Next:
Common use cases

Micro Method

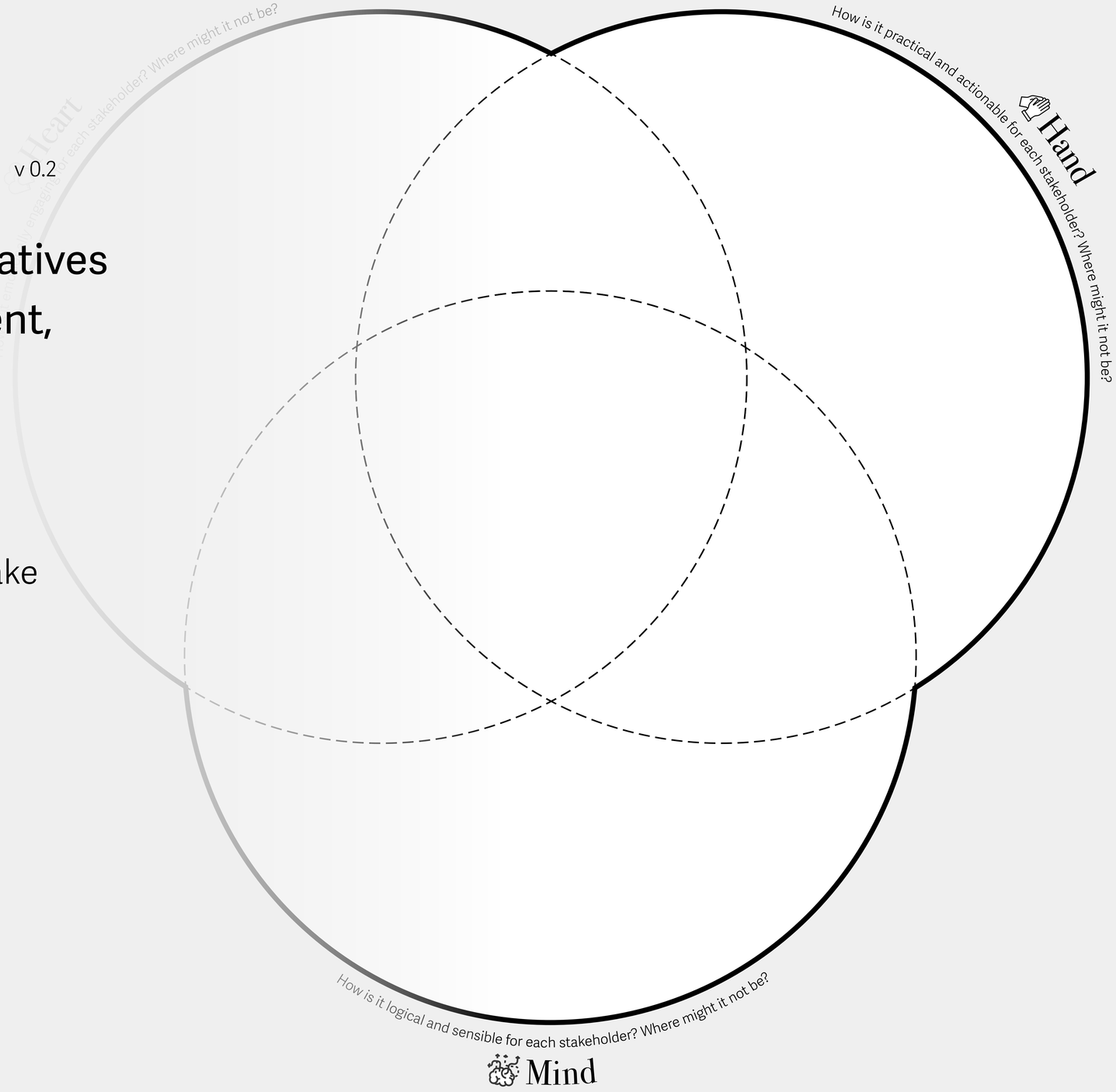
Heart, Hand, Mind v 0.2

Evaluate your decisions, projects, or initiatives through the lens of emotional engagement, practical actionability, and logical sense-making for each stakeholder.

Uncover gaps, strengthen connections, and design strategies that win hearts, empower action, and make rational sense to drive alignment and adoption.

- Heart
- Hand
- Mind

Learn more at **project-align.org/heart-hand-mind**



Project Align!

Project Align! is licensed under CC BY 4.0 by 2050 & We Are Human

Co-created by
2050 & We Are Human
project-align.org

Heart, Hand, Mind v 0.2

Next: Instructions & tips

Evaluate initiatives against Heart, Hand & Mind to **help reframe commonly experienced tensions into long-term opportunities**

Tension

*We're **struggling to position the company** in a way that works for the diverse needs and expectations of our customers, partners, and investors!*

Opportunity

Design positioning that resonate across multiple stakeholders.

