPLE WHO INSPIRE US IN OUR CAREERS. WHO HAS BEEN THE BIGGEST INFLUENCE ON YOUR WAYS OF THINKING?**

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The books that had the biggest impact are “Designing for Interaction” by Dan Saffer, which inspired my vision of building services that people can interact with and envision Zero UI Design, and “Everything is miscellaneous” by David Weinberger, which shows how data is interconnected and relevant to identify better business models. I also find inspiration in philosophical thinking, like Marshall McLuhan’s theories that describe communication as societal evolution. To sum it up: the way I perceive the world might be very different from yours. No matter the speed of technological development, it is the human user that matters in the end. You can program nearly anything, but you cannot program human behaviour. User behaviour can only be explained by neuroscience, psychology and sociology.

**WHERE DO YOU SEE THE BIGGEST POTENTIAL TO MAKE AN IMPACT WITH YOUR WORK?**

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I find myself in between two generations: one that had limited technological possibilities when growing up and the digital natives who were born with technology in their cradles. With this societal transformation, the impact of design and my work has changed, too. Today, my focus is very much on leadership. I want to pass on my experience to the new generation and give a voice to the builders and designers of the future. Thinking about a more general legacy, I think that design has the power to identify problems anywhere, solve them and make life more meaningful for people.

**IN YOUR ROLE AS DESIGN LEAD, YOU INTERACT WITH MANY DIFFERENT STAKEHOLDERS. DO YOU REMEMBER ANY CHALLENGING SITUATIONS? WHAT HAVE YOU LEARNED FROM THOSE?**

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People really appreciate our caring working culture as well as our open and honest communication. I think all challenging situations can be solved by showing vulnerability in an honest one-to-one conversation – especially with a client. Despite the speed of business development, I am convinced that we should disconnect from unhealthy competitiveness and engage in honest communication instead.

**PROJECT WORK REQUIRES YOU TO CHANGE TEAMS QUITE OFTEN. WHAT ARE YOUR TIPS FOR BUILDING HAPPY TEAMS AND GETTING THE MOST OUT OF THE COLLABORATION?**

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My tip for building a happy team is to raise the right questions and to listen carefully. Good collaboration can only happen in a safe environment where every team member can openly share their thoughts. To make sure everyone feels confident enough to bring all their ideas to the table, encouragement is fundamental, too. It is crucial to know your own weaknesses and strengths, but also to get to know those of others. When we know what to approach and when, we can all grow as individuals. We spend quite a large share of our time with our colleagues at work. That’s why establishing a trusting relationship with my work peers is so important to me.

**WHAT WILL PEOPLE BE NOSTALGIC FOR IN 40 YEARS?**

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Books are a big part of me, so I would probably be nostalgic for good old printed books, especially their feel and smell. I sincerely hope that I don’t have to feel nostalgic for relationships with people. I hope that despite the speed of our digital era, we can maintain good relationships and deep conversations where we philosophize about the world together. We will need to keep thinking, questioning, talking and being

idealistic about what matters – simply put, we need to remain conscious human beings. I am an optimistic person and like to think that we will always find ways to deal with transformation and create something good from it. So maybe there won’t be a need to feel too nostalgic.

**WHAT WOULD YOU LIKE TO SAY TO SOMEONE WHO IS STANDING IN THE STARTING BLOCKS OF THEIR CAREER?**

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I would encourage them not to rush, and take time to experience different fields and opportunities. Especially in the very broad field of design, you want to give yourself time, try out different things, and reflect on what the different experiences trigger in you. Don’t be afraid to listen and stay true to yourself!



# Eeva-Jonna

After a spell at a virtual Hogwarts inspired her passion for coding, Eeva-Jonna came to software development via a degree in Russian language and culture. She champions diversity and inclusion in the workplace and loves the buzz of a problem solved.



## HOW DID YOU END UP WORKING AT FUTURICE?

When I was starting out in my career and looking for my first job in software development, I came across Futurice and thought it looked amazing, but I didn't feel experienced enough to apply. For a couple of years before I eventually joined, I would bump into people from the company at various events and the impression I got from those conversations was always so good. When the time was right for me to look for a new adventure, I decided to give it a try – and here I am!

## WHERE DID YOU WORK BEFORE FUTURICE?

I've always been a software developer, sometimes in consultancies and sometimes in start-ups, doing the same sort of daily work as I'm currently doing. If the work has been similar, the difference has been the company cultures and the level of inclusion. In previous workplaces I sometimes felt like I was just a resource, but I never feel like that here. At Futurice we're cared for as people and it feels very inclusive. This should be the norm, but it actually feels very different.

## WHY DID YOU BECOME A DEVELOPER?

When I was a teenager I was a big Harry Potter fan, and I found a site where people were roleplaying the wizarding world in a virtual Hogwarts. It was awesome and I wanted to create something like that for myself, so like a true Ravenclaw I spent a summer learning HTML, CSS and Javascript and then coded a website. But where I grew up girls didn't code, so I ended up studying for a degree in Russian language and culture. While I was writing my thesis I needed something fun to balance out the hard work, and I remembered the coding I did as a teenager and how much I'd enjoyed it. I started doing more programming tutorials and by the time I finished my master's I knew I wanted to be a software developer – I applied for a couple of jobs and I haven't looked back.



# PROFILE

**Current location** Helsinki, Finland

**Hometown** Seinäjoki, Finland

**Inspired by** Tarja Halonen

**TV or book** 

**Recommended reading**

Invisible or invincible

The Deafblind Woman Who Conquered Harvard Law by Haben Girma

## WHAT DO YOU ENJOY MOST ABOUT YOUR WORK?

That's easy: problem solving! After spending days trying to figure out what's not working, finally finding the bug and fixing the feature is the best feeling ever, and this job provides lots of those moments. I also really enjoy the opportunities to try different things, like speaking in [tech weeklies](#) – it makes a great change from writing code and customer work. But it's not just the opportunities that are important, it's also the fact that we're given a safe space to explore them.

## WHAT DOES DIVERSITY IN THE WORKPLACE MEAN TO YOU?

Diversity means there are different kinds of people from different backgrounds, and it's a really good thing for workplaces. Studies show it increases performance, for example. But diversity without inclusion isn't enough – people need to feel like they belong. As a woman in the tech field in Finland I represent one minority group, and I've been impressed at how well Futurice has addressed both diversity and inclusion. I really feel like I belong.





# Theresa

Theresa is our Office & Feel Good Manager, who has been taking care of the Berlin office and community since 2018. Along her journey from an acting school to Futurice, she has learned a lot about herself and others, and is now splashing positive energy throughout the team every day.

## WHAT'S YOUR ROLE AT FUTURICE?

Officially, I am the Office & Feel Good Manager. When I started looking for a new job, I actually searched for this specific job title, because it covers much more differentiated tasks than a conventional Office Manager. As Office & Feel Good Manager, I work closely with Human Care on issues like employee wellbeing, sustainability, culture and other topics that go beyond just providing a fruit basket in the office. I am the first point of contact for all those who have questions and don't know who to turn to. I want to make sure that people are feeling welcome and safe, and I try to always have an open ear for whoever needs it.

## YOU'VE BEEN ON QUITE A RIDE UNTIL YOU STARTED YOUR POSITION AT FUTURICE. WHAT HAVE YOU TAKEN FROM THIS JOURNEY?

With a passion for theater, I decided to go for a three-year professional acting training after graduating from high school. I already knew that I didn't want to earn my money as an actress towards the end of the program. The career prospects lacked financial security,

## PROFILE

### Current location

Berlin, Germany

### Hometown

Eggersdorf, Germany

### Reading or Dancing

No decision possible. I danced all my life, but my mum was a bookseller

### Inspired by

Mother Nature

### Smartest device

Google Phone (Google knows more about me than myself)

### Recommended reading

Wild - From Lost to Found in the Pacific Crest Trail (Cheryl Strayed)

### Cocktail or beers

Sour Cocktails



### Dream career as a kid

Animal Caretaker

### Freedom or security

A secure freedom 😊



and the tense situation in the industry was already getting to me. I still went through with the training, which I am very proud of. Nevertheless, today I am glad I took a different path: I started as an 'intern for everything' at a tech startup and built up the office management there. Later, I worked in technical support and customer service and completed further training in management assistance. After five years, it was time for a change and new learning opportunities - which I found at Futurice. So what have I learned from this journey? I learned how to deal and communicate with different kinds of humans, built up my people skills and knowledge of human nature. From my time in customer support, I learned patience and pretty good self-control.

#### WHAT ADVICE WOULD YOU LIKE TO GIVE TO YOUR YOUNGER SELF?

I would like to convince my younger self of my own (professional) value - even without a university degree. By now, I have learned that I can trust my gut feeling, so I would say: Listen more to your own instincts and less to others. Appreciate yourself and your work! I am glad my somewhat unconventional career has made me who I am. Today my motto in life is: Where there is a will, there is a way. And life is too short to waste energy on things that are no fun. Thus, my goal for work is to pass on positive energy and optimism, and to make work more fun for others and myself.

#### IN BERLIN, YOU'RE HOLDING THE NICKNAME 'MAMA BEAR'. HOW DO YOU FEEL ABOUT THE COMMUNITY IN BERLIN?

The Berlin community is just like the city itself: a fun, bubbly and diverse bunch of people. For our international colleagues, I am often the first point of contact when it comes to taking care of some bureaucratic stuff in and outside of work. There are actually only a few who call me 'Mama Bear', but I think the nickname is accurate because I sincerely intend to create a cosy and homey atmosphere, and add a family-like level to the work environment. I like to take care of others, and feel like I receive a great return from the crew.

#### WHAT'S THE BEST PART OF COMING TO THE OFFICE IN THE MORNING? AND THE WORST?

I usually start very early in the morning, so I tend to be the first and only one in the office for at least the first half hour. I'm not actually a morning person, so I like to settle in by myself, make coffee, and enjoy the calm before the storm. After my solo morning routine, I am happy when the office starts to fill with people. My desk is located near the entrance, and I love how my colleagues often stop by to say hi. I can't think of a bad thing about coming to the office, but I would say I am happier on days where I don't have to

deal with the property management - they can make life a little difficult from time to time.

#### WHICH ONE OF YOUR ACTING SKILLS IS MOST HANDY IN YOUR CURRENT POSITION?

I can smile in almost any situation and people usually buy my smile - even when I am feeling sad or angry. I am often perceived as rather stage-struck, even though I wouldn't even describe myself as very extroverted and attention-seeking in my private life. Instead, I am somewhat slipping into a different role when I get to work. My professional role tends to be more outgoing and extroverted, which helps me feel a lot less nervous about important phone calls or other challenges. Without ever having



lied or pretended, you could say that I am subconsciously taking on a role for the 'work stage'.

