

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

How to Participate:

Spots are limited for the 2018 Catalyst program. We ask those interested to do the following before we confirm your participation:

Email the program manager at laura@careinnovations.org with the following information:

1. List of team members including affiliation, role and contact information.
2. A very brief description of the challenge your team would like to work on during the program.

To get the most out of the training, **we strongly recommend that you participate in teams of two or more people.**

"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.

Training Program in Innovation & Design Thinking.




















The Catalyst Program provides teams with the training, tools, and space necessary to cultivate an innovative culture and approach problems from the perspectives of users and stakeholders. See the program curriculum and framework below.

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					



Training Program in Innovation & Design Thinking.

Below is a program timeline with key dates for Catalyst workshops and ongoing offerings.

2018 Program Timeline	January	February	March	April	May	June
 In-Person Workshops		Workshop 1 2/13-2/14 Bay Area   		Workshop 2 4/25-4/26 Bay Area   		Workshop 3 6/28-6/29 Bay Area Sponsors attend showcase on 6/29 
 Milestones	 1. Attend virtual kickoff meeting. [1/23, 12 pm] 2. Complete assigned research in advance of workshop.	 Regularly share your project activities with stakeholders.	 At key points, take photos and video of stakeholders sharing their perspectives on the challenge and their ideas for how to make it better.			 Pitch your idea at showcase.
 Remote Support		 Coaching at workshops	 Virtual Office Hours: Recruiting and partnering with stakeholders	 Virtual Office Hours Making ideas tangible and testing them quickly	 "Booster" Webinar Prepping your pitch	 "Booster" Webinar Editing and embedding video in your pitch

