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BOYE MEMBER CALL JUNE 2023 · HERTJE BRODERSEN · @HYPERCATALECTA

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# WHAT IS (JOB) LOVE?

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*Drudgery, Devotion & Design — A Meet-Cute*



A scenic sunset over a rocky coastline. The sun is low on the horizon, casting a warm orange glow across the sky. The ocean is dark blue with white foam from waves crashing against the rocks. The foreground shows dark, jagged rocks.

**“CHOOSE A JOB YOU LOVE,  
AND YOU WILL NEVER HAVE TO  
WORK A DAY IN YOUR LIFE.”**

CONFUCIUS? MARK ANTHONY? ARTHUR SZATHMARY? HARVEY MACKAY?





**“TO BE SUCCESSFUL, THE FIRST  
THING TO DO IS FALL IN  
LOVE WITH YOUR WORK.”**

**SISTER MARY LAURETTA**





**“THE ONLY WAY TO DO GREAT WORK  
IS TO LOVE WHAT YOU DO. IF YOU  
HAVEN'T FOUND IT YET, KEEP  
LOOKING. DON'T SETTLE.”**

STEVE JOBS





**“LOVING YOUR JOB IS A SCAM  
DESIGNED TO GET YOU TO WORK  
HARDER FOR LESS MONEY AND IN  
WORSE CONDITIONS.”**

SARAH JAFFE



# WHO SAID IT BETTER?

DRIVER OF  
FULFILMENT



DRIVER OF  
EXPLOITATION



# WHO SAID IT BETTER?

DRIVER OF FULFILMENT



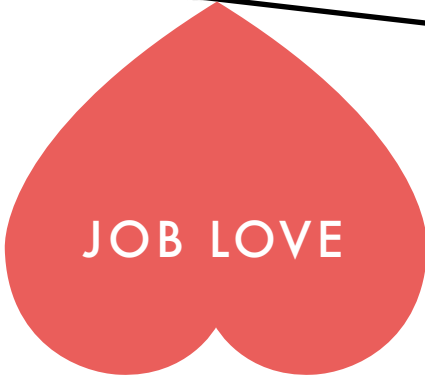
JOB LOVE



DRIVER OF EXPLOITATION

# WHO SAID IT BETTER?

DRIVER OF FULFILMENT

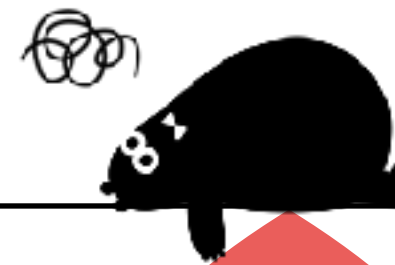


DRIVER OF EXPLOITATION



# WHO SAID IT BETTER?

DRIVER OF  
FULFILMENT



DRIVER OF  
EXPLOITATION







DRUDGERY

# THE ISSUE WITH MODERN WORK ETHICS

*Seek fulfillment at your own peril*



# A NON-COMPREHENSIVE EMPATHY MAP OF THE MIND THAT INSPIRED CAPITALISM



PORTRAIT OF JOHN CALVIN (1509-1564), BY ANONYMOUS





**“FOR ABOUT 2,000 YEARS, FROM THE ROMANS INTO  
THE LATE 19TH CENTURY, THE IDEA OF HAVING A JOB  
WAS CONSIDERED AN ABOMINATION.”**





“THE DESIRE FOR FULFILLING WORK – A JOB THAT PROVIDES A DEEP SENSE OF PURPOSE, AND REFLECTS OUR VALUES, PASSIONS AND PERSONALITY – IS A MODERN INVENTION. (...) WE HAVE ENTERED A NEW AGE OF FULFILLMENT, IN WHICH THE GREAT DREAM IS TO TRADE UP FROM MONEY TO MEANING.”