#### WHAT'S YOUR BEST HOW-TO-CALM-DOWN-WHEN-ANGRY STRATEGY?

I have two best practices. When surrounded by others, I can laugh the anger away and create positive energy to wipe out the bad vibes. When by myself, I am venting my anger by stomping, cursing and sometimes screaming. After the first release, I like to take deep breaths to air out the anger and go on with a clearer mind.

#### IT'S 2121. WHAT'S THAT ONE THING FROM THE PAST THAT YOU WOULD LIKE FUTURE FUTURICEANS TO HAVE?

I don't think it should be something physical - people probably don't need any of our outdated technologies when time traveling with holograms is a thing. I would want future Futuriceans to hold on to a human perspective in a technologised world. I think our HC team is doing an incredible job in selecting people that function together as a team and Futurice family. These people create a culture in which human mistakes are dealt with constructively. I see a big chance in encouraging people to make mistakes, to experiment and to fail. This is what being human is about, and it creates a safe working space to learn and to improve continuously.



# Helsinki

The birthplace of the FutuStory at large and home of approximately 400 professionals. Our office in the Kamppi district in downtown Helsinki is centred around the FutuCafé, a semi-public open space designed to bring people together and enable interaction. Helsinki has everything from world-class coders to perceptive service designers and fearless business consultants – all mixed together in a petri dish of innovation, where silos are impossible to form.



The biggest of Futurice's offices is located in what is, essentially, the new heart of Helsinki, approximately 1000 meters or so NW from the old heart. For the city, Kamppi is a people hub where public transport, restaurants, shops and events meet and flow out to all over the country and the world.

Perhaps the same is true for our Helsinki office - a hub engineered to make sure people and ideas collide and go out into the larger world. It's an energetic, exciting and unpredictable hang... in its own, office space context, of course. I've yet to run into any booby traps or snake pits. But there is a Han Solo in carbonite!

**ARTTU, COMMUNICATIONS LEAD**



# PROFILE

**Current location** Helsinki, Finland

**Hometown** Nowhere in particular, UK

**Documentaries or science fiction**

Science fiction. It's difficult to watch the world imploding in serialized form, so immersion into aspirational views of the future is more enjoyable.

**Guilty pleasure**

High-grade coffee. The ecological impact is problematic, and the economics are often not viable for the producers.

**Introvert or extrovert**

Introvert

**Singstar or Mario Kart** Mario Kart

# Phil

## Things I love about my Job



Simply put, Phil's job involves developing client ideas into something tangible. And there's plenty to love about it – here are some of his personal highlights.

## PLAYING AROUND WITH CONCEPTS

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When clients or team members have ideas that they want to try out, I really enjoy exploring how the concepts can work within a product, especially if it's something that I might want to use myself. I love creating something out of nothing – it's like having a box of Lego pieces and then using my imagination to decide what I want to do with them. I'm fortunate that I get to play with those Lego pieces every day.

## MAKING COFFEE

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In the office we have a good espresso maker, so making a coffee is always a nice experience. At one point I ended up drinking too many because I enjoyed making them so much, so I had to find other people to make them for too. I now find myself making coffees for teammates, clients, anyone who passes by really – any excuse to use that machine!

## INTERACTIONS WITH TEAM MEMBERS

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Good banter and interesting discussions are two things that I really appreciate my colleagues for. There is no negativity among them, and the interactions are always very positive and constructive. It also helps that our desks rotate frequently, so you'll often find yourself sitting with different people. Another great thing is that there are a lot of comedians at the office; the Finnish mentality matches well with my dry sense of humour, so I often enjoy a good laugh at work.

## CHOOSING WHAT I WANT TO WORK ON

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It's really important for me to work on things that I enjoy, so before joining I made a point of checking that I'd be able to do this at Futurice. It's worked out really well; you have full freedom to pick and choose your projects here, and you can decide what interests you and how you want to develop your skills in the way that's right for you. We're also free to choose projects based on our ethical principles – the only hard part is choosing between so many interesting ones!

## SOCIAL OPPORTUNITIES

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We often do after-work drinks and hangouts with our project teams, and there are also lots of organised activities such as snowboarding trips and carpool karaoke, as well as social groups. Even during the lockdowns Futurice has been arranging responsible get-togethers in local regions. A big part of this is about supporting employees' mental health by giving them the option to connect with others if they need to.

## THE DIVERSITY OF MY CO-WORKERS

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Futurice really works on creating diverse teams, so we always get to work with lots of interesting people, giving us a variety of perspectives within each project. Being around inspiring people and engaging in stimulating conversations makes Futurice a fascinating place to work and enables us to achieve better results.

## THE FREEDOM TO EXPLORE

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When people look at tech companies like Futurice, they often expect it to be like Google or Facebook, where you walk in and it's like a playground. Futurice gives a similar first impression – there are toys, boardgames, VR headsets and other things like that all around the office – but nothing gets wasted here, and everything has a purpose. We get to try new and exciting things, but it feels more like a lab than a playground.



# PROFILE

Current location	Helsinki, Finland	Hometown	Stuttgart, Germany
Inspired by	Museums, books and friends	Invisible or invincible	
Driving forces	Routines and long sleep	Cats or dogs	
Facts or fiction	I thought they merged in 2020?	If you had to pick a degree/studies again	Sculpting or Printmaking

## WHAT GETS YOU UP IN THE MORNING?

Porridge and tea! In fact, breakfast in general really. I have my morning routine and I get out and go for a walk, or in more normal times I'll walk or bike to the office. I'm quite a morning person so it's the best part of the day for me.

## WHAT DO YOU ENJOY MOST ABOUT YOUR WORK?

The community. I'm surrounded by lots of people with deep knowledge of fields I don't know much about. It's always good to be able to reach out if you have any questions, and even with niche fields you'll find someone who can help. I also like that it's an international workplace, with work that offers diverse challenges and learning opportunities and the chance for discussion with a wide range of people.

## WHAT'S THE MOST UNDERRATED OBJECT AT THE OFFICE?

Our power drill! Lots of people don't know it's there, but it's really helpful if you're moving and you need to borrow it. We have a lot of cool small gadgets that people forget about. There's a workshop and maker space with materials, a 3D printer, a soldering iron and all sorts of other random stuff that's been bought for projects and then left at the office. There's a sewing machine which I've found useful, and a sanding machine – I renovated a rocking chair with it!

## WHAT SHOULD BE SAID OUT LOUD MORE OFTEN?

I think maybe the importance of interdisciplinary knowledge sharing. It's important to find synergies between different disciplines and



# Kilian

What do a power drill, a sewing machine and a sanding machine have in common? They've all been put to good use by Kilian after finding them in the Futurice office.

ways to connect and work together, not just keep discussions within our own profession.

#### **WHAT'S YOUR FAVOURITE LUNCH ROUTINE?**

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When I wasn't working remotely, I used to bring my own sandwich in a lunchbox. It's a habit that stuck from my student days after I realised how expensive lunch is for regular adults who don't have a student card!

#### **HOW DO YOU RELAX?**

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I enjoy drawing, walking, visiting museums and reading – I read authors from all over the world as it lets you travel into different places and perspectives. I also like playing instruments and I used to play the oboe in an orchestra. I usually have a creative project on the go; at the moment it's a stop-motion project with my partner and we're both learning more about 3D modelling and animation.

#### **HOW DO YOU MAKE SURE YOU'RE DESIGNING FOR EVERYONE?**

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In my studies I focused on accessibility, designing for people with disabilities and minority user groups. Now I always aim to have an international project team to reflect diversity

in the project setup. Even if this isn't possible, I always lobby for testing with a diverse audience – accessible design and development is essential to ensure that everyone can partake in digital services and solutions.

#### **WHAT ARE PEOPLE OFTEN DOING WRONG IN THIS FIELD IN YOUR OPINION?**

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Spending too much time on Pinterest! I've seen a lot of people just copying cool things from there rather than coming up with their own ideas. I like to focus on getting exposed to things that are different from my own field and background – the results are more interesting if you get inspiration from lots of different places and don't just stick to your own bubble.

#### **WHAT'S YOUR BIGGEST DREAM?**

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Workwise I'd love to find a way to combine entrepreneurial and academic work. I already lecture in visual communication at Berlin University of the Arts on Mondays and then work at Futurice from Tuesday to Friday, so some kind of hybrid role would be great. Outside of work, my partner and I really want chickens!





# Sonja

Sonja heads up a truly international team at Futurice Sweden, and it's this diversity that makes life at the office exciting for her. She believes in the power of looking at things from multiple angles, which helps her to solve puzzles both at work and at home.



## WHAT DOES YOUR ROLE AT FUTURICE INVOLVE?

As the MD of Futurice Sweden, my role is to make sure that we have the right people doing the right projects for the right clients, and also that we're evolving and becoming established in our local market. My job is very varied – on a day-to-day basis it can involve anything from discussing pricing with a client to considering strategy on a global level.

## WHAT INSPIRES YOU?

I love it when someone's passion aligns with what they're good at – that's when work becomes interesting, easy, and even inspiring. I'm also impressed by people who have a deep knowledge of a subject that I know nothing about. For example, I'm currently reading a book about eels, which is a huge topic; it's fascinating for me when people are so into their niche. I also think it's really inspiring and admirable when people do altruistic things that are for the benefit of others and not at all about themselves – it motivates me to bring a little bit of that into my own work.

## WHAT ARE PEOPLE OFTEN DOING WRONG IN THIS FIELD?

I think people often go for the obvious solution without thinking things through. If you're making a product, it's easy to assume you know what people need – and even though this gets talked about a lot, big mistakes still get made in this area. It could be as simple as forgetting to check that a new service you're introducing is available in the required languages. At Futurice, we come in to help companies gain an external view, to look from different angles and discover what the people using their products or services really need.

## WHAT DO YOU LIKE TO DO OUTSIDE OF WORK?

I like anything to do with puzzling and solving things, from jigsaws to escape rooms. I'm really loving Lego Architecture and Lego Flowers these days – it's great that they do loads of stuff for adults now! I also enjoy Japanese puzzles like Hanjie, where you have to use numbers to figure out which squares to fill in and the final result is a pixelated picture. Aside from that, I also swim a lot and read books – mostly fiction, as I tend to fall asleep when reading non-fiction books!



IS THERE ANYTHING ABOUT YOU  
THAT WOULD SURPRISE PEOPLE?