- How can we ensure our positioning feels emotionally meaningful, practically valuable, and logically sound for each stakeholder?
- Where might they each interpret our message differently, and how can we adapt without losing coherence?

Tension

*Our **leadership team is split** on a major strategic decision, and we're struggling to find common ground!*

Opportunity

Align key leadership decisions by surfacing everyone's priorities.

- What emotional, practical, and logical drivers are influencing everyone's perspective?
- Where can we find common ground to move forward together with confidence?

Tension

*We have **too many competing product ideas**, and we're not sure which ones will actually gain traction with users!*

Opportunity

Prioritize the product backlog based on what will gain traction, use, and support.

- Which product features are most emotionally engaging, practically valuable, and logically sound for our users right now?
- How can we sequence our roadmap to maximize immediate adoption and long-term impact?

Tension

*We're launching a new product but are struggling to land upon a **go-to-market strategy** that will win early adoption!*

Opportunity

Build scalable go-to-market strategies that start with early adopters.

- How can we tailor our go-to-market approach to meet the emotional, practical, and logical needs of different stakeholder groups?
- Which stakeholders should we target first to build momentum, and how can we ensure the strategy resonates with them?

Project Align!

Project Align! is licensed under CC BY 4.0 by 2050 & We Are Human

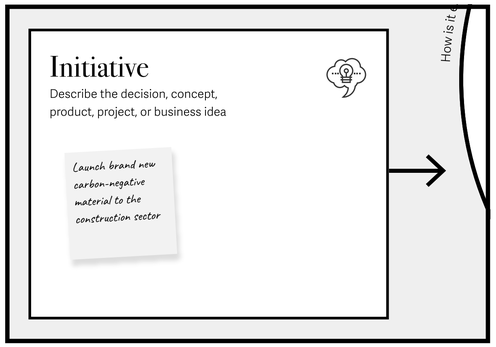
Co-created by 2050 & We Are Human
project-align.org

We are human

Heart, Hand, Mind v 0.2

Next: Evaluate Heart, Hand, Mind

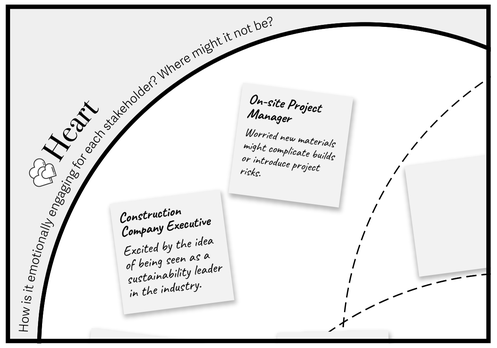
1



Define the initiative

Start by clearly describing the decision, concept, product, project, or business idea you want to evaluate.

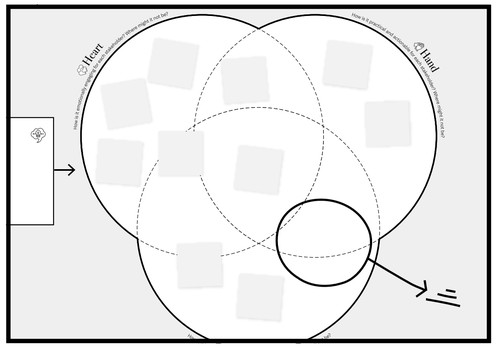
2



Assess each stakeholder

For each stakeholder group, explore how the initiative feels emotionally (Heart), how practical and actionable it is (Hand), and how logical and credible it is (Mind).

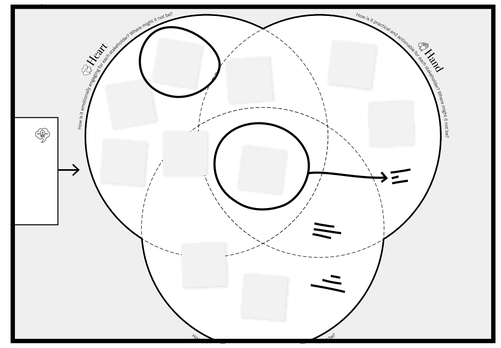
3



Identify gaps

Highlight areas where emotional connection, practicality, or logical clarity might be missing for different stakeholders.

4



Strengthen the strategy

Use your insights to refine your initiative and sequence who you target to increase alignment and adoption.

Tips for success

Collaboration

Engage co-founders, leadership or team members from different departments to complete it together, encouraging shared ownership, sparking discussion and diversifying views.

Sequencing strategies

Use the insights to identify which stakeholders are most ready to engage now and which may need more time, helping you sequence your strategy around early adopters and longer-term opportunities.

Deep dive on a single stakeholder

Map Heart, Hand, and Mind for one stakeholder - such as your own company - to build a full, balanced rationale for an important strategic choice.

Use other Micro Methods

Complete alongside the 360° Impact Map and Ecosystem Map Micro Methods to create a complete picture of your positioning strategy.