# NEOLIBERALISM IN A NUTSHELL

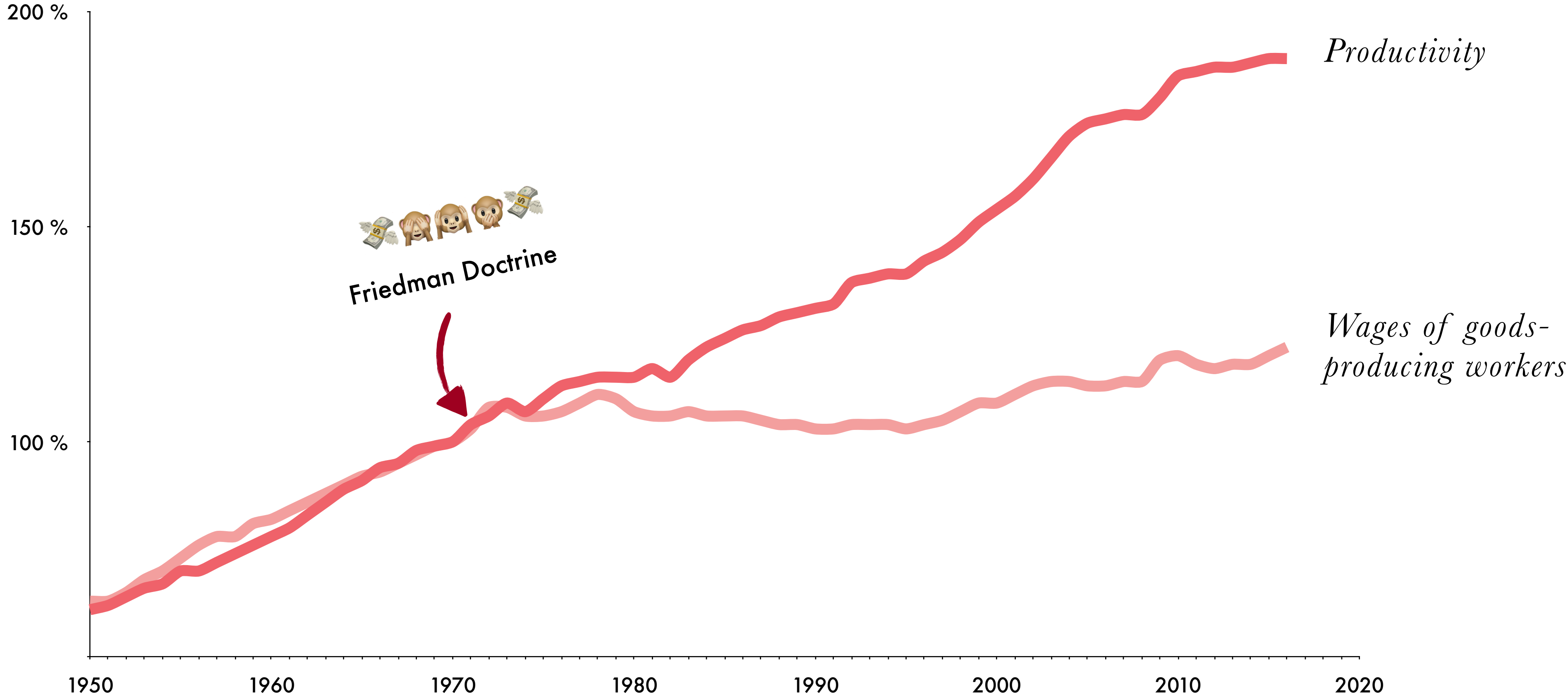


CHART ADAPTED FROM STAN SORSCHER, "X MARKS THE SPOT WHERE INEQUALITY TOOK ROOT," (ECONOMIC OPPORTUNITY INSTITUTE, 2015). TITLE AND EMPHASIS MINE. "LABOR OF LOVE MYTH": COINED BY SARAH JAFFE.