I think lots of people will be surprised about my love of puzzling actually – not many people know that about me! Another thing that not many people know is that I actually worked as a developer for about half a year. Here in Stockholm, people are often surprised that I’m not Swedish – when I speak Swedish they think I’m from Gotland or the north of Sweden. Maybe people can’t place me based on my accent, so they just guess.

WHAT CAN BE DONE TO GET MORE  
WOMEN INTO MANAGEMENT POSITIONS?

There’s already a lot being done, but I’d say the most important thing is that you need role models. Lots of male leaders tend to take younger male leadership candidates under their wings, so as female leaders it’s important that we promote young female candidates. We also need to make sure female leaders aren’t just lifted up in softer areas like HR, sustainability or diversity, but that they’re regularly employed in all management positions without it being made into a big deal. I don’t like to be pointed out as a female MD for example – I’m an MD and I happen to be a woman.



PROFILE

Current location	Stockholm, Sweden	If you had to pick a degree/studies again	City planning	Hometown	Stockholm, but I'm originally from a small village in Austria
Inspired by	All kinds of people	Classic or modern		Favourite animal	
Long overdue technology/innovation	Hologram calls and smarter dishwashers	Skiing or snorkeling	I come from a village in the mountains of Austria, try snorkelling there!	Superheroes or supervillains	Villains that turn out to be fallen heroes

I think lots of people will be surprised about my love of puzzling actually – not many people know that about me!



# Carita

## Five things I've learned from my time at Futurice



### 1. PEOPLE ARE HERE TO HELP

This is one of the first things I noticed when I joined Futurice from another company that has a very different culture. During my first project here I remember feeling frustrated because I couldn't get the software I was using to work, and I was complaining out loud about it. I was just talking to myself really and I would have been ignored in my old job, so it was a complete surprise when two people came straight over offering to help! I immediately realised that the culture here is very much focused around how we can support each other, and this moment has really stayed in my mind ever since.

Carita has been at Futurice for just over 10 years now, and she's learned a lot about the company culture and her own skills in that time. She reflects on some of the key insights that she's gained during her Futurice career.

### 2. SOFT SKILLS ARE ESSENTIAL

Despite being consultants who spend a lot of our time at our customers' offices, our work isn't all about technical and project skills – there's so much more to working with other people than being good at programming, or whatever they've hired you for. You also need to be very aware of the people there and adapt to their culture, as well as interacting with the people in your team, so the softer skills such as listening, open communication and awareness of others' feelings are often more important in this work.

## PROFILE

**Current location** Helsinki, Finland

**Hometown** Espoo, Finland

**Last used app**

Storytel

**Driving forces**

Having an impact, learning new things, building something amazing with the team

**Favourite animal**



**Board games or movies**

**Time travel or teleportation**



### 3: WE CAN ACHIEVE MORE AS A TEAM

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Our teams always focus on working together towards a common goal – we simply couldn't accomplish the same results if we were all working on our tasks separately. In the project that I'd say I'm proudest of overall, we set up a few ground rules from day one, including that we would never work on anything alone; when you're working that way there's always someone backing you up, so if you're unavailable your teammates can ensure that the project is progressing and the customer isn't kept waiting. As a result we were always prioritising the most important work, and the difference was clear compared to projects where we sometimes needed to stop and wait before continuing with urgent tasks.

**I immediately realised that the culture here is very much focused around how we can support each other, and this moment has really stayed in my mind ever since.**

“

### 4: CHANGE IS NEVER EASY

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Change is hard work for everyone – when you've been working a certain way for a long time it can be really challenging to change, even if you know it's for the best. Some people have less of a change-oriented mindset, and there's no magic solution for that as everyone is different. I've found it can help to explore the reasons for the change and discuss what needs changing in advance. It's also good to constantly encourage people to keep pushing for change, because even if we know the results will be positive, it doesn't always happen overnight.

### 5: ENCOURAGEMENT LEADS TO GROWTH

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It's a lot easier to grow professionally when somebody believes in you, as the steps that take you forward aren't always the most comfortable ones. When I first joined Futurice I didn't have the confidence or foresight to take on tasks and responsibilities that would help me progress in my career, and I ended up choosing similar projects

that allowed me to stick to what I already knew. My current supervisor is a real people person who is also solution oriented, and by taking the time to listen to my concerns, showing trust and building my self-esteem, she's helped me go beyond my comfort zone and challenge myself to achieve even more positive outcomes in my work.





# Berlin

The Berlin office was the first one to be founded in Germany. After outgrowing the old office, the team moved to the bustling heart of Kreuzberg, where it's easy to fall in love with the colourful and creative neighbourhood. There are so many lovely shops and delicious restaurants close by that it's hard to pick a place for lunch! The office itself is in an old industrial building, where brick walls and high ceilings meet colourful meeting rooms. A special highlight is our very own event space, where we regularly host events or enjoy our Friday team lunches, cooked by our very own office grandpa Paul.

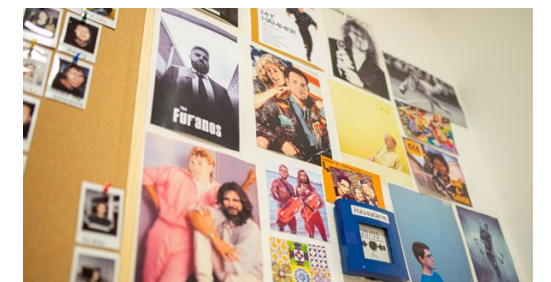


What makes the Berlin office so special? The people, of course. We are a unique, playful, friendly, and easygoing mix of all kinds of humans.

What I love about my job is the sound of loud laughter echoing through our corridors and I treasure all the little colourful post-its of appreciation that I received during my time here.

My personal highlight every day is when I get a warm smile from my sleepy peers when I greet them with a sunny “Good morning!” in the morning.

**THERESA, OFFICE & FEEL GOOD MANAGER**



# Joel

Globetrotter Joel has experienced working culture in Latin America, India, Silicon Valley, and Europe, and shares his personal insights from his journey around the globe. As a Software Developer in Munich, he likes to engage with projects that give back to society.

## **YOU HAVE BEEN TO MANY DIFFERENT PLACES OVER THE YEARS. WHAT HAVE BEEN YOUR BIGGEST TAKEAWAYS FROM YOUR STOPS AROUND THE GLOBE?**

I grew up in Mexico, spent a year abroad in Brazil in high school, started university in Mexico, and took a summer job in India. After graduation, I moved back to Brazil for work, then went back to Mexico, and eventually took another job offer at a startup in Silicon Valley in California. After we achieved product stability, I left the startup, and travelled the world for another year and a half. Later, I completed my masters in Helsinki and Paris, including a project in Tanzania. What I learned during my travels was that I am a building type of person

who needs to create and build things. Besides, I learned to cope with different people and environments and I discovered that at every moment of life, I have the power and privilege to change my environment and circumstances.

## **HAVE YOU PERCEIVED MAJOR DIFFERENCES IN THE WORKING CULTURE AND MENTALITY IN DIFFERENT PLACES?**

Definitely. Personally, I really enjoy the process of absorbing my surroundings and adjusting to a region as part of the cultural learning. When it comes to working conditions, the different places all have their pros and cons. While I experienced India as the country of extremes and the Indian corporate culture as quite hierarchical, the San

Francisco start-up mentality is also extreme in its own way. In more modern companies in Latin America, you can find very close relationships between co-workers. Some of my closest friendships date from my time there. Europe is very employee-oriented. Both employees and employers see the importance of a good work-life balance and no one questions the value of vacations and taking some time off to recharge. These are personal observations, based on my own experience.

## **WORKING IN SILICON VALLEY IS A DREAM NOT ONLY TO PEOPLE WORKING IN TECH, BUT ALSO MANY OTHER FIELDS. WHAT IS IT LIKE AND WHAT MADE YOU LEAVE?**

Silicon Valley is a special place and I do miss it. I haven't found another place with such a specific mix of people from all over the world who feel it is within their power to change the world. I benefited a lot from having access to some of the brightest minds in tech there, and I learned a lot. A mix of factors made me leave San Francisco. At the time, I was extremely happy with my contribution to the project I was part of and I felt it was time to move on. At the same time, I understood that Silicon Valley can make you feel very disconnected from the rest of the world. I've always been involved with the needs of developing nations. Also, I felt I was ready to try something else. So I used my time after leaving Silicon Valley to travel around the world for one and a half years.

## **YOU GRADUATED WITH A DOUBLE DEGREE IN HCI & DESIGN FROM HELSINKI AND PARIS. WHY DID YOU END UP CHOOSING MUNICH AS YOUR HOMETOWN?**

I chose Munich as my hometown because of the Munich weather. :) I also noticed that Munich is the southernmost city in Europe with the highest salary for software developers. In the end, my decision to move to Munich was a combination of factors. I knew Futurice from Helsinki, and was pleased to discover another office in Munich! I had visited Munich as a tourist before, and loved the nature-y atmosphere. Today, and especially during the lockdown due to COVID-19, I place an even greater value on the green inside and around Munich.

## **WHAT'S THE BEST THING ABOUT YOUR NEW JOB? AND WHAT COULD WE AS A COMPANY STILL LEARN?**

The people! The company culture has been very important to me when choosing a new company to work for, and Futurice was a perfect choice. I also really like the relationship between tech and design at Futurice - always moving together. And lastly, I really enjoy that Futurice allows me to try new things, especially new technologies, languages and ecosystems. What could be improved? I think I would like to see a more diverse client base. Munich is very automotive-centered,



## PROFILE

**Current location** Munich, Germany

**Hometown** Villahermosa, Mexico

**Favourite accessory** noise cancelling headphones

**Driving forces** Curiosity, ethics.

**Favourite animal**

Photogenic Axolotl, or a sloth

**If you had to pick a degree/studies again**

Maths and Arts

**Rock or hip hop**

**Super Mario or Tetris**

but I think there is a lot more creative and innovative stuff happening here, too. I am already excited to put myself out there to find these clients at meetups.

**WHICH PROJECTS DO YOU HAVE A REAL PASSION FOR? WHICH ONES WOULD YOU RATHER LEAVE BEHIND?**

I'm happy to engage with any project that involves innovation and/or the freedom to use new technologies. I also really like open-source philosophy, and I am hoping to become more engaged with open-source projects. Generally, I feel a project that contributes to society is a good cause to get invested in. I have also been teaching basic front-end development skills to migrants in a program called REDI here in Munich. The only work I would ditch are projects for companies that have unethical practices. However, I haven't come across any at Futurice so far, as everyone seems to share a common moral code inside the company. Still, I am sure that even if I raised these or other concerns about a project, I know that my opinion would be heard, respected and treated in a fair manner by my colleagues and supervisor.

