











We can make *tiny* interventions  
that have **positive**  
**transformative impact**





O2

SLOW  
CONSCIOUS  
EFFORT



O1

FAST  
AUTOMATIC  
NO EFFORT

02

WHO I WANT TO BE

Remembering Self

01

WHO I AM

Experiencing Self





“I want to be less anxious.”

Loading...



BREATHE







“I want to have more genuine relationships.”

















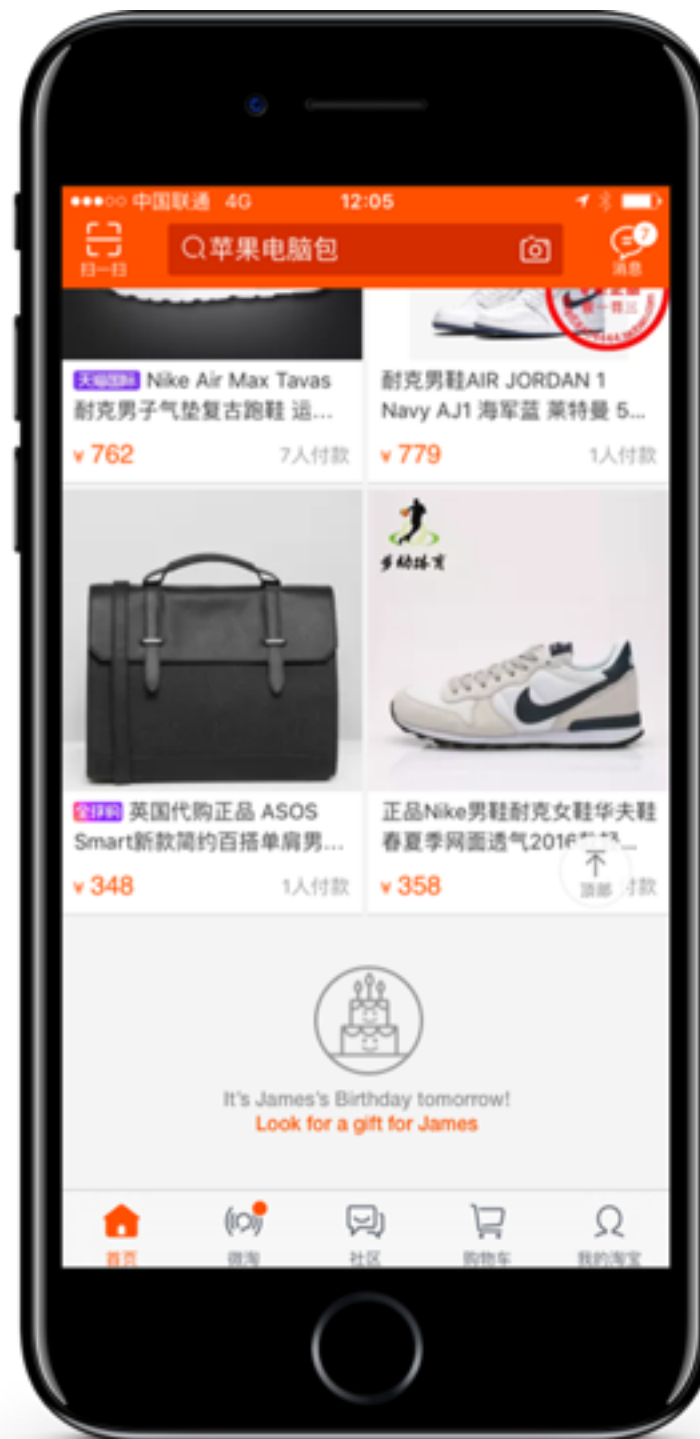
中国联通 4G 12:04

< Moments Comments Clear

-  肉  
♥ thanks for your help!  
11:57
-  James.C  
♥ Thanks for your hard work mate!  
11:45
-  Dolphin Cafe  
♥ thanks bro! appreciate the connect :)  
11:44
-  Karvin Nie  
♥ Thank youuuuuuuu  
11:39
-  Prem 普瑞  
♥ Couldn't have done it without you  
11:14
-  毕菲菲 🍓  
♥ Great advice! thanks sid  
10:55
-  Carl  
♥ Thanks man  
10:41
-  youge  
♥ Cheers sid, awesome stuff

“I want to be more generous  
with others.”





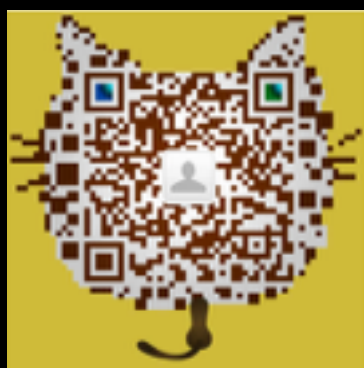
Lets look for  
the *tiny* opportunities



And not see  for  
**who they are**



But for **who they can become**



**Siddharta Lizcano 刘西迪**  
Experience Design Director | Publicis. Sapient



**This\_Matters**  
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