# NEOLIBERALISM IN A NUTSHELL

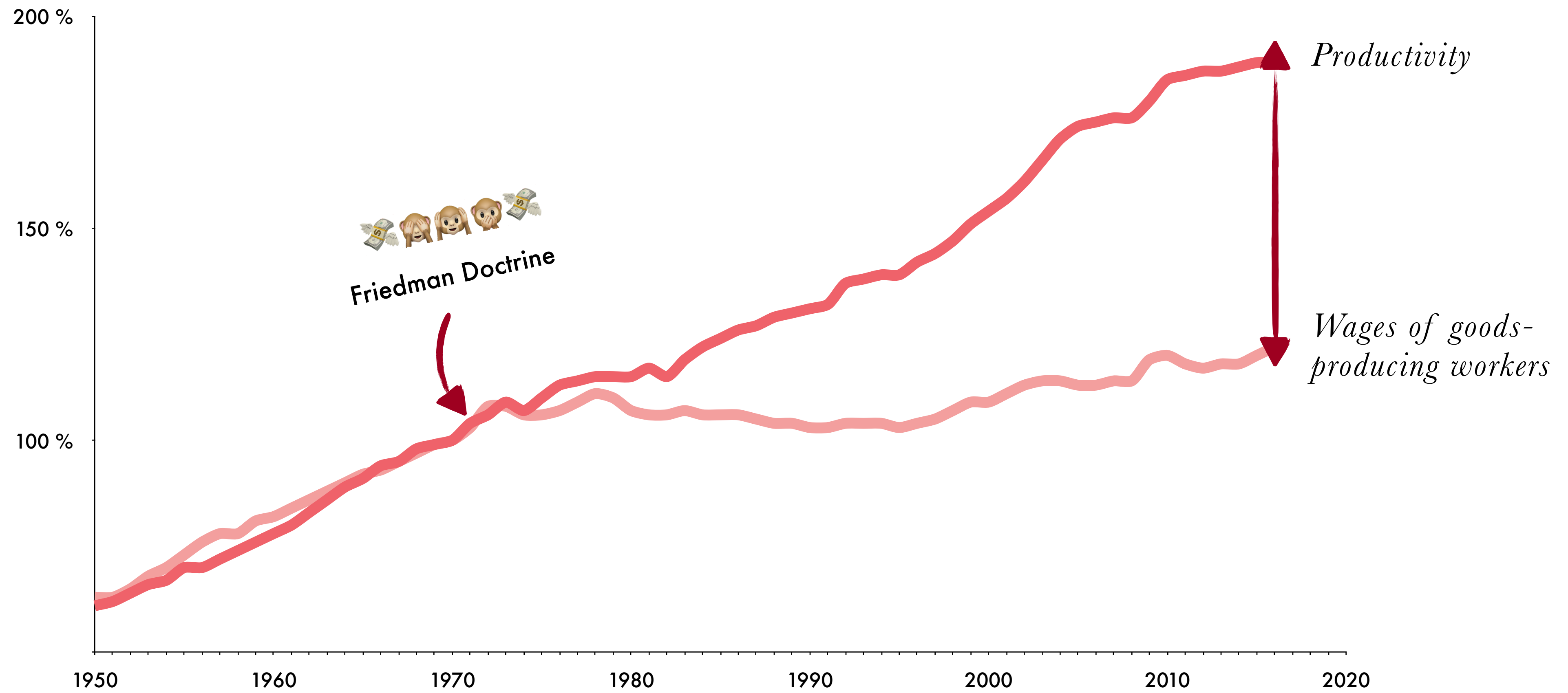


CHART ADAPTED FROM STAN SORSCHER, "X MARKS THE SPOT WHERE INEQUALITY TOOK ROOT," (ECONOMIC OPPORTUNITY INSTITUTE, 2015). TITLE AND EMPHASIS MINE. "LABOR OF LOVE MYTH": COINED BY SARAH JAFFE.

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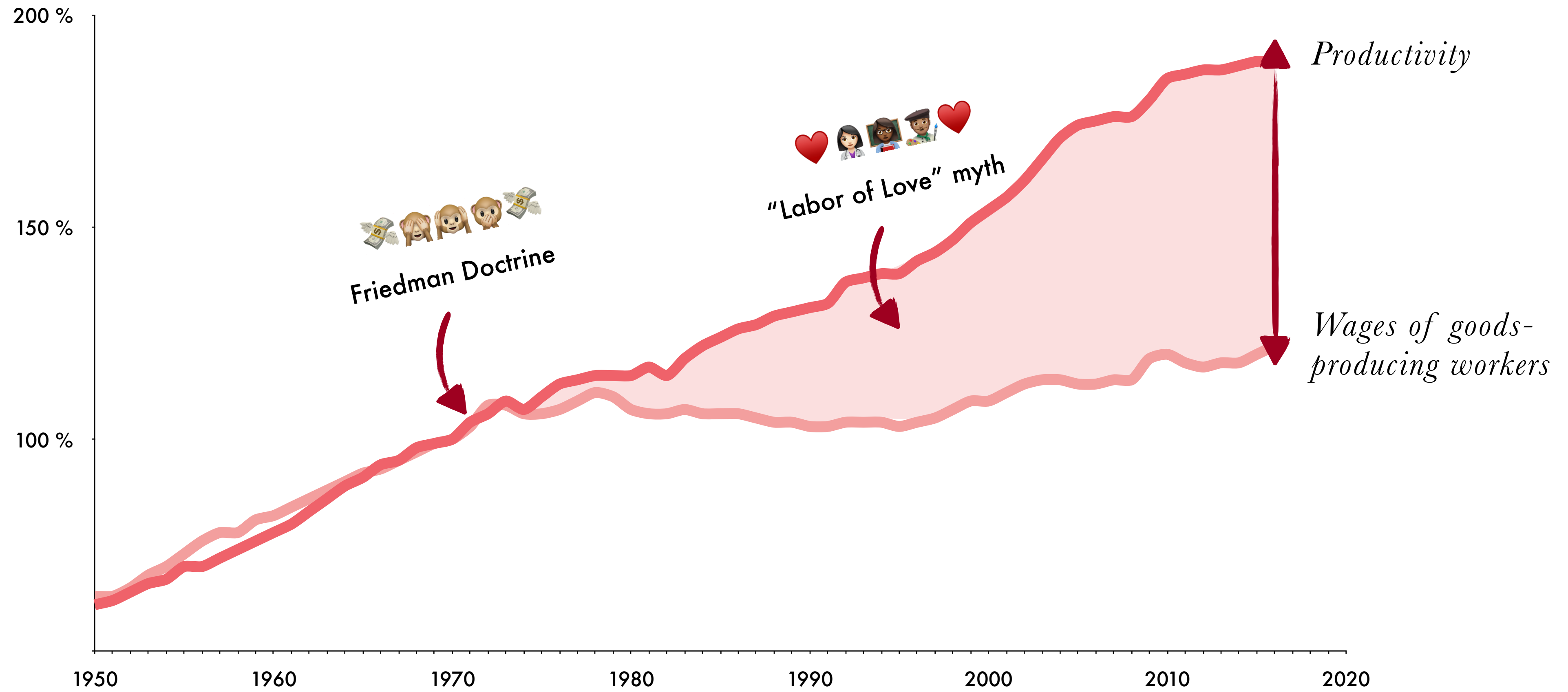