**IF YOU WERE FREE TO GO ANYWHERE RIGHT NOW, WHERE WOULD THAT BE?**

A beach with an internet connection! I miss the beach, and I would love a vacation in a warm place. Long term, I am very comfortable in Munich at the moment, and I don't see things changing anytime soon. I am always down for small adventures in the region.

**WHAT DO YOU HOPE WILL CHANGE IN OUR WORLD OVER THE NEXT 20 YEARS?**

In general, I wish we took better care of the environment: less meat consumption, higher taxes on pollution, and more recycling regulations for retail. At Futurice, I wish to find even more creative and innovative projects, as the feeling of creating something is what makes me feel good.





# Eeva

Eeva is a passionate leader who joined the tech industry to help shape the future. She firmly believes in putting people first and finding that all-important balance in everything she does.

## PROFILE

### Current location

Helsinki, Finland

### Music or podcasts

Both!

### Poetry or science

Science and theatre

### Hometown

Helsinki, Finland

### Summer or winter

Spring

### Guilty pleasure

House hunting

### Recommended reading

Dare to Lead by Brené Brown and Promised Land by Barack Obama

## WHAT DID YOU DO BEFORE WORKING AT FUTURICE?

I spent the first third of my working life in theatre, doing everything from acting to washing toilets (which I'm actually very good at!). Then I went into academia, teaching at a university and working on my PhD. We had an amazing multidisciplinary research team – a mixture of technology expertise with behavioural and social sciences – and we studied the latest tech and how it was changing and shaped by human interaction. After I finished my PhD, I realised I wanted to work in the tech industry because it is not only shaping our futures, but also the very essence of what it means to be a human being.

## WHAT DO YOU ENJOY MOST ABOUT YOUR WORK?

I enjoy the people the most. I love the fact that I get to work with leaders from various backgrounds and industries. These are people who are passionate about their work and are really aiming to change things, which is super motivating for me. Our team gives me a similar feeling too – my colleagues are smart, hard-working and always up for a laugh. Working with talented and motivated people makes me more focused on always pushing the bar. I also really enjoy working in the area of strategy and culture, carrying out big transformation programmes. It takes a long time to make real change happen, so I love seeing the success stories and achievements when all the work we've put in finally pays off.



### WHAT SHOULD BE SAID OUT LOUD MORE OFTEN?

Something that is not discussed enough (though increasingly it is) is that to make your strategy successful you need a culture that brings it to life. We often say that strategy is about what you want to do and culture is how you do it – having a growth strategy is not enough, you need a growth culture. And more than that, even with a growth culture you need to choose how that growth happens. What should be said more often is that leaders can choose whether they grow their company in an ethical and sustainable way that makes society a better place, or in a way that doesn't put society and people first. You always have a choice; you don't need to just follow the easiest route.

### WHAT DO YOU LIKE TO DO OUTSIDE WORK?

A lot of things! While I admire people who devote themselves to one or two hobbies, I've always been more of a multitasker. I enjoy everything from cross-country skiing to Latin dancing and baking with my kids. Something I love to do all year round is swimming in lakes and the sea – I get excited about swimming in ice water too! Since COVID-19 I've been starting every day with yoga and I've found it very helpful to have a transitional activity like this while working remotely. It's a good way to get ready for the day and make a distinction between work and home life.

### WHAT'S THE BEST WAY TO BE FUTURE RESILIENT?

For me, future resilience is all about the ability to learn and recover quickly from difficulties. The best way to do this is to stay curious towards the world and look for balance. For example, as leaders we want to have teams who are self-directed, but we can forget that we still need to show direction. It's always about the balance between freedom and alignment; our direction helps the team to find theirs. The same holds true outside of work, where it's important to do things you enjoy – don't choose working hard or living your life, find ways to do both. As an organisation, as a leader and as a human being, finding this balance in everything you do is the best way to be future resilient.

**Leaders can choose whether they grow their company in an ethical and sustainable way that makes society a better place, or in a way that doesn't put society and people first. You always have a choice; you don't need to just follow the easiest route.**





# Mustafa

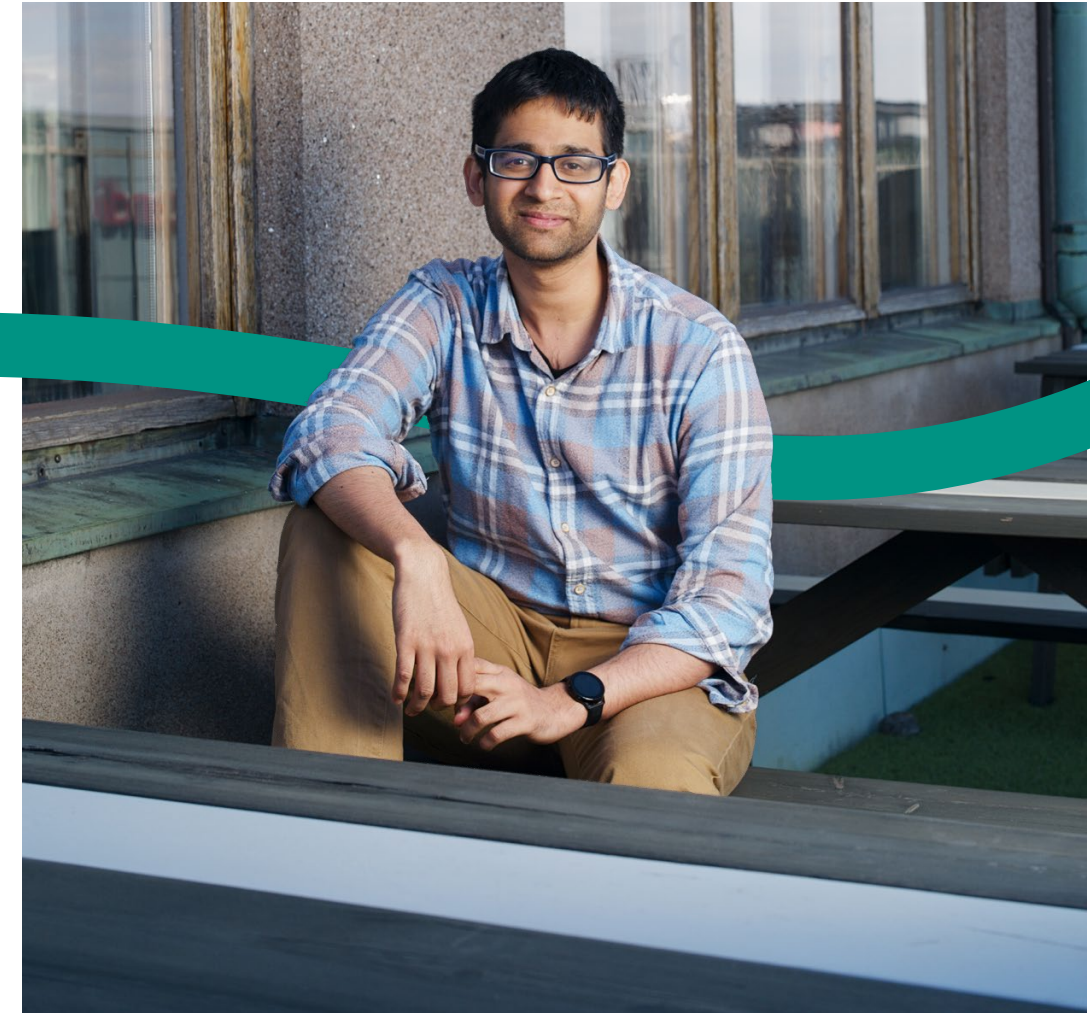
## WHAT DOES YOUR ROLE INVOLVE IN FUTURICE?

I mostly work as a UI/UX designer, working on projects that are very data driven. My work helps companies make better decisions based on data – for example, by creating dashboards that help them manage their customers better. I've been here for four-and-a-half years now, with the last year working remotely due to the pandemic. Although my work suits home working, I do miss the community feel of being in the office – in an ideal world I'd like a bit of both.

## HOW DID YOU FIRST BECOME INTERESTED IN DATA?

Growing up in India, if you're at all academic there's an expectation that you'll become either an engineer or a doctor. My father and elder brother are engineers, so I initially followed in their footsteps for my undergraduate degree, then decided to continue my studies with a master's in graphic design at Aalto University. While I was doing my master's, I became very interested in data and data visualisation because it's a field of design that can have a lot of impact – data can be used to tell stories and create change, both in organisations and individuals.

Mustafa's life has been one of contrast: moving from busy Mumbai to the relative quiet of Helsinki and from the academic rigour of engineering to the more creative discipline of design. When it comes to storytelling, he's a firm believer in letting the data do the talking.





HOW CAN YOU USE DATA TO TELL A STORY?

The first step is curiosity: find a question you want to ask. Then you need to look for relevant data and try to build a story that can answer that question. Start with no preconceived ideas about what you'll find, as data can surprise you – this way you'll avoid confirmation bias through cherry picking datasets that match your ideas. As you get more data, you'll start seeing patterns and hidden structures; some of these may be coincidental, which is when you might need help from domain experts, but as you keep working the story will reveal itself.

WHAT DO YOU ENJOY MOST ABOUT YOUR WORK?

At Futurice we're given a great deal of flexibility to pick and choose the projects we want to work on, which I really enjoy. I also like the wide range of projects we have available to us – because of the size and reputation of Futurice in Finland you get a lot of one-of-a-kind projects with no benchmarks, which are an interesting challenge to work on and a great learning experience.

WHAT'S THE BEST THING ABOUT LIVING IN FINLAND?

I grew up in India and spent a chunk of my adult life in Mumbai, so the best thing for me about Finland is how much space there is – India can be crowded, especially a city like Mumbai. I also really like the people; everyone I've met here has been very friendly, especially at Futurice.

WHAT DO YOU LIKE TO DO OUTSIDE OF WORK?

I play a lot of board games with a group of friends I met at university – pretty much every week we try a new one. Recently we've been enjoying co-op games like Arkham Horror and Horrified, as well as more competitive ones like Villainous. I also enjoy reading, especially about statistics and things like that.

IF YOU COULD CHANGE ONE THING ABOUT THE WORLD, WHAT WOULD IT BE?

I'd have more rationality and objectivity! So many political decisions are taken on the basis of how someone can please their voters rather than on objective data and facts. Politicians often make emotionally driven statements that are not challenged – I'd like to see people questioning the powers that be a bit more. Data always makes you think more objectively, helping you to put your emotions aside and think things through rationally.

