



Transformation begins here.

2018 Catalyst Program
Informational Webinar

Veenu Aulakh, Executive Director
November 15, 2018



Webinar Reminders

1. Everyone is muted.
2. Remember to chat in questions!
3. Webinar is being recorded, will be posted online and sent out via email.

The safety net needs a workforce ready for transformation

BUILD a stronger team

DISMANTLE disempowering hierarchy

CULTIVATE a more open, experimental culture

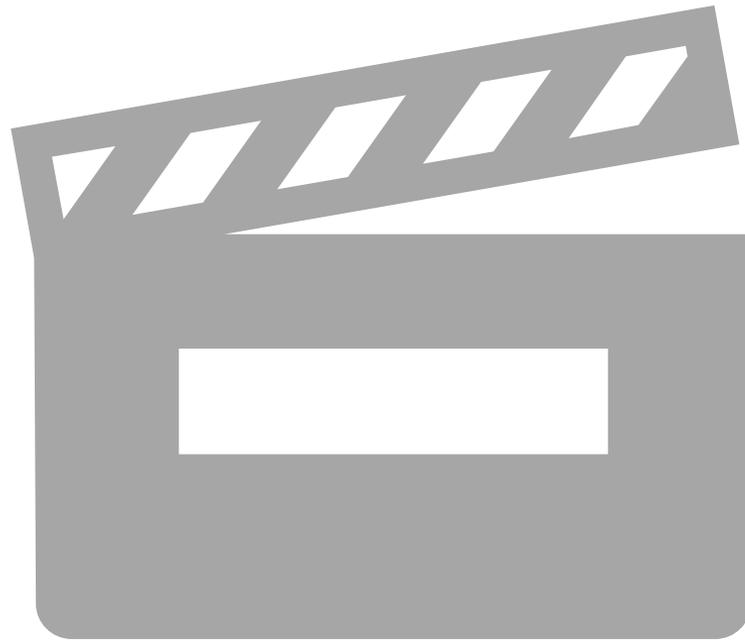
CONNECT with patients & community in fulfilling, fun ways

Catalysts build capability in innovation and design thinking

Catalysts learn to practice the **behaviors, methods, and mindsets** that spark innovation.

By applying design thinking practices to a strategic project, Catalysts push their work **beyond conventional thinking to transformative possibilities.**

The Catalyst program



Key mindsets



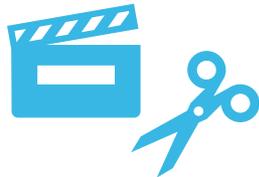
inclusion + empathy



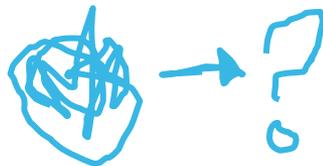
collaboration



starting small + learning fast



making things tangible



**showing unfinished work,
early + often**

Catalysts receive the training, time and space to be innovative

- + **\$15,000** to offset work time, travel expenses
- + three design thinking **workshops**
- + ongoing **coaching** from Catalyst alumni
- + **virtual support** via office hours, webinars
- + on-demand **e-resource library**
- + venue to **showcase** your work

Catalyst grant eligibility

Organizations must be:

1. California based
2. Safety net healthcare organizations
3. Nonprofit and tax-exempt 501(c)(3)s or governmental, tribal, or public entities

Teams must:

1. Have three members
2. Include someone who'll ultimately be responsible for carrying out the work.

Encouraged to Apply:

Cross-disciplinary teams.

Teams including partner organizations.

Organizations new to Catalyst!



You can still participate if you aren't grant eligible

Talk to Veenu or
Laura to learn more.



Transformation Begins Here.

In our Catalyst Program, the Center for Care Innovations (CCI) is growing a community of innovators who are leading strategic efforts to transform the health and wellbeing of underserved populations.

-  **Six Months**
January – June 2018
-  **Three Design Thinking Workshops** in the San Francisco Bay Area
-  **Ongoing Coaching and Virtual Office Hours**
-  **On-Demand e-Resource Library**
-  **Showcase Featuring Your Work**

"This has been the single most valuable professional training I have participated in in my career." -Catalyst, clinic director

Catalysts become change agents to discover and test new ways of addressing complex challenges, partnering with colleagues across internal hierarchy and collaborating across sectors. They develop expansive mindsets, combine creative and analytic methods, and push projects beyond conventional thinking to transformative possibilities.

During this six-month capability building program, Catalysts learn and practice "design thinking," also known as "human-centered design," to explore strategic challenges within their organization.

Learn more about the five-year old program [here](#).

Innovation & design thinking skills are a powerful complement to training in Lean, Six Sigma, process improvement, and adaptive leadership.