CHART ADAPTED FROM STAN SORSCHER, "X MARKS THE SPOT WHERE INEQUALITY TOOK ROOT," (ECONOMIC OPPORTUNITY INSTITUTE, 2015). TITLE AND EMPHASIS MINE. "LABOR OF LOVE MYTH": COINED BY SARAH JAFFE.





**“STOCK OPTIONS AND AMENITIES LIKE STAFF CAFETERIAS WERE ALSO INTRODUCED EARLY ON – INITIALLY AS EXPLICITLY ANTI-UNION MEASURES AT THE REGION’S MICROWAVE TUBE FIRMS IN THE 1930S AND 1940S, DECADES BEFORE THE AREA WAS KNOWN AS SILICON VALLEY.”**

## WHAT I'M HOPEFUL ABOUT

DRUDGERY REJECTED: THE RISE OF EMPLOYEE ACTIVISM IN TECH

FIRED UP

# A new union at Google is just the start of employee activism in 2021



SOURCE: [QZ.COM/WORK/1949309/A-UNION-AT-GOOGLE-IS-JUST-THE-START-OF-EMPLOYEE-ACTIVISM-IN-2021](https://qz.com/work/1949309/a-union-at-google-is-just-the-start-of-employee-activism-in-2021)



A woman with long dark hair and glasses, wearing a green jacket, is shown in a restaurant or dining room. The background features a window with red curtains and a chandelier. The scene is dimly lit, with a dark overlay on the image.