PROFILE

Current location	Helsinki, Finland	Hometown	Bhopal, India
Favourite animal	Polar bear	Call or text	
Recommended reading	Factfulness by Hans Rosling, Thinking, Fast and Slow by Daniel Kahneman	Going out or staying in	
		Coffee or tea	Neither :)

# Stockholm

In the heart of Stockholm, one of the city's most exciting and always developing areas, close to the public transport hub of T-Centralen, you'll find our modern offices with beautiful turn-of-the-century details in Art Nouveau style. This is where modern technology meets the history of an old gasworks from 1906, and we deliver magic to our clients in the beautiful embrace of natural light flowing in from our large barred windows.



Our new office is where our culture grows stronger together, where people meet and where new ideas are born. If you want, you can go outside and play padel on the padel course. Or why not take a walking meeting beside the water, Karlbergskanalen.

I would say that we are a happy, caring team looking after each other. And don't be surprised if you hear a variety of languages at the office – our people speak a total of 18 different languages.

**CECILIA, HEAD OF OPERATIONS AND STRATEGY**





# Antti

Antti is a Software Developer who is big on community, both inside and outside work. He appreciates a challenge, whether that's scaling a climbing wall or figuring out a new project, and he's always ready for a good (bad) joke.

## WHAT DOES YOUR ROLE INVOLVE AT FUTURICE?

I'm a tech lead, which means I primarily work with a single client account, keeping on top of multiple ongoing projects. By keeping the big picture clear in my head, I guard the brain space of other developers so they can focus on their work. Alongside communicating with the client and my team, I spend the majority of my working hours doing development work, as well as figuring out what needs to happen in terms of future technical development. Overall it's a tech role, but there's a lot of communication involved too!

## WHAT DO YOU ENJOY MOST ABOUT YOUR WORK?

Every day I do something new that I don't know how to do when I start. It's rewarding figuring things out – my job isn't to know things, it's to not get overwhelmed when faced with things I don't know! I also really like that we don't just build websites and hand them over for someone else to run, we have long-term ownership of our work and can see how users react to it. And that's just the work side – it's just as important that I have a great connection with my colleagues and clients and can be who I really am rather than having a work persona. It's fun to work with people you genuinely enjoy spending time with.





## WHAT INSPIRES YOU?

This is a tough question! In terms of tech and my day-to-day work, the transition to cloud computing has inspired me a lot. I like the fact that as an industry we're working with new things in a new way. In more general terms I'm inspired by humour. I've been binge watching the US version of The Office and it's fun when daily interactions involve inside jokes, both good and bad! I'm also inspired by people who are passionate about something – when someone is enthusiastic it's contagious, even if the thing they're into isn't familiar to me. The Finnish scenery and weather inspires me too – it's so nice to go outside and enjoy the fresh air whether it's snowing in the Winter or shining in the Summer.

## HOW DO YOU GET INVOLVED IN YOUR LOCAL COMMUNITY?

Previously I was active in the local developer meet-up scene, but that went on hold during COVID and hasn't started again yet. At work we have a great active community, with lots of communication happening outside of working hours and work topics. Several former colleagues are still active as well. This was especially valuable during the most isolated times of COVID and full remote working, when e.g. virtual afterworks were arranged to bring people together. One community that's especially valuable to me

is Koodiklinikka (Code Clinic) – an open Finnish Slack space for anyone working with coding or development in general, where you can see how other people are doing, catch up with professional content and get help with problems.

## WHAT'S THE BEST THING ABOUT TAMPERE?

I really enjoy rock climbing and go climbing regularly with friends and colleagues in Tampere. My brother and sister both climb too, so we share videos and pictures of our achievements, which is fun. Tampere is located between two large lakes and there are lots of opportunities for spending time outside and enjoying the views – I recommend that to everyone! Tampere is also a very stable and safe place to live, which is something I try not to take for granted because there are many places in the world that aren't.

# PROFILE

### Current location

Tampere, Finland

### Sweet or salty

### Guilty pleasure

Croissants, lots of them 🥐🥐🥐

### Long overdue technology/innovation

A robot that would shop for groceries and cook them for me would be nice

### Hometown

Hyvinkää, but Tampere for the past 10 years

### Recommended reading

Moomin books by Tove Jansson, Hitch-hiker's guide to the galaxy

### Camping or hotel

Camping unless it's too hot or cold or windy or rainy or...

### Tea or coffee

Coffee any day



# Bence

Bence graduated with a double design degree from Budapest and Schwäbisch-Gmünd and moved from Futurice Munich to the Stuttgart office to contribute to the new office culture and boost his learning curve!

## PROFILE

### Current location

Stuttgart, Germany

### Inspired by

Exploring new places and people

### Sweet or salty

### Night owl or early riser

Night owl definitely 😊

### Hometown

A little village near Budapest

### Recommended reading

Victor Papanek - Design for the Real World

### Mountains or beach

Favourite accessory My bike

### **WHO DID YOU WANT TO BECOME WHEN YOU WERE YOUNGER?**

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Ever since I was a kid, I wanted to become a car designer. It used to be so simple: I like drawing and cars – why not become a car designer? I studied industrial design and specialized in exterior and transportation design until I suddenly had doubts. I realized that design is much broader and I wanted to be on the digital side of things. By becoming a designer at Futurice, I turned my long-time passion into something that also reflects my intentions as who I am today: reach people and make an impact on humanity.

### **ARE YOU THAT PERSON NOW?**

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I am a designer, but not a car designer. The transformation to the digital side of things has shifted my perspective towards a more diverse and inclusive one. At Futurice, I have the opportunity to widen my horizon as project work allows me to jump on different tasks requiring different skills. This is why I have learned so much within the short amount of time since I started at Futurice. Especially seeing how my colleagues handle their work has taught me a lot.

### **IS YOUR JOB WHAT YOU WOULD HAVE EXPECTED WHEN STILL AT UNIVERSITY?**

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I already had some professional experience when I graduated. However, I was afraid of fully committing to a job at such an early stage. Where I am from, people stick with one position for most of their lives. So I felt my first job was an important decision I didn't want to rush into. I remembered a uni workshop where I met one of the IoT Kit creators from Futurice. Really fun guy! Later, I understood how lucky I was to set a foot into Futurice, where there was a lot more for me to come. I started a full-time position and would have never expected to be able to learn that much in such a short time.

### **WHAT MOTIVATED YOU TO MOVE FROM FUTURICE MUNICH TO OUR NEW OFFICE IN STUTTGART?**

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I was curious to see how it feels to help build up a new site. I'm at a point in my life where a well-established office is not yet important. What mattered to me was the opportunity to try new things and make an impact. By default, I like to push myself out of my comfort zone. The new office

felt like one of those opportunities on the edge of my comfort zone. I learned a lot about company culture in Munich – simple things, such as an open feedback culture. And here I am now, doing my part to build up that kind of office culture in Stuttgart and contribute to a new community.

### **WHAT ARE THE BIGGEST DIFFERENCES BETWEEN THE FUTU OFFICES?**

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The volume of the projects is different. As we are newly starting with most clients, our projects in Stuttgart are rather short-term so far. Besides, I see Futurice as the unicorn in the area due to the diversity in the team. It is hard to find this many international, diverse and talented people elsewhere in this area. Regarding our office culture, everyone is new, so everyone is equally committed to investing time to get to know each other, the

office and the off-site area. The smaller the office, the easier to create cosy family vibes. To me, the new Stuttgart office is a great opportunity – both in terms of business and personal growth.

### **WHAT'S STILL TO COME? WHAT ARE YOUR DREAMS?**

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I feel good where I am and I want to keep the positive spirit about where I am headed – individually and on a team level. I am open towards the future and excited to gain more confidence and experience as a Junior Designer – finding the balance between my skills, goals and real-life limitations while keeping my eyes open for learning opportunities. Cars will always be a hot topic for me, but I want to go more towards future-proof mobility services as a whole. With my work, I want to positively impact people's everyday lives.



# Ayça



## Six things I've learned during my service design career

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Ayça is a Service Design Lead based at Futurice's Stockholm office. She enjoys being exposed to different industries where she can create new solutions and access opportunities to learn things that she wouldn't otherwise be able to.

### 1. THE BEST WAY TO LEARN

I love learning all kinds of new skills – languages, musical instruments and improv theatre are just a few examples. Learning from experts through classes or workshops is a great way to do this, and I'm always open to finding new ways to learn as well. For me, the most important thing is to get my hands dirty and try something for myself so that the new skill really sticks.

### 2. SERVICE DESIGN SKILLS CAN HELP IN EVERYDAY LIFE

The holistic nature of service design allows me to see the bigger picture and avoid having tunnel vision. As I'm working with humans and trying to understand them, this helps me to have empathy for the people in my personal life and to appreciate why they do the things they do. As a result of this, I feel like I have a better understanding of certain events and situations.

### 3. HOW TO KEEP CLIENTS HAPPY

For me it's super important to listen carefully and to have open, honest and clear communication right from the beginning. We're building something together as a team, so regularly checking in can help keep us on track. Some things I've adapted from improv theatre into my work are to always make your partner shine and to take a "yes, and" attitude. These tools can be great ice breakers and create a positive feeling in project teams.

### 4. BOTH WORK AND STUDY CAN HELP WITH LEARNING

Personally, I wouldn't pick one over the other – in fact, they both complement each other. For example, you can get to know the foundation of your subject at university, but at work you add to that with more regular exposure to soft skills like crisis management, team building and self-sufficiency. I've also studied and taught at a school called Hyper Island, which blends formal learning with real-life briefs and clients, so you get the benefits of both worlds.

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## PROFILE

**Current location** Stockholm, Sweden

**Favourite accessory** Necklaces

**If you had to pick your degree/ studies again**

Medicine

Classic or modern

**Hometown** Ankara, Turkey

**Recommended reading**

1Q84 by Murakami

Spending or saving

**Sand or snow**

Snow any day!

### 5. I LOVE WORKING WITH OTHERS

I enjoy having some me time at work as well, but there's something special about getting creative as a team, having discussions and building on each other's ideas. To do an amazing job we need psychologically safe spaces – we need to feel able to be vulnerable and we need to have that trust so that we can laugh together, learn together and succeed together.

### 6. LSC IS EXTREMELY VALUABLE

[Lean Service Creation](#) is Futurice's own concept, and as an LSC ambassador I've been teaching it to clients and working with the tools in my own projects. LSC is a structured way of creating digital services, with its core principles grounded in Lean Startup, Agile Methods and Design Thinking. LSC canvases are open source, so anyone can use them, and I love how you can pick and choose the ones you want to use. They really come in useful throughout a project – and our clients love them too!