6-Month Program Cost: \$4,500 per person

Cost Includes:

- Six days of workshops including breakfast, lunch, and snacks.
- 1:1 coaching with your team during workshops.
- Resource library with method cards, worksheets, explanatory videos.
- Virtual office hours with coaches and "booster webinars" throughout the program.
- A community of peers to learn from.
- Evening welcome reception during Workshop 1.

Still curious what the program is actually like? Hear about it in Catalysts' [own words](#) or send questions to diana@careinnovations.org.

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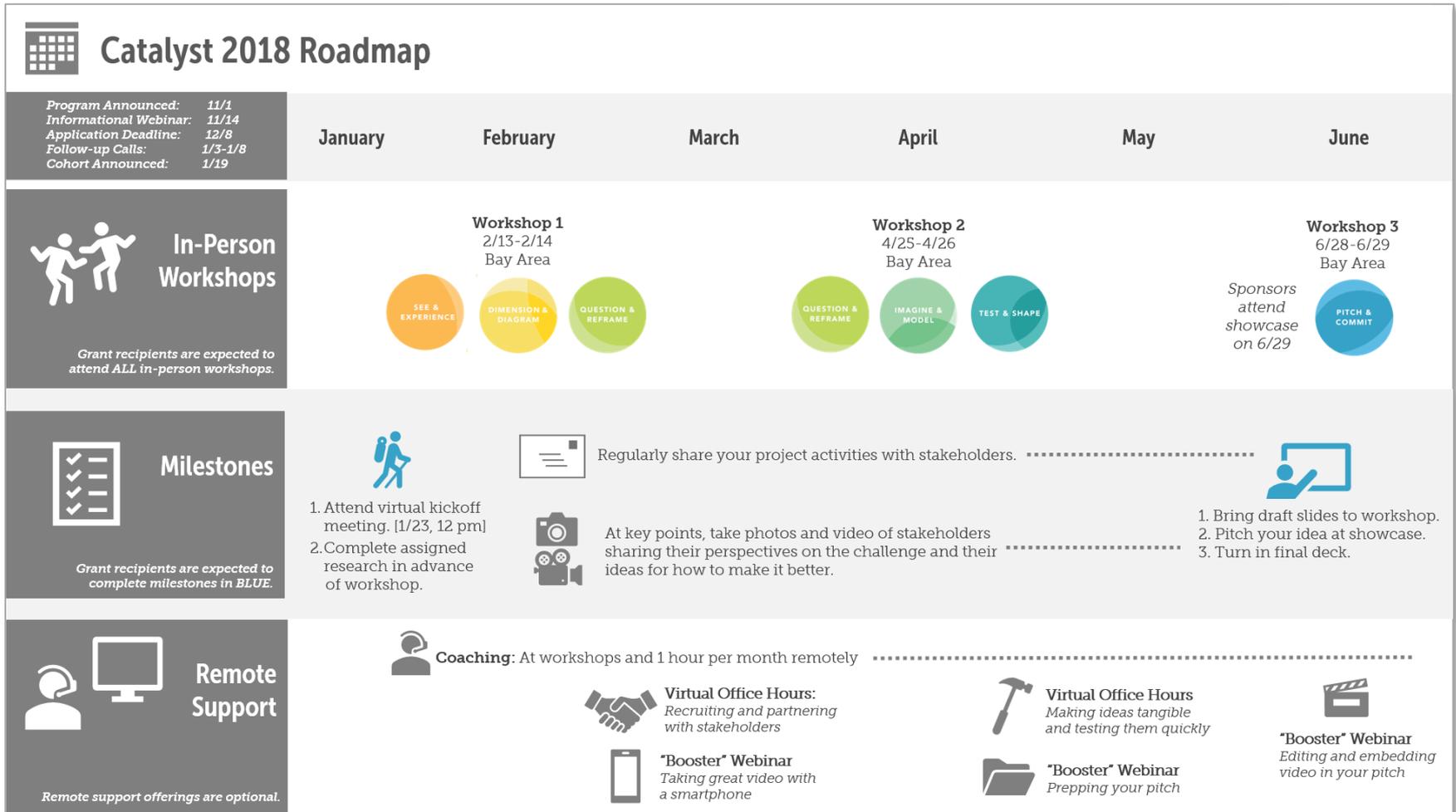
[Download flyer](#)