DEVOTION

# THE FRAGILITY OF IDEALISM

*When meaning and money collide*

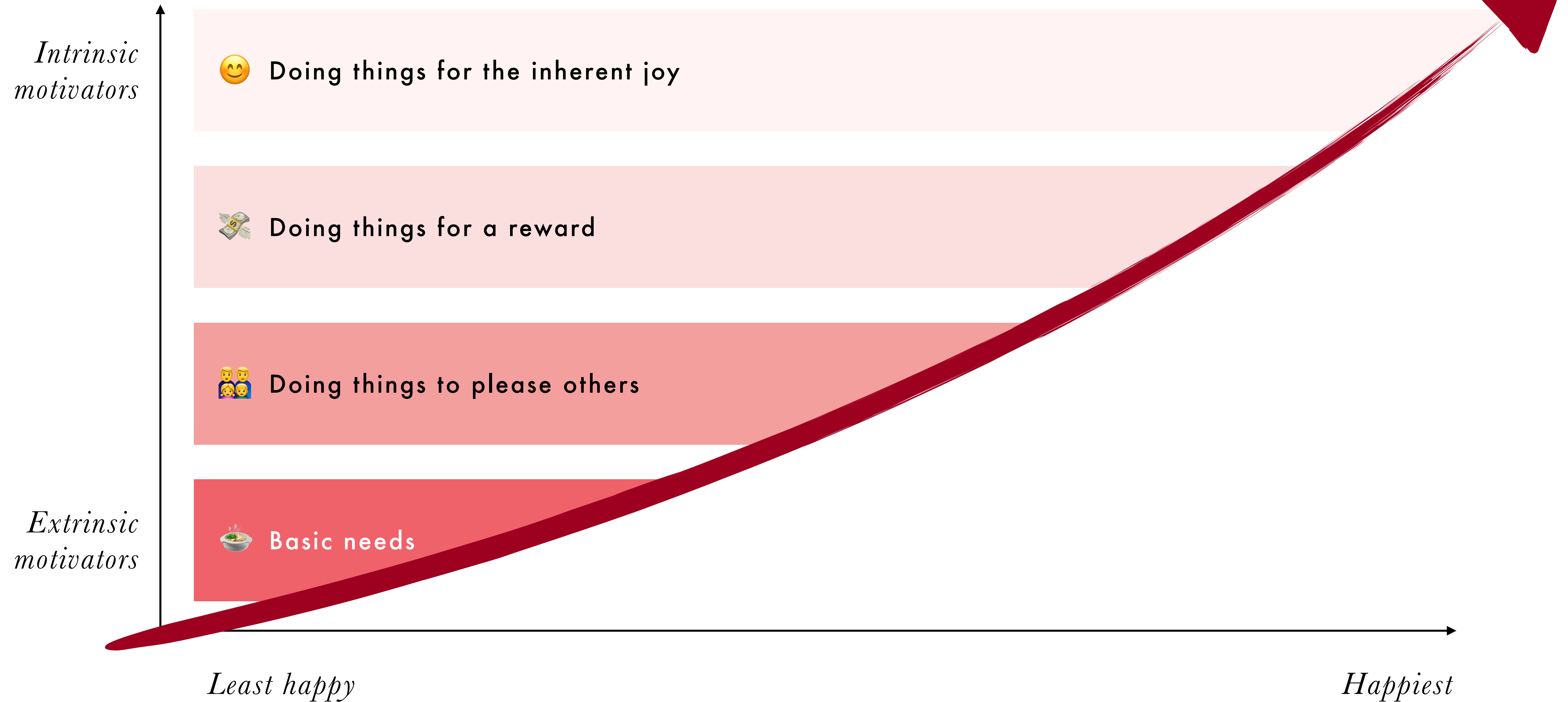
**I want to do something important.**



**“WE ARE SELF PROGRAMMING ORGANISMS. WE ARE CREATING OUR LIVES VIA OUR CHOICES, BUT WE ARE NOT TAUGHT HOW TO DO IT WELL. NOT TAUGHT HOW TO ASK OURSELVES THE QUESTIONS THAT WILL GET US THE ANSWERS THAT WE NEED.”**



# INTRINSIC VS EXTRINSIC MOTIVATION (SWEEPING GENERALIZATION, NOT DATA-BASED)

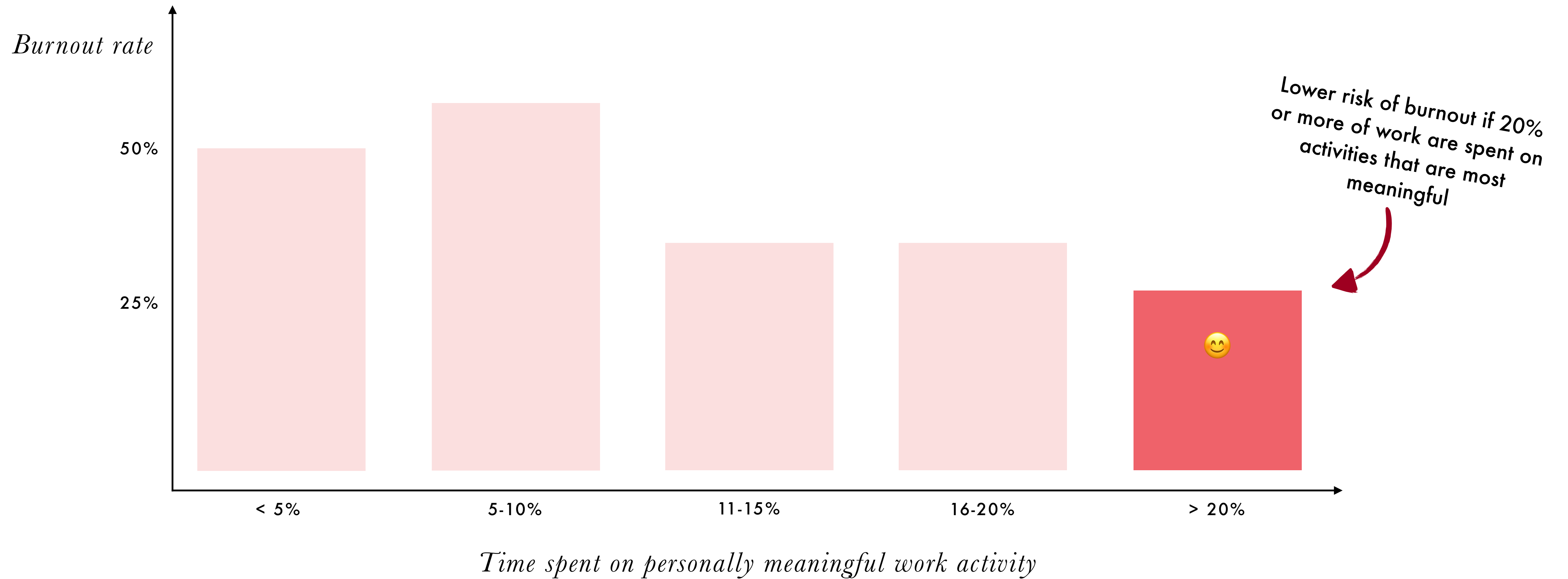




**“BURNOUT IS CHARACTERISTIC OF OUR AGE BECAUSE THE GAP BETWEEN OUR SHARED IDEALS ABOUT WORK AND THE REALITY OF OUR JOBS IS GREATER NOW THAN IT WAS IN THE PAST.”**



## BURNOUT BY AMOUNT OF TIME SPENT ON ACTIVITY VIEWED MOST PERSONALLY MEANINGFUL



## WHAT I'M HOPEFUL ABOUT

### DEVOTION REVAMPED: MEANINGFUL WORK THAT LEAVES ROOM TO BREATHE

It's a great **job**. This is a bit nuanced, but stay with us. We aim to provide meaningful work, fair compensation, and an inclusive work environment. But we don't want to replace your family, be the sole container for your passions, or expect undying loyalty or bare vulnerability. We want to create a psychologically safe place to work (where you can speak up, where you can share what's on your mind, where you can take risks), and we also want to create psychological safety in how you set boundaries and even leave, if/when you choose to.