# Tuomas

As a product development all-rounder, Tuomas likes to build bridges between business, technology and design. Co-founding a start-up just before joining Futurice, Tuomas learned about the importance of a good team and how to juggle ideation, sales, team building and other responsibilities without losing sight of himself and his goals.

## **BEFORE JOINING FUTURICE, YOU CO-FOUNDED AND BUILT YOUR OWN COMPANY. WHAT HAVE YOU LEARNED FROM THAT JOURNEY?**

I feel that building something from scratch is the best way to learn how to successfully work in a team and actually bring value to the market. I learned that sometimes you have to be incredibly creative to fix problems and constantly find new ways around tricky situations. It was an enormous learning experience, but also a crazy amount of

work. After three years, and having reached a decent amount of success in Finland, we sold the company – definitely also a learning in itself.

## **YOU STUDIED MARKETING IN YOUR HOME COUNTRY FINLAND. HOW ARE YOU USING YOUR MARKETING BACKGROUND IN YOUR ROLE AS BUSINESS DESIGNER?**

I majored in marketing and worked in a digital marketing agency afterwards, so I learned a lot about performance marketing and running

campaigns on modern platforms. The biggest takeaway for my current role was the understanding that at the end of the day, you need customers who pay for your product. Lots of beautiful products and platforms end up commercial failures because they don't pay enough attention to the revenue side of things.

## **WHAT DO YOU MISS ABOUT THE FINNISH WAY OF LIFE?**

I definitely miss saunas! And I miss nature in Finland, even though the west of Berlin is also very green. Rent is of course much cheaper here compared to Helsinki. Thinking about working culture, the Finnish and the German ones are pretty similar, especially regarding the humbleness and the attention that is put into detail.

## **WHAT CAN FUTURICE GERMANY LEARN FROM THE FINNISH MOTHERSHIP?**

You can never have enough of what I'd call the Tampere vibe! For years, Futuriceans from Tampere have been amazing at creating this mythical, goofy, feel-good atmosphere and crazy stunts. Even though the pandemic has made these kinds of things more difficult, I'd love to nurture that special spirit also at Futurice Germany. Let's remember not to take ourselves too seriously.

## **WHAT MAKES YOUR WORK DAY AN EXCITING ONE?**

I get the biggest kick out of working in a great team. Great team members help each other out without even being asked to – they intuitively know when someone needs support. What frequently makes my day is the appreciative and supportive team environment at Futurice. Big client workshops can also be really satisfying; to get stuff that otherwise might have taken months of corporate back and forth done in a single full-day collaborative session.

## **WHAT DOES A GREAT TEAM LOOK LIKE TO YOU?**

The three things that come to mind are support, appreciation and psychological safety. Everyone supporting each other tends to create both wellbeing and effectiveness. Appreciation – sharing and rewarding each other's great work – is key in keeping everyone motivated. And finally, a great team is able to have difficult conversations that require a feeling of safety. I'm a diplomat by nature, so I like to find ways to establish peace and harmony, but I also know that conflicts are a necessary part of any creative effort.



WHAT CLIENT CHALLENGE ARE  
YOU BURNING TO SOLVE?

Last year, we had the opportunity to take part in Olympia, a really cool project on grassroots decision-making and democracy. The idea was to gather people in a physical space, create a platform to enable them vote right there and have an immediate impact. We created a website and were planning to roll out the whole event and live voting, but the event couldn't take place because of the pandemic. Generally speaking, I really enjoy non-profit work and engaging in projects with real social impact.

YOU ARE VERY ENGAGED AS A  
SPEAKER AND FACILITATOR. WHICH  
TOPICS DO YOU TRULY CARE FOR?

I do most of my speaking on Business Design, which is currently my professional niche. Playing around with business models is so much fun – you get to be both creative and analytical. I'm interested in all three of our core industries at Futurice Germany: mobility, energy and health. There's so much potential for innovation in all of them. And as I said, regardless of industry, I'd love to do more work that has a direct social or environmental impact.



PROFILE

Current location

Berlin, Germany

Hometown

Espoo, Finland

Recommended  
reading

Exhalation: Stories by Ted Chiang. A collection of thought provoking futuristic short stories. Like less dystopian and depressing Black Mirror episodes. And like a fictional companion piece to Homo Deus (which is also a must-read).

Inspired by

David Whyte: a poet and philosopher with the most wonderful, soothing voice.

Tea or coffee

Coffee  
coffee  
coffee.

If you had to pick a degree/  
studies again

Film school. Or Design.

Guilty pleasure

Random YouTube videos. Recently e.g. Ozz/Man :)

Phone Call or Text

AND WHAT REALLY GETS YOU  
GOING IN YOUR FREE TIME?

Before the pandemic I spent basically all my money on concert tickets (mostly rock and heavy metal) but I also love sports and nature. In my free time, I go running, cycling, and climbing a lot. In 2016 my girlfriend and I planned a 3000 km cycling trip from Finland to France. We ended up only doing half of that, and the other half with trains, but it was still an amazing experience!

IF YOU COULD BE A SUPERHERO, WHICH  
SUPERPOWERS WOULD YOU CHOOSE?

I'd go for two less superheroic, but very practical skills. First, to be a virtuoso musician – I have two guitars but they're just gathering dust in our living room. Second, I'd like a Matrix-style USB stick to download languages straight into my brain. This would considerably improve my life in Germany, my fluency with my French wife's family, and our prospective honeymoon in Argentina.

# Johan

Johan has a knack for translating high-level business problems into technical opportunities – a skill that he believes is all about assembling the right team, being resilient and always learning from his experiences. His natural curiosity and refusal to fear failure helps him to find the hidden opportunities in any situation he encounters.

## WHAT DID YOU DO BEFORE WORKING AT FUTURICE?

Everything I've worked on has had the internet at its core – I've been a consultant for 20 years, but I have also worked as a developer, solution architect, tech lead and product owner in various industries and countries. I also once co-founded my own company, which I ran for a few years. It was a good experience and it taught me a lot – for example, that it's not enough to have a kick-ass tech product and idea, you also need momentum in sales and other areas of expertise. The best results always come from a team effort where everyone pools their skills, ideas and perspectives together.

## HOW DO YOU TURN A PROBLEM INTO AN OPPORTUNITY?

Depending on the size of the challenge, firstly I think about how to tackle it and who to collaborate with. When you gather the right team at an early stage, including tech people, engineers and stakeholders, it's much easier to find the right path forward. Once you find the right people, the opportunities are generally quick to present themselves.

## PROFILE

Current location

Stockholm, Sweden

Hometown

Stockholm, Sweden

Favourite accessory

Glasses

Long overdue innovation

Kick-ass innovation in renewable energy sources

If you had to pick a degree/  
studies again

Architecture or helicopter pilot

Guilty pleasure

All kinds of cheese

Facts or fiction

Bike or hike

Love both!!



**WHAT'S THE BIGGEST  
OPPORTUNITY BUSINESSES ARE  
MISSING AT THE MOMENT?**

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This is a difficult question! Now we're a year and a half into the pandemic, I'd say it's to embrace the new normal. I hope that many businesses take the opportunity to evolve new ways of working and find opportunities based on the new situation we're all living through.

**WHAT INSPIRES YOU?**

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Both on a personal level and in business, I get really enthusiastic when talking to people about everything from their subculture to what they do for a living. I enjoy conversations with individuals who have a completely different perspective to me just as much as I like talking to like-minded people – the common thread is that they're passionate about their interests. I see myself as a generalist as I'm inspired by a whole range of things in a lot of different fields.

**WHAT'S THE BEST WAY TO  
BE FUTURE RESILIENT?**

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I believe the best way is to be continuously interested in things, to learn and improve over time – and have fun while you're doing it! Then you'll be happy and the team around you will be too. It's

also important to embrace failure – fail fast and move forward, bringing the learning with you.

**HOW DO YOU COPE WHEN  
TIMES ARE TOUGH?**

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I try to clear my mind by doing exercise and prioritising time with my friends and family. I also get out into nature to get some headspace, perhaps to a summer cottage in the Swedish archipelago. The Nordic way of life is great for getting away from it all, but it's important to involve other people when things are difficult. Building a team is important in life as well as at work – don't be a one-man island!

**HOW DO YOU DEAL WITH CHANGE?**

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I believe in accepting change – it is what it is and fighting it will only make your life harder. Instead, be practical, find a pragmatic way forward, adapt and make the best of it. Even the changes that are hardest to accept will often lead to new and interesting opportunities.



**WHAT'S THE BEST THING ABOUT  
WORKING AT FUTURICE?**

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Definitely the people and the culture. Both here in Stockholm and at our other offices you see like-minded people sharing a lot, and it's always a diverse crowd. There are a lot of nationalities in the Stockholm office and even the locals share an international mindset. Our office is rather small, but we have a lot of cross-site collaboration which I love, as well as a really organic way of knowledge-sharing between sites.

**IF YOU COULD GIVE BUSINESSES ONE  
BIT OF ADVICE, WHAT WOULD IT BE?**

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Resilience is important, especially in the tech business, so embrace your failures, learn from mistakes and use the experience to build confidence across the organisation.

**YOU'RE ON A DAYTRIP TO  
2121. WHAT WOULD YOU ASK  
A FUTURE FUTURICEAN?**

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Are you having fun? I'd have many, many questions after that, but let's start there. Hopefully the answer is yes, or we're in trouble!



# Munich

Our Munich office moved into its current space in 2016. It's a beautiful location in the greenery of the historical Isar Werkstätten, right next to an Isar stream and natural pool. The office hosts 55+ Futuriceans and remains true to its location. The old brick industrial building extends over three floors and has everything you need for a varied working day: besides numerous meeting rooms – named after the most beautiful places in Munich – there is a large cafeteria, a garden and a BBQ terrace. And let's not forget the bicycle cellar, where you can also find some surfboards to try your luck at the Eisbach wave during lunch break.



I really appreciate the open-minded and friendly atmosphere at the Munich Office. Of course, as an Office Manager, there is always a lot to do but any work is easy with so many caring and supportive colleagues around you.

**ANNE, OUR OFFICE FAIRY**



# Lisha

Through her wide range of work and study experiences in various cultures, including four years at Futurice Helsinki, Lisha has always gained a lot from the people around her. She shares some highlights of her career so far.

## HOW DID YOU LEARN UI/UX DESIGN?

After my art studies at university I had the opportunity to do an internship with Bosch in Germany. I was there for a year overall, part of which was working towards a pre-master's programme. I learned a lot, and when I finished I was considering where to continue my design studies. Finland was the best option because of the quality of the design school and the free tuition. I had expected to return to Germany after I graduated, but I fell in love with Finland so I stayed here instead!

