Welcome, Catalysts!

Please sit at the table # listed on the back of your name tag:

Before 10 am: Tape your presentation slides on a foam core board.
Catalyst 2019
Workshop 3
June 26-27, 2019
What Have We Done Already?
Phase 1: Understanding and Framing Your Challenge
January – April

Reflective Discussion
Show & Tell Interviews
Collaborative Cycle
Design Partner Recruitment
Personas
Draw Your Experience
Affinity Mapping
Journey Mapping
Analyzing Qualitative Research
Empathy Mapping
Project Definition and Framing
Postcards from the Field

What You’ve Learned
Phase 2: Generate and Test Ideas, Get Feedback
April - June

- Solution Mapping
- 7-Part Presentation
- Prioritizing Ideas
- Rapid Prototyping
- Valuing Solutions
- Opportunity Framing
- Analogous Examples
- Facilitating Co-Design Sessions
- "How Might We" Statements
- Brainstorming

What You’ve Been Practicing
Over the next two days, expect lots of

Iteration.

Giving Feedback.

Receiving Feedback.

Reflection.
Cultivating the Catalyst Mindsets

- inclusion + empathy
- collaboration
- start small + learn fast
- show work early + often
- making things tangible
After This Workshop...

• **Continue working on your project.** Seek input from your colleagues and end-users.

• **Share your project learnings, recommendations and next steps with key stakeholders.**

• **Have a conversation with your Team Sponsor and organizational leadership** about how your organization wants to use human-centered design.

• **Use human-centered design tools in your work!**

• **Sign up for other learning opportunities through CCI.**
Today’s Agenda

9:20 am  Breakfast & Registration
10:00 am  Welcome
10:10 am  Reflection on Co-Designing & Prototyping
10:35 am  Showcase Expectations & Presentation Overview
11:10 am  Team Presentation Prep Time, Part 1
11:45 am  Practice & Feedback, Part 1
12:30 pm  Working Lunch
1:15 pm  Team Presentation Prep Time, Part 2
2:00 pm  Practice & Feedback, Part 2
2:55 pm  Showcase Reminders & Logistics
4:00 pm  End
Share some kind words for Laura!
A Look Into What You’ll Be Doing...
Co-Design & Prototyping Reflection
Prototyping Fun!
What To Expect Tomorrow at the Showcase
What to Expect for the Showcase

3 breakout rooms

- 5 teams in each room
- Team Sponsors for respective teams
- Guest Reactors from various organizations
- Coaches for respective teams

Each team will present for up to 7 minutes and receive feedback for 7 minutes from Sponsors, Reactors & Catalysts.

Before lunch, you’ll hear a panel with Guest Reactors, who use HCD in their organizations.
Review of the 7-Part Presentation Framework
Building support

Even if you originally secured permission, it is your responsibility to build support for your project.

It is also important to build support for this new, human-centered and more engaged way of working.
Use a narrative structure

To take advantage of our natural desire to learn through story telling, we use a narrative structure. Rather than telling a fictional story, we tell a story of ambition, challenge, insight and direction.
The 7-part project narrative

1. Describe the desired future or share a user’s experience
2. Share the challenge of the situation
3. Share insights and experiences from your research
4. Describe 3 to 4 parts of the solution
5. Articulate the benefits of achieving the solution
6. Emphasize the negative impact of not achieving the solution
7. Ask for specific support
Sticky note feedback
Improving your presentation

20 or so pointers to consider
Ways to make you presentation better

- 7-part narrative structure ~ 12-15 slides max
- Craft the first sentence you'll say for each slide to create clear transitions and flow
- Use specific visual, tangible language
- Use an image for a slide - simple and large
- Keep to the purpose of each slide in the narrative
- Put notes of what you want to say in the presenter notes, not as points on the slide
Ways to make you presentation better 2

• Use real pictures from your organization and project
• Show a specific detail that communicates a larger point
• Make one meaningful word or phrase large in the middle of the slide.
• Use a shocking stat or fact
• Vary the beat or pacing of your presentation.
• Vary your voice level for emphasis
Critique your own presentation

- What's the first impression of this slide? Does it support the purpose of the slide?
- Does your text, if any, communicate directly and simply?
- Do you come into the slide with a clear and powerful sentence?
- Do your slides work well visually as a set?
Critique your presentation

- In going through your presentation, can you adjust the first sentence to create better transitions and flow?
- In going through your presentation, where do you struggle to make a clear point?
- Where are you sharing too much?
Resources

Free images:

• unsplash.com
• pixabay.com
• pexels.com
• other CCI resources
Better critique
How to

• Audience: let 5-7 min presentation happen straight through, write your thoughts on sticky notes along the way

• Share your feedback on the effectiveness and power of their communication using the “I like, I wish, I wonder”

• Presenters: encourage and listen to suggestions without debate, just get feedback and ideas for improvement
Points of feedback and ideas

Assess the pitch’s effectiveness and suggest ideas to improve

- Overall, was the presentation effective? What specific points could be improved?

- Were the visuals, stories and numbers effective in helping make the case?

- Are they succinct and clear in the points they are making?

- What is the most powerful part?

- Where did they lose you?
Prep your presentation - 30 min

• Get together with your team

• Review, refine and practice your presentation to prepare

• One team member should present it to the others

• Look for ways to improve, be clearer, succinct, and use appropriate visuals

• Re-present with improvements to make it better.
Let’s try one
Presentation Prep
Time Part 1
Feedback Round 1

Find 2 teams to group up with.

- 7 minutes to present
- 7 minutes to provide feedback
- Switch!
Working Lunch

Continue refining presentations & sign Laura’s gift!
More Presentation Inspiration!
Presentation Prep Time Part 2
Feedback Round 2

Find 2 new teams to group up with.
• 7 minutes to present
• 7 minutes to provide feedback
• Switch!
Let’s Breathe Together!
Nice work today!

Housekeeping for end-of-day and tomorrow
Housekeeping for the Rest of Today

• Complete your evaluations and leave it in your plastic bin!

• Continue working on your presentations until 4pm.
  • Follow the Showcase Prep Handout for directions on saving your presentation to a USB.
  • Ask Chris & Diana for IT help!

• Drop your name tags at the registration table.

• Identify whose phone will record your presentation.
What to Expect for the Showcase

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Showcase Logistics

- **Start Time:** Your team should arrive at 8:00 am. Team sponsors should arrive by 9:00 am.

- **Team Presentations:** Save video clips, fonts & presentation on your USB thumb drive. **Drop off your USBs at the registration table by 8:15 am.** There will be signs for which box to drop your USB in.

- **Designated Phone:** If you’re interested, we can record your pitch for your team. Bring a phone with at least 1 GB of space and video recording capability. Write your password on a sticky note & hand to CCI staff in your breakout room.
Your table number and showcase breakout room for tomorrow is listed on the back.
Questions?

Email catalyst2019@googlegroups.com!
See you tomorrow Superstars!