Practical bits

- The Heart, Hand, Mind Micro Method is the last page of this PDF.
- Use in the format most suited to your needs: print it out and scribble on top, scale to A1 and gather round with post-it notes, embed into Miro, Figma or your favourite presentation tool and type on top.
- Designed for rapid ideation and collaboration, it's recommended to then discuss your findings and misalignments as a group, as well as document next steps.
- Learn more at **project-align.org/heart-hand-mind**

Project Align!

Project Align! is licensed under CC BY 4.0 by 2050 & We Are Human

Co-created by
2050 & We Are Human
project-align.org

Heart, Hand, Mind v 0.2

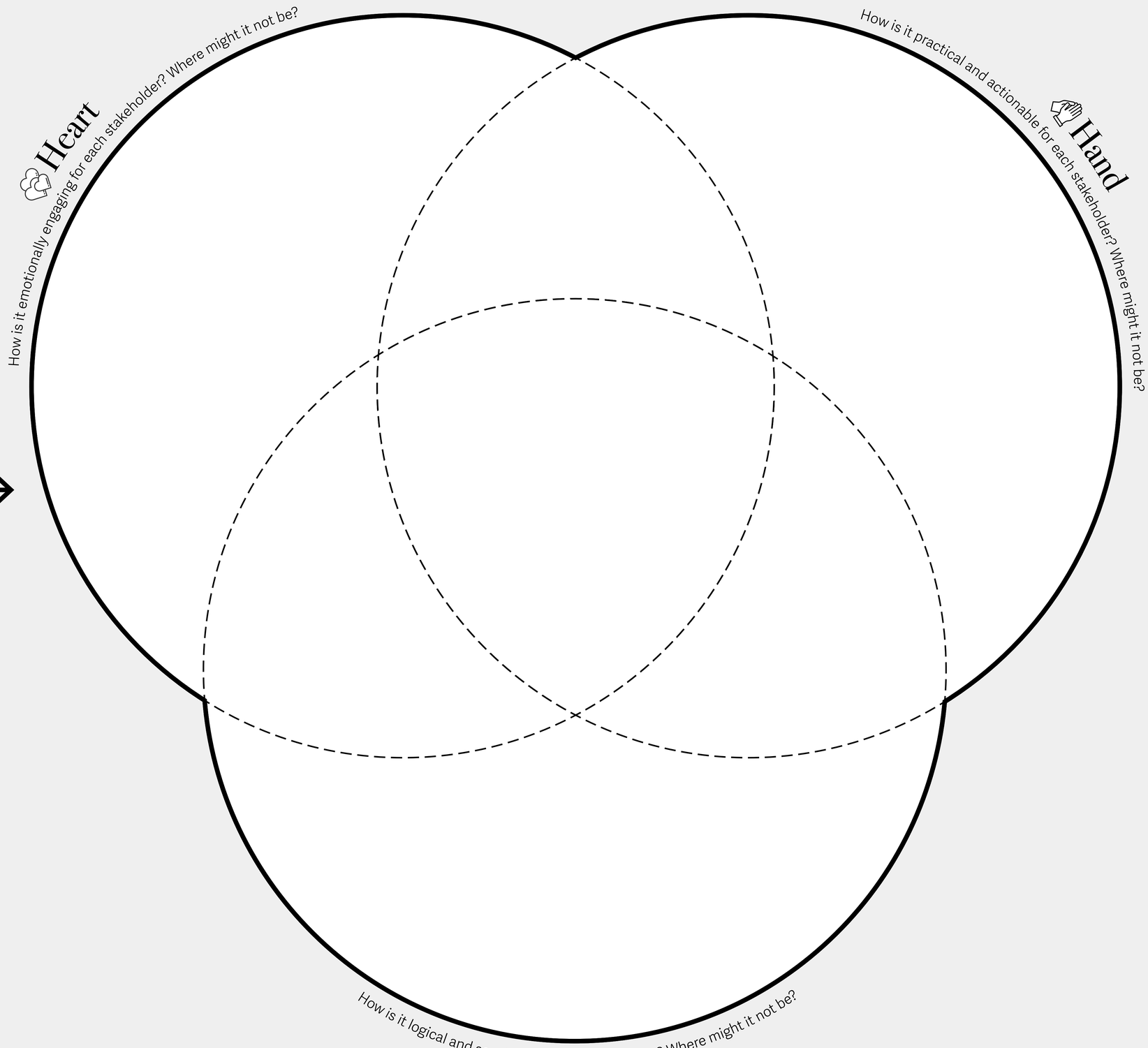
Company:

Created by:

Date:

Initiative

Describe the decision, concept, product, project, or business idea



Project Align!

Project Align! is licensed under CC BY 4.0 by 2050 & We Are Human

Co-created by
2050 & We Are Human
project-align.org

We are human