DESIGN

# WHAT'S DESIGN GOT TO DO WITH IT?

*Designers are workers too*

**TOMORROW IS CREATIVE DAY**





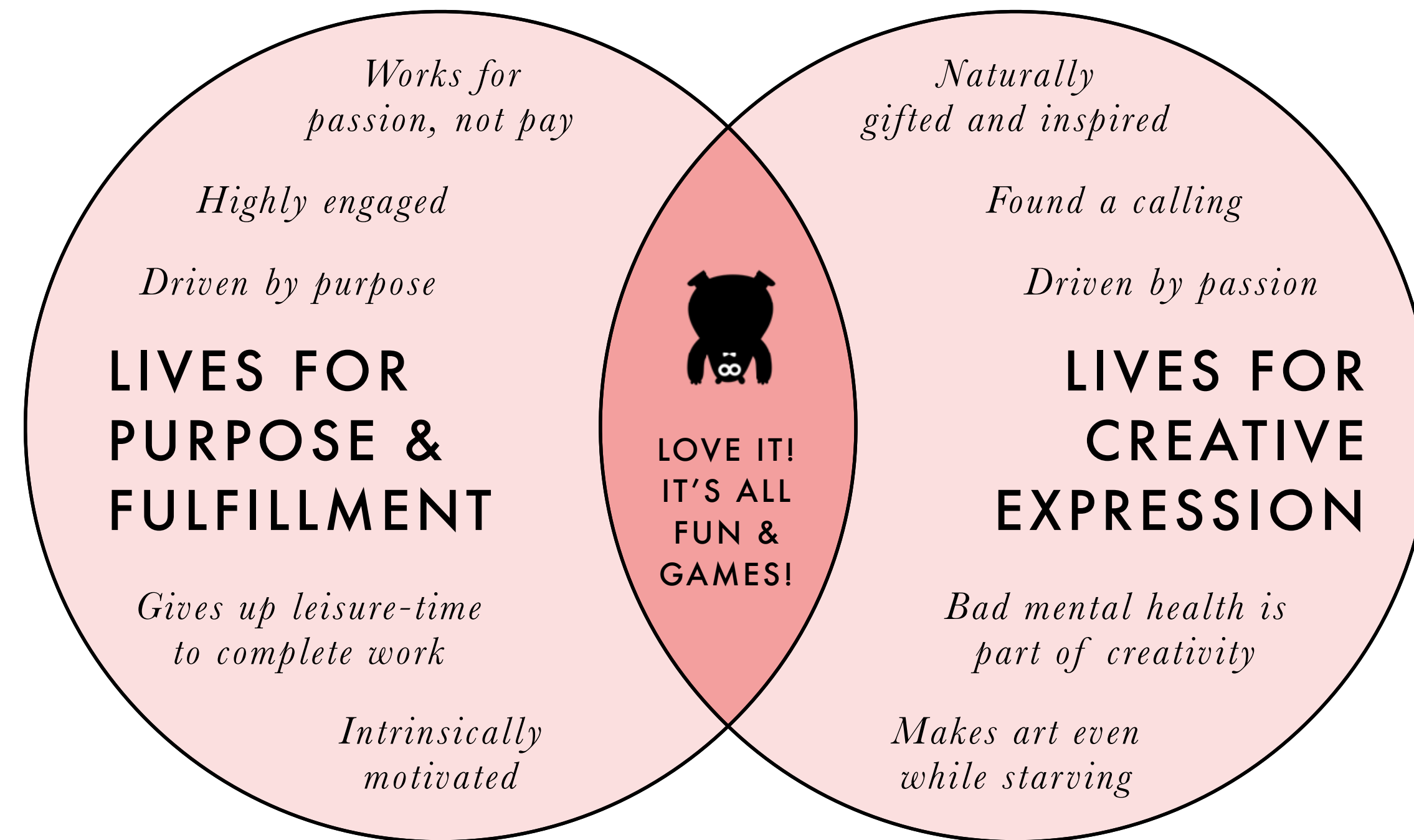
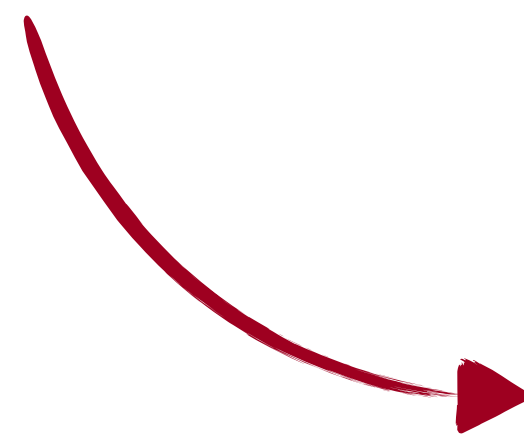
“YOU GUYS EVER JUST WONDER HOW MUCH OF A SCAM EVERYTHING IN YOUR LIFE IS? WHEN I FIRST WENT TO COLLEGE I WAS LIKE ‘OH MY GOD, I NEED TO FIND A PURPOSE. WHAT AM I GONNA DO THAT’S GONNA GIVE ME SUCH LIFE FULFILLMENT?’

