



**People On Purpose
Episode 1:
Deborah Madelaine
“I am a prototype.”**



Deborah worked for over ten years as a packaging scientist in FMCG but she somehow always knew it wasn't her calling. She had ambitions to have a positive impact on those around her, but like many of us felt too small, paralyzed to take action.

An unexpected gift provoked a journey of self-exploration that led to surprising results including a collaboration with the former prison guard of Nelson Mandela, writing a personal development book, dying her hair pink and an ambition to create her own job, to move the empathy needle in her workplace.

Luckily, Deborah works for Mars, a family owned global business with a gold standard reputation for innovation, an ironclad commitment to employee development and an award-winning company culture. In a few short months Deborah was spearheading Mars' global movement - User Centricity - promoting empathy and human-centered design throughout Mars' 115,000 employees.

Deborah's story perfectly parallels the movement she and the Mars family want to share with the business world; that through empowering people - by giving them permission to innovate - incredible leaps can occur. Deborah now guides her fellow Mars associates, customers and consumers within the people centered collaborative framework that is User Centricity, all the while acknowledging the vast untapped potential in the idea that we are all, at the end of the day, prototypes.

You can find Deb on LinkedIn as Deborah Madelaine and on Instagram as magic.deb.