## HOW DID YOU END UP AT FUTURICE?

While I was trying to find my first job in Helsinki I landed a traineeship in the USA instead, but as that was ending I was offered an interview with Futurice. It went well and they took



me on for the summer. I really enjoyed my time here and fortunately my work was appreciated by my colleagues, so I was invited to stay – and now I've been here for four years!

## WHAT HAVE YOU GAINED FROM WORKING HERE?

At Futurice, I make my own decisions and I'm responsible for my personal growth and direction – with help and support, of course. This level of independence was weird at first, but when you get used to it you feel empowered to make the best choices for yourself.

## PROFILE

**Current location** Helsinki, Finland

**Hometown** Guangzhou, China

**Favourite app** Headspace

**Hike or bike**

**Idealist or realist**

**Driving force(s)** Curiosity, empathy, self-reflection

**Jeans or sweatpants**



### WHAT DO YOU ENJOY MOST ABOUT YOUR WORK?

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I really enjoy the people and the culture. Working for lots of different clients, I can see how company culture impacts the way people work, and the people at Futurice are super supportive and caring – any time I need help or ask a question someone always answers. The company also helps us reflect on how we're doing and how we can develop our careers and grow professionally. For instance, my supervisor finds me mentors here who can help with the skills I want to work on. Because Futurice has so many offices around Europe I've also been able to travel and work in London, Berlin and Munich, which is a really nice way to experience other cultures.

### WHAT ARE YOUR SECRET SUPERPOWERS AT WORK?

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I think my secret superpowers are curiosity and reflection – I'm always considering how to advance the user's experience and learn more to build my core design skills in areas like accessibility and illustration. My ability to reflect helps me to look back at what I've done and use it to inform what I want to do in the future. It also drives me to seek out feedback, which is key to always improving my work.

### WHAT'S YOUR BIGGEST DREAM?

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I could have already answered this 10 years ago, when I realised there were three dreams I wanted to fulfil in my life; I wanted to travel the world, which is something I've done but would like to do more of, I wanted to meet a nice guy (I decided this just before meeting my amazing husband!) and I wanted to be a really good designer. I feel that I'm well on my way to achieving all three!

### WHAT INSPIRES YOU IN LIFE?

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People. When working with different people I always try to mirror their strengths and adopt them as my own. So if a colleague is really good with visual details for example, I'm inspired to improve this aspect of my work. This is also true in my home life: it inspires me to see how my husband is so chilled in stressful situations!

### IT'S 2121. WHAT DO YOU WANT TO TELL FUTURE FUTURICEANS?

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While tech has changed over the years, humans haven't changed all that much – we still have emotions and form an emotional connection with our products. My advice would be to always seek to understand the human user, as this can help us make the best products – don't just lean on the capabilities of the technology.





# Juha-Matti

Juha-Matti (or Juhis, as most people call him) organises events, gives talks and publishes newsletters to help developers learn new stuff and have fun while getting to know each other. He fell into this role by accident, both at Futurice and within his local community, but it turned out to be just perfect for him and he's learned a lot along the way.

## 1. STAYING UP TO DATE IS IMPORTANT

My roles at work and within the local developer community require me to have my finger on the pulse. It's important that I understand what people are into and what's trending, and that I'm able to answer questions about these things when asked. I also need to make sure that we keep on organising activities that are relevant for our community. At Futurice, I work closely with recruitment and marketing to figure out how we can optimise our developer recruitment. This involves some proactive planning and execution, as well as reactively keeping track of what's happening in the industry.

## 2. PASSION IS THE KEY TO ENGAGEMENT

In my time organising communities, I've learned so much about all kinds of topics from the people around me. We all have something that we're curious or passionate about, but that doesn't always come out in the day-to-day – for instance, I love talking about sports with other people in the developer community who share my passion for them. I've learned that once you get people talking about the thing that really inspires them, that's when you see them at their best.

## Five things I've learned about tech communities

### 3. EVERY COMMUNITY IS DIFFERENT

One great thing about communities is that they change all the time – there are never two communities, or even two years, that are the same as each other – 2020 was an especially interesting year for example! Because every community is unique, finding the right way to support them is the most challenging part. You can't take a blueprint and simply copy it – if you want a community to succeed you need to experiment, try things out and see what resonates with the people in that community.

### 4. EVERYONE IS HUMAN

When we're busy managing projects, thinking about deadlines or focusing on professional things at work, it's sometimes easy to forget that the people on the other side are just regular human beings like you and me, with feelings and needs and aspirations. Keeping this in mind is super empowering, and it's the key to making any community really lively and successful. This is one thing that makes the Futurice community so amazing – we have some incredible people with diverse backgrounds and interests, and it's fantastic that we're encouraged to be ourselves and not just our job titles.



## 5. MOMENTUM IS EVERYTHING

While making my own website I've found that it's really important to keep the momentum going. I write a blog about tech, community and my life experiences that I publish every Wednesday. Even though this is an ambitious schedule to stick to, the momentum helps me make more things happen. On the flipside, the longer you go without doing something, the harder it is to progress. I've noticed the same at work too – keeping things flowing makes it easier to come up with ideas and create new things, whether that's blog posts, events or ways to interact with the community.

## PROFILE

**Current location** Helsinki, Finland

**Inspired by**  
Learning in public

**Super Mario or Tetris**

**Reading or dancing**

**Hometown** Paimio, Finland

**Top bookmarks**  
Forgotten articles I once thought I'd return to and finish reading

**Shower or tub**



# Kajsa



Kajsa is a front-end UI developer and designer, a position that makes good use of her logical brain and strong visual skills. She believes in balancing hard work with creativity, and she always finds time to get active or enjoy good food in good company.

## WHAT DOES YOUR ROLE INVOLVE?

It's a lot about using my brain: primarily I write code, which mostly includes a lot of planning, thinking, trying things out, communicating, and then thinking some more. I also advocate for accessibility, which is seriously lacking in our digital world. The web evolved without accessibility in mind, so it's quite broken and it's about time we fixed it. We need to own that responsibility; everyone will benefit from the result – if not today, then at some point in our lives. Guaranteed.

## DO YOU HAVE ANY ROUTINES AT WORK?

I usually make a plan for my day, then get an hour's work done before we have our 9:00 am daily with the team. Starting early works well for me because I'm a morning person – it also gives me the flexibility to break up the day with a walk or a run. After the daily we usually pair program, which I highly recommend both for code quality and for learning and efficiency.

## WHAT'S A TYPICAL WORKDAY LUNCH?

I live outside the city, so I make my own lunches. I was a cook when I was younger, so I know my way around a kitchen and it's much healthier to make your own food. I usually make a

wrap or salad using whatever I have at home – yesterday's lunch was a delicious wrap made with roast potatoes, cheese, roasted nuts, beans, onion, pepper, carrot and sriracha.

## WHAT ARE YOUR FAVOURITE TOOLS?

I always have a pen and paper; I'm a list person, and I draw and make sketchnotes as well – I'm quite visual. On the computer I use Visual Studio Code, iTerm, Chrome, Sketch and Illustrator on a daily basis. I also use Slack, and I'd say Spotify is a tool as well – I like to listen to instrumental music when I'm working as it helps me to focus.

## WHAT MAKES YOU PRODUCTIVE?

Having my lists, knowing what I need to do and not multitasking. Having a flexible schedule is also helpful for productivity, as is having good people around me, even if we're all remote at the moment. Not being interrupted really helps too – I enjoy that about remote work as it can be much harder to find that focus when we're all together. That said, I love being at the office because we socialise a lot and the community aspect is great – it just makes it hard to tear myself away when I need to concentrate!



HOW DO YOU RELAX AFTER WORK?

Every other week I play board games or a video game with my son. Otherwise I might pour a glass of wine and either draw or paint. I have a fascination for birds, cities and women, so I usually incorporate them together with some text in my pictures. My paintings tend to be big and messy, very vibrant, with lots of colours and a mix of abstract and concrete elements.

WHAT SHOULD PEOPLE KEEP  
IN MIND IN THIS FIELD?

The importance of a good work-life balance. Lots of people in this business don't think about it because we're all so passionate about what we do, but it's very important. Futurice is like a smorgasbord with lots of projects to pick from and enjoy, but that can be dangerous if you don't have the ability to limit yourself – we could be having fun at work 24 hours a day! We take care of each other and we have the freedom to jump on anything that interests us, but the flipside is we have to make sure we don't take on too much. Luckily, Futurice really supports us to find a healthy balance.

PROFILE

Current location	Stockholm, Sweden	Hometown	Gotland, Sweden
Inspired by	Nature	Idealist or realist	
Favourite artist	Too many to pick one but OK, Sophie Zelmani	Cocktails or beers	Wine
Long overdue technology/innovation	self recharging batteries	If you had to pick a degree/studies again	fine art or psychology
Poetry or science		Sand or snow	





# Tampere

The Tampere office aka Tammerforce is located in the heart of Tampere in the beautiful Tampella area. The 2009 established Tampere office is known for it's warm and laid-back atmosphere and pinch of craziness in everything the 90+ talents set their minds into. The community spirit is strong with this one, and the list of hobby clubs is lengthy. The office is also spot-on for various different meet-ups, events etc. with awesome views towards historic scenes of Tampere. Tammerforce claims to be the culture capital of Futurice.



Tammerforce office is located right under the legendary Tampella sign in Tampella's old industrial building next to Tammerkoski rapid. What a great location it is!

If anything we call Tammerforce a community of people who love to work together but also enjoy their freetime together in the form of events, hobbies and various sports.

At Futurice and in the eyes of our clients we're known for our friendly hands-on attitude and getting things done no matter how hairy the problem is. If you happen to be near our office, please come and say Hi!

**OSMO, TAMPERE SITE HEAD**



# Suvi

## Five things that have inspired me as a designer

### 1. PEOPLE I'VE WORKED WITH

I'm an observer, so I often learn by watching people I admire. I don't imitate them, but it feels natural to see how they do things and adapt this into my own work. I've had two supervisors in my career from whom I've learned a lot – one of them taught me how to work collaboratively alongside clients and the other showed me how to convince stakeholders about why users should be heard and why service design matters. Both of them also believed in me when I was a little hesitant myself, encouraging me to go further in my work and take on more leadership, which is so crucial for learning.

### 2. THE SCARY MOMENTS

New opportunities can be big career turning points, but they can also be a bit scary sometimes. In my first seven or eight years in this field I was learning constantly, but at some point I needed something new. Even though the idea of change felt intimidating, I knew I could handle it, and embracing opportunities – including joining Future – has always led me forwards in my career. While taking on new roles and responsibilities can be challenging and frightening, those are also the moments that help you achieve the most.