AND MY ANSWER TO THAT WAS: USER EXPERIENCE DESIGN. I REALLY THOUGHT THE ANSWER TO MY LIFE WAS UX DESIGN. CRACKED UP ON CAPITALISM. WHY DID I SAY THAT’S MY LIFE’S PURPOSE. THAT’S SO STUPID!”




# WHEN MYTHS COLLIDE, DESIGN NO LONGER LOOKS LIKE WORK (NOT A HELPFUL WAY OF LOOKING AT THINGS)

❤️👩👨👧👦❤️  
"Labor of Love" myth



🦄👨👩👧👦🎨🦄  
"Magical Creative" myth



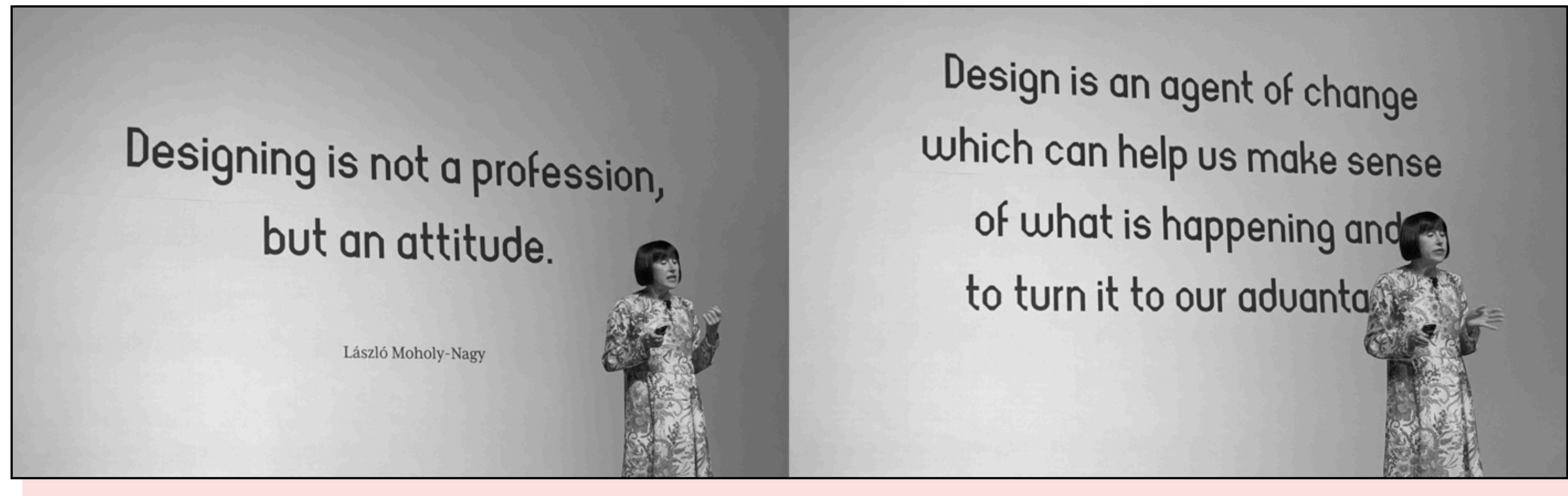


**“WHEN SOMEONE TELLS YOU THAT DESIGN IS YOUR PASSION,  
THEY ARE ABOUT TO FUCK YOU. DESIGN IS YOUR JOB.  
JOBS ARE LABOR. LABOR GETS PAID.”**



## WHAT I'M HOPEFUL ABOUT

### DESIGN REFRAMED: ATTITUDINAL DESIGN AS CHANGE-MAKER





CONCLUSION

IS IT JOB LOVE?