Catalyst design thinking framework

Catalyst Innovation + Design Thinking Framework	 SEE & EXPERIENCE	 DIMENSION & DIAGRAM	 QUESTION & REFRAME	 IMAGINE & MODEL	 TEST & SHAPE	 PITCH & COMMIT
 GOALS What will you do?	Learn about your challenge through immersive experiences and listening to first-hand perspectives.	Make sense of what you documented and learned from your research.	Refine and focus the scope of your challenge based on key insights from your research.	Dream up many ideas to address the challenge. Draft a plan for how you'll test key features of your best ideas with users and stakeholders.	Make quick, rough drafts of your ideas. Get the examples in front of people and incorporate their feedback -- repeat!	Communicate with people outside of your core team about your project and why it's worth doing.
 METHODS How will you do it?	Observation Shadowing Show + Tell Interviews	Collaborative Cycle Empathy Mapping Journey Mapping	"How Might We..." Statements Analogous Examples	Brainstorming Voting 2x2 Matrix Solution Mapping	Paper Prototypes Storyboarding + Scenes Role Play	7-Part Pitch Structure Calculating Value Video Storytelling "I Like I Wish, I Wonder"
 ACTIVITIES What will it involve?	Collect quotes, photos, and video from observational, shadowing, and interview research.	Analyze qualitative research and convey patterns using visual frameworks.	Articulate your challenge in a concise, focused, and optimistic way.	Encourage people with diverse perspectives to contribute ideas. Prioritize which ideas to try first and which specific elements to test.	Create and test at least three variations on your best idea(s) using sketches, scripts, mock-ups, and other tangible formats.	Present a compelling story about your challenge to organizational leadership and propose next steps.
 MINDSETS What will ensure your success?	Inclusion + Empathy Collaboration Starting small + learning fast Making things tangible Sharing unfinished work early + often					
 SUPPORT What resources will CCI provide?	Three Training Workshops Ongoing Coaching and Office Hours On-Demand Resource Library with Explainers, Templates, Webinars					

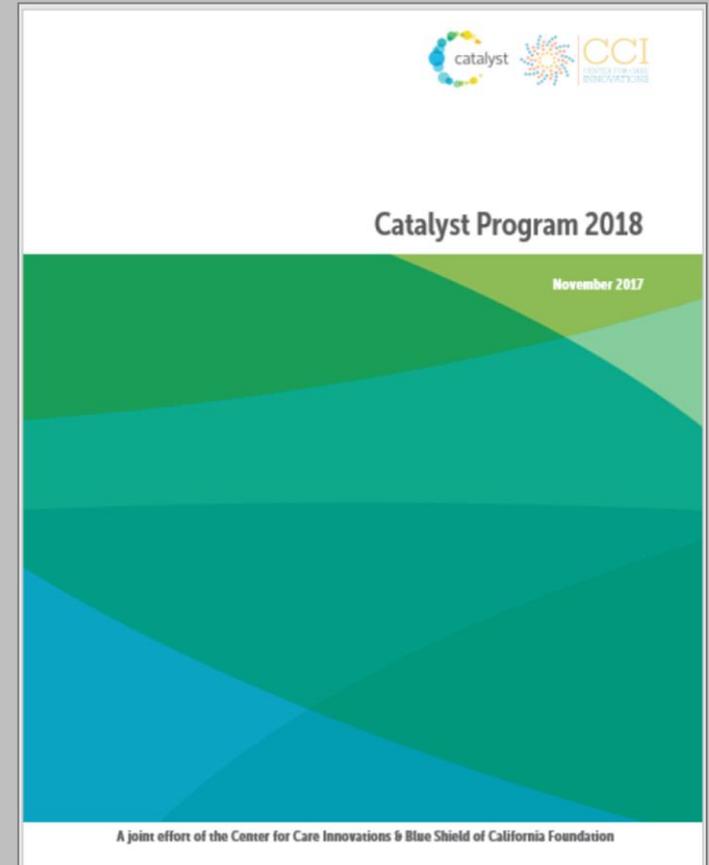
Six months, three workshops, and a showcase



[Download roadmap](#)

Key program dates

December 8	Applications due
January 3-8	Follow-up calls
January 18	Cohort announced
January 23	Kickoff Virtual Meeting 12-1:30 pm PST <i>Please save on your calendar!</i>
February 13-14	Workshop 1
April 25-26	Workshop 2
June 28-29	Workshop 3 and Showcase



Who has been impacted by the Catalyst program

191

Catalysts trained

64

Participating organizations,
12+ reapply

5

U.S. states

5

Alums now coaches!

What we've heard from alumni



"This has been the **single most valuable professional training** I have participated in in my career."

-Catalyst, clinic director

"It has been great to see the **spread in our leadership, staff... everyone is using these methods.**"

-Catalyst, medical director



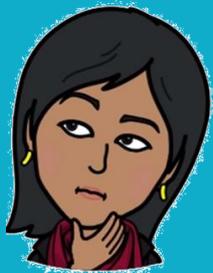
We hope you apply!



Diana | Ask me about program expectations & application logistics.
diana@careinnovations.org



Laura | Ask me whether your challenge or team would be a strong fit for the program. Schedule a call:
<https://calendly.com/laurablu/20min>
(on vacation until 11/27)



Veenu | Ask me urgent matters if Diana/Laura is unavailable.
veenu@careinnovations.org