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

Video link
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.

Download flyer
# Catalyst design thinking framework

<table>
<thead>
<tr>
<th>Catalyst Innovation + Design Thinking Framework</th>
<th>SEE &amp; EXPERIENCE</th>
<th>DIMENSION &amp; DIAGRAM</th>
<th>QUESTION &amp; REFRAME</th>
<th>IMAGINE &amp; MODEL</th>
<th>TEST &amp; SHAPE</th>
<th>PITCH &amp; COMMIT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOALS</strong></td>
<td>Learn about your challenge through immersive experiences and listening to first-hand perspectives.</td>
<td>Make sense of what you documented and learned from your research.</td>
<td>Refine and focus the scope of your challenge based on key insights from your research.</td>
<td>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.</td>
<td>Make quick, rough drafts of your ideas. Get the examples in front of people and incorporate their feedback -- repeat!</td>
<td>Communicate with people outside of your core team about your project and why it’s worth doing.</td>
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<tr>
<td><strong>METHODS</strong></td>
<td>Observation</td>
<td>Collaborative Cycle</td>
<td>Brainstorming</td>
<td>Paper Prototypes</td>
<td>7-Part Pitch Structure</td>
<td></td>
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<tr>
<td>How will you do it?</td>
<td>Shadowing Show + Tell Interviews</td>
<td>Empathy Mapping Journey Mapping</td>
<td>&quot;How Might We...&quot; Statements Analogous Examples</td>
<td>Voting 2x2 Matrix Solution Mapping</td>
<td>Calculating Value Video Storytelling</td>
<td></td>
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<tr>
<td><strong>ACTIVITIES</strong></td>
<td>Collect quotes, photos, and video from observational, shadowing, and interview research.</td>
<td>Analyze qualitative research and convey patterns using visual frameworks.</td>
<td>Articulate your challenge in a concise, focused, and optimistic way.</td>
<td>Encourage people with diverse perspectives to contribute ideas. Prioritize which ideas to try first and which specific elements to test.</td>
<td>Create and test at least three variations on your best idea(s) using sketches, scripts, mock-ups, and other tangible formats.</td>
<td>Present a compelling story about your challenge to organizational leadership and propose next steps.</td>
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<tr>
<td><strong>MINDSETS</strong></td>
<td>Inclusion + Empathy</td>
<td>Collaboration</td>
<td>Starting small + learning fast</td>
<td>Making things tangible</td>
<td>Sharing unfinished work early + often</td>
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<tr>
<td><strong>SUPPORT</strong></td>
<td>Three Training Workshops</td>
<td>Ongoing Coaching and Office Hours</td>
<td>On-Demand Resource Library with Explainers, Templates, Webinars</td>
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**Download framework**
Six months, three workshops, and a showcase

**Catalyst 2018 Roadmap**

<table>
<thead>
<tr>
<th>Program Announced:</th>
<th>1/1</th>
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<tbody>
<tr>
<td>Informational Webinar:</td>
<td>1/14</td>
</tr>
<tr>
<td>Application Deadline:</td>
<td>1/8</td>
</tr>
<tr>
<td>Follow-up Calls:</td>
<td>1/3-1/8</td>
</tr>
<tr>
<td>Cohort Announced:</td>
<td>1/19</td>
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### January

- **In-Person Workshops**
  - **Workshop 1**
    - 2/13-2/14
    - Bay Area
  - **Milestones**
    - 1. Attend virtual kickoff meeting. [1/23, 12 pm]
    - 2. Complete assigned research in advance of workshop.
  - **Remote Support**
    - **Coaching**: At workshops and 1 hour per month remotely
    - **Virtual Office Hours**: Recruiting and partnering with stakeholders
    - **"Booster" Webinar**: Taking great video with a smartphone

### February

- **Workshop 2**
  - 4/25-4/26
  - Bay Area
  - **Milestones**
    - At key points, take photos and video of stakeholders sharing their perspectives on the challenge and their ideas for how to make it better.
  - **Remote Support**
    - **Virtual Office Hours**: Making ideas tangible and testing them quickly
    - "Booster" Webinar: Prepping your pitch

### March

### April

- **Workshop 3**
  - 6/28-6/29
  - Bay Area
  - **Milestones**
    - 1. Bring draft slides to workshop.
    - 2. Pitch your idea at showcase.
    - 3. Turn in final deck.
  - **Remote Support**
    - "Booster" Webinar: Editing and embedding video in your pitch

**Download roadmap**

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*Grant recipients are expected to attend ALL in-person workshops.*

*Grant recipients are expected to complete milestones in BLUE.*

Remote support offerings are optional.
**Key program dates**

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