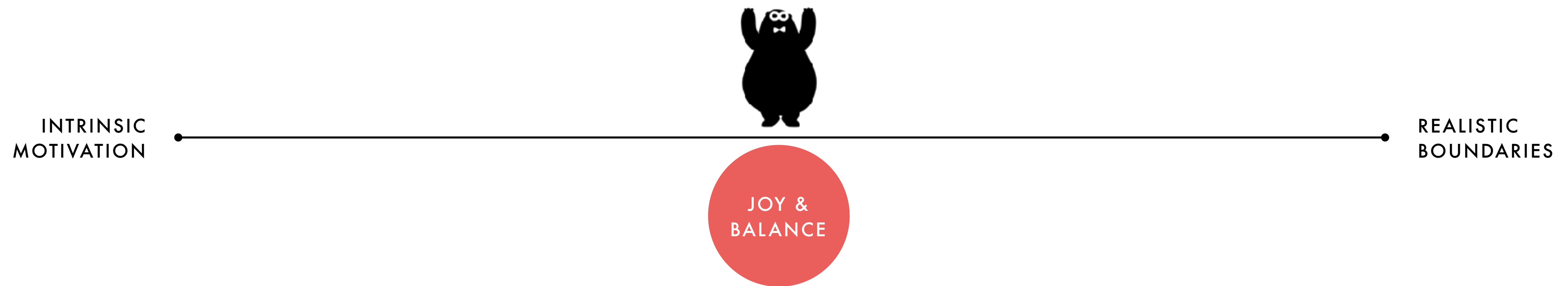
*Don't ask me. Ask yourself.*

*What is love?*



# POSTSCRIPT

## JOB LOVE, THE SEQUEL: FROM ENEMIES TO LOVERS?



# THANK YOU

## MEDIA

GIF "90S HEARTS STICKER" BY B90GR <https://media.giphy.com/media/pctSgguh2F0bgBg6r/giphy.gif>

GIF CHARLIE CHAPLIN: [giphy.com/gifs/charliechaplinofficial-charlie-chaplin-tramp-charlot-71Xh064pPyRWcNYaj6](https://giphy.com/gifs/charliechaplinofficial-charlie-chaplin-tramp-charlot-71Xh064pPyRWcNYaj6)

GIF DIANE NGUYEN: [giphy.com/gifs/bojack-horseman-diane-nguyen-bQybdd3YgDbOM?tc=1](https://giphy.com/gifs/bojack-horseman-diane-nguyen-bQybdd3YgDbOM?tc=1)

GIF CREATIVE DAY: [giphy.com/gifs/valyntdigital-dallas-stranger-valynt-YN7eg1kFuHUALQwTYu?tc=1](https://giphy.com/gifs/valyntdigital-dallas-stranger-valynt-YN7eg1kFuHUALQwTYu?tc=1)

GIF HADDAWAY: [giphy.com/gifs/haddaway-6e06gNwOcsuic?tc=1](https://giphy.com/gifs/haddaway-6e06gNwOcsuic?tc=1)

ILLUSTRATIONS BEARBUSIER BY THE ALTERNATIVE STUDIO: [thenounproject.com/browse/icons/term/headstand-bearbusier](https://thenounproject.com/browse/icons/term/headstand-bearbusier)

ILLUSTRATION SCRIBBLE BY MEL HAASCH: [thenounproject.com/browse/icons/term/scribble](https://thenounproject.com/browse/icons/term/scribble)

PHOTO "BODY OF WATER" BY PIXABAY: [pexels.com/photo/body-of-water-during-sunset-301375](https://pexels.com/photo/body-of-water-during-sunset-301375)

PHOTO "ROCKY CLIFF ON SEA" BY PIXABAY: [pexels.com/photo/rocky-cliff-on-sea-458881](https://pexels.com/photo/rocky-cliff-on-sea-458881)

PHOTO "SILHOUETTE OF MOUNTAINS" BY SIMON BERGER: [pexels.com/photo/silhouette-of-mountains-1323550](https://pexels.com/photo/silhouette-of-mountains-1323550)

PHOTO "NORTHERN LIGHTS" BY PIXABAY: [pexels.com/photo/northern-lights-515414](https://pexels.com/photo/northern-lights-515414)

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PHOTO OF JONATHAN MALESIC BY SARAH WALL: [twitter.com/JonMalesic/photo](https://twitter.com/JonMalesic/photo)

PHOTO OF KEN SHELDON BY UNKNOWN: [psychology.missouri.edu/people/sheldon](https://psychology.missouri.edu/people/sheldon)

PHOTO OF BEN TARNOFF BY BEN KAMINSKY: <https://www.penguinrandomhouse.com/authors/228876/ben-tarnoff>

PHOTO OF @ZHANGSUEELLENN - OWN WORK: [www.tiktok.com/@zhangsueellenn](https://www.tiktok.com/@zhangsueellenn) 

PHOTO OF MIKE MONTEIRO BY REARADMIRALMONTEIRO - OWN WORK, CC BY-SA 4.0: [commons.wikimedia.org/w/index.php?curid=48995208](https://commons.wikimedia.org/w/index.php?curid=48995208)

PHOTO OF ALICE RAWTHORNE - OWN WORK

## READING LIST



<https://bit.ly/3Y8oW9w>