As a senior strategic designer with several years of experience, Suvi is driven by the idea of creating a better work experience for future generations. Through her own diverse career journey, she's found inspiration in all kinds of places.

### 3. LEARNING FROM OTHER CULTURES

I used to travel a lot for work, doing customer research in the USA and China. Nowadays I prefer to stay at home with my family, but working in other cultures and countries taught me a lot about design and the relevance of context, and I don't think it's really possible to fully understand these things without seeing different places. For example, I once visited several paper mills in China for a previous job. Being in those places, meeting the people there and understanding the context of use taught me things that no one could have ever explained to me, and it has had a lasting effect on how I do design.

### 4. THE LITTLE DECISIONS

I wanted to be a teacher when I was in high school, but I changed my mind at the last moment and applied to study economics. When I didn't get accepted, I ended up at Tampere University of Technology, and the rest is history! This is an example of how my intuitive decisions have combined with things I couldn't control to guide my career. The little decisions have probably ended up more important than the big ones overall, for instance choosing a project that didn't seem like fun but offered some new things to learn. I've often put very little thought into the decisions that have had the biggest impact on where I am today, because their importance only became clear at a later date.



# PROFILE

**Current location** Tampere, Finland

**Hometown** Tampere, Finland

**Inspired by** Kindness

**Facts or fiction**

**Long overdue technology/innovation**  
everything that saves lives

**Spending or saving**  
First saving then spending

**Reading or dancing**  
Definitely dancing 🧑🏻💃 🧑🏻💃

**Recommended reading**  
Detective mysteries

## 5: TEACHING OTHERS

I've recently been teaching service design and design thinking at a university, with adult students from other professions and backgrounds. Talking with them and answering their questions has been a beneficial experience for me, as their varied perspectives challenge me to refine my understanding of the subject that I'm an expert in. This has made my thinking clearer and developed me as a professional. It's also been really inspiring to finally have the opportunity to teach, 20 years after I first dreamed of doing it!



# Six things I've learned from living and working in different countries

## PROFILE

Current location	Stockholm, Sweden	Hometown	Born in Salvador, Bahia, Brazil and raised in Brasilia, Federal District, Brazil
Inspired by	Amazing people	Recommended reading	The Agile Manifesto
Favorite accessory	Earrings	Reading or <u>dancing</u>	
If you had to pick a degree/studies again	Psychology or Economics	Novel or <u>newspapers</u>	

Tech advisor Caique has lived in three countries including his native Brazil, and he's also done a fair amount of travelling – one year he visited 43 European cities! Now that he's settled in Stockholm with his wife and puppy, he has time to reflect on all he's learned.



# Caique

## 1. LIVING ABROAD IS LIFE CHANGING

I've learned so much by moving around – getting out of your comfort zone is a great way to understand different perspectives and discover what's meaningful to you. When I left my home city for an exchange year in Budapest aged 23 it was the first international trip for anyone in my family. I learned so much in that year abroad that I became a completely different person, and I was motivated to seek more opportunities – which is how I ended up randomly moving to the same city as the woman who would later become my wife, a fellow Brazilian who I'd met while in Hungary!



## 2. EVERYONE IS DIFFERENT

Meeting lots of people from around the world has made me realise that our local culture and the collection of experiences we have through our lives make us unique as individuals. This is something I love about meeting people from different places – you can learn a lot from their experiences.

## 3. PEOPLE ARE ALSO THE SAME IN MANY WAYS!

Although everyone is unique, there are also lots of things that unite us and you can find like-minded people wherever you go. For example, when chatting with my university friends from Germany and Hungary about our younger years, we found that although we grew up in very different environments we also had a lot in common, especially things we enjoyed like playing football.

## 4. UNDERSTANDING OTHERS' PERSPECTIVES IS IMPORTANT

Knowing that what is true for me might not be true for others with different life experiences enabled me to approach my exchange in Budapest with an open heart and mind. Being prepared to jump into new experiences with both feet while paying attention and listening carefully to others has also made me a better consultant, as understanding that everyone brings their own experiences and perspectives tends to improve the cooperation. Diversity is a great source of creativity and learning, and meeting so many different clients has really deepened my understanding of my work.

## 5. I LEARN THE MOST FROM OTHER PEOPLE

Things move so fast in tech that it's essential for us to constantly reinvent ourselves – as soon as you learn one thing, you're already behind on three others! You have to literally learn how to learn, and the best way for me to do this is to gain as much knowledge as I can from other people. Books and courses are great, but people can give you their own personal impressions, which are affected by their unique experiences. In particular I've learned a lot from clients and their industries – for example, I can talk about topics like marketing, finance, public health and airlines because I had the opportunity to work with software in these sectors.

## 6. ADAPTING TO THE LOCAL CULTURE IS AN IMPORTANT PART OF LIVING IN A NEW COUNTRY

I've observed many cultural and social differences between my team members from different countries, who often have different values and attitudes towards work. When I first came to Sweden, summer was never a big deal for me – we can take the sun for granted in Brazil. But when everyone took time off in July in my first summer here, I wondered what I was missing. Then the winter arrived, and suddenly I realised why going on vacation in the summer is so important, and the huge part that the seasons play in people's lives here. I've adapted since those days, and now I couldn't imagine not taking my holidays in July!



# Stuttgart

The Stuttgart office has just opened and is celebrated for its vintage charm and minimalist and sustainable design. Initially, with only a few colleagues, the Stuttgart office has a lot of potential to grow quickly and is already known as Unicorn in the Stuttgart area due to its diversity and internationality. As a small team, the Stuttgart team quickly grew together to develop their own unique office culture. Besides table tennis tournaments, they take the chance to settle in together as a team – off and on-site.



Our new office sitting halfway up the hill over Stuttgart city valley is light and heavy in the right proportions. Its stable historic foundation, wall ceilings and floors provide a solid presence you can subtly feel.

At the same time with the energizing colours from our Futurice corporate identity, a creative lightness surrounds you. We made a point of furnishing with reused, recycled and repaired impact pieces – consciously working on keeping our environmental impact low.

Our multidisciplinary teams from various corners of this world love the atmosphere that caters to concentration and co-creation alike. Drop by when you are near.

**EMILE STOVERINCK, DIRECTOR STUTTGART**



## community

We are +650 Futuriceans with offices in Berlin, Helsinki, London, Munich, Stockholm, Stuttgart and Tampere.

## where we are from

We are 46+ nationalities in our community and celebrate every individual story and journey.

## chilicorn Soundtracks

We produced over 69 Chilicorn tracks for Soundcloud.

## robotics

We have 4 robots and 3 self-driving cars by our side.

## coffee culture

Together, we drink more than 1.150 coffee cups each day.

## no matter the distance

The shortest distance from bed to office is 400m.

## not so little friends

We have 2 residential dinosaurs in Finland.

## travel

We visited 7 different European cities for FutuCamps.

# futu facts

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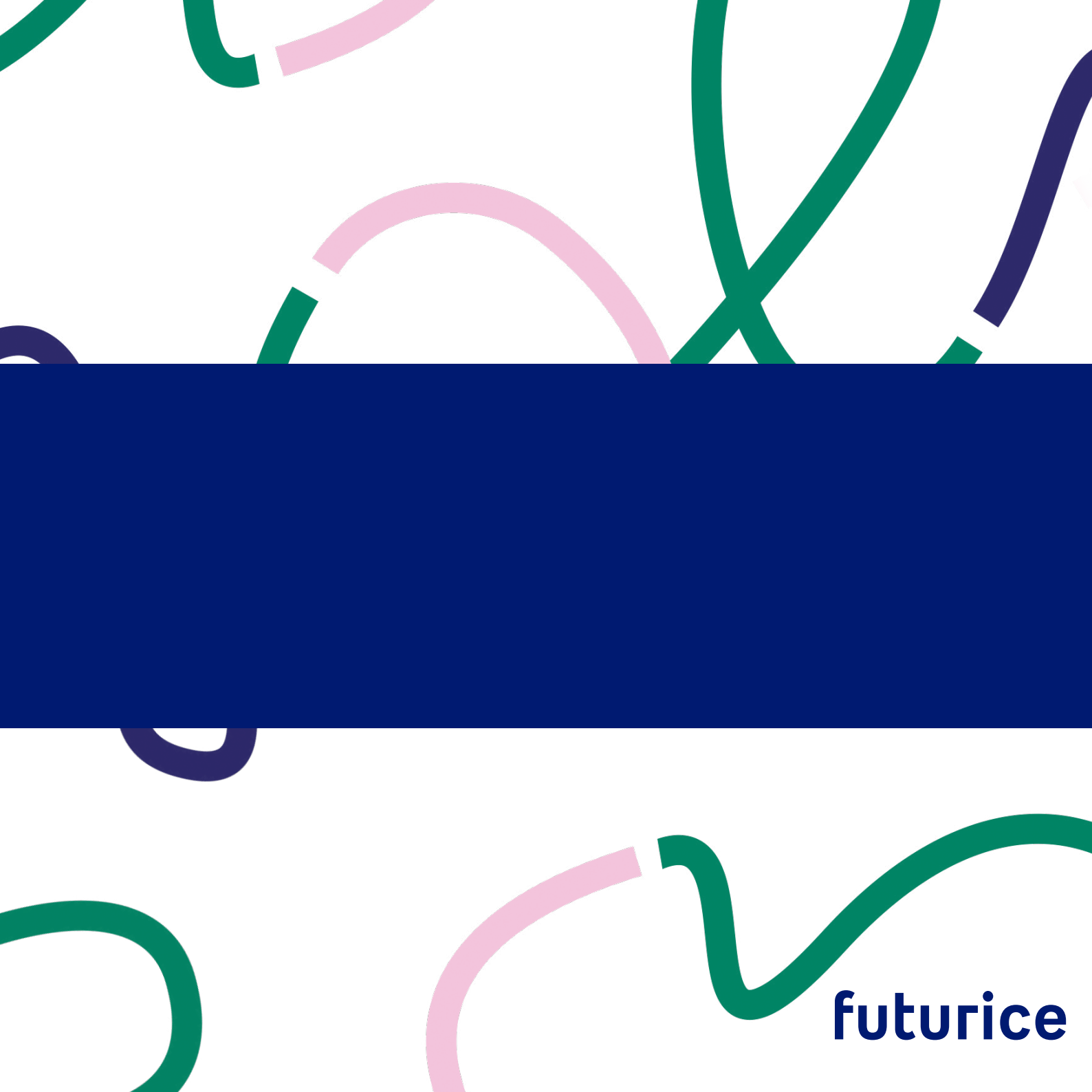
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**futurice**