

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



Blue Shield of California Foundation is an Independent Licensee of the Blue Shield Association

What Have We Done Already?

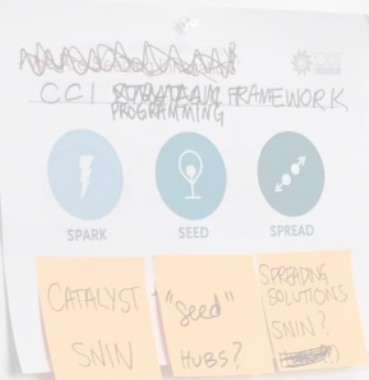


WHAT IS
Seed?

\$
\$10K-\$80K

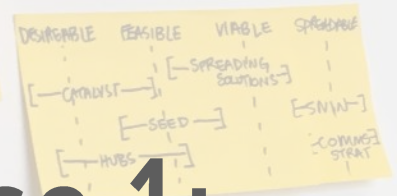
TEAMS
4-13

MONTHS
10-14



WHAT DISTINGUISHES SEED
FROM OTHER CCI PROGRAMS

- MAKE \$
- PROOF OF CONCEPT IN HAND (IDEA ORIGINATOR FROM HCD PRINCIPLE)
- "WANT TO GET TO IMPLEMENTATION" (A "BIZ AS USUAL")
- LIGHTER TOUCH SUPPORT (vs. typically building)



IMPACT (DESIRED)

Becomes 'biz as usual'

LEARNING OBJECTIVES

INTERNAL DATA-DRIVEN

START/TELLING W/ END USERS

ITERATING W/ END USERS

MILESTONES

Develop Roadmap + metrics + plan

Assess + DECIDE

Dual Sustainability plan/ process (if applicable)

Final Goals 'deliverables'

THEMES

VARY!

TRIPLE AIM / VALUE BASED CARE

Scott /???

COMPONENTS/SUPPORT

- \$15K
- TA targeted
- Coaching? Consulting?
- Site visits
- Virtual posters

DELIVERABLES

CASE STUDIES

EVALUATIONS

"ACTION GUIDES"

"SPREAD PACKAGES"

What works well

in person time that focuses on skills + frameworks

Site visits

Access to coaches, SMEs

Metrics + measurement TA

Support moving ideas into action + sustaining them

HANDS-ON MODELING + FACILITATION

Consultant "office hours" No scheduling

Training in HCD

What we could do differently

Difficult to learn from short since everyone's projects are so different

Swag needs exchanges

Capacity building & system engineering

Pre-req. HCD / design thinking training

Clear expectations + objectives

Deliverables met

Coaching relationship should start w/ more req.

2012-2013
BSCF
IH1

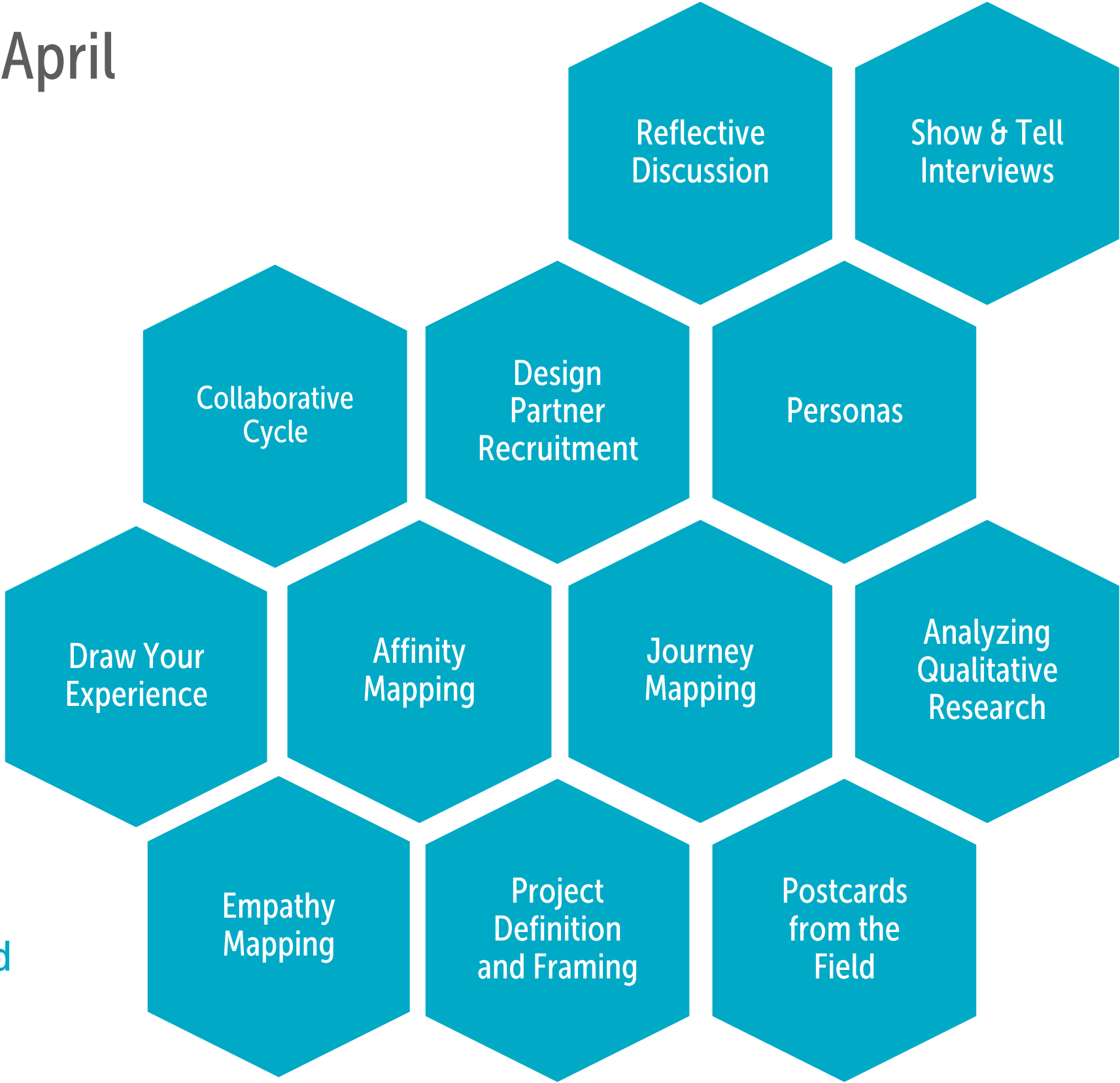
"INNOVATION CHALLENGE"

[IH1 BREAKTHROUGH + PRISMA COLLABORATIVE]

\$35K
13 TEAMS
12 MONTHS

January – April

What
You've
Learned





Now, You Try It!

Directions developed w/ GCI / facilitator help!

Step 1. Think about what you want to accomplish. Brainstorm possible dimensions

Step 2. Pick 2 dimensions, draw 2x2 and start plotting!

Step 3. Discuss how you may prioritize which ideas to prototype

High Cost

Voice Mail Blast
(think of kids in schools)

[Auto message]
There was a throat model school, will be on lock down

Patient Portal

Auto page

Low Effort

How better announce programs to pts?

include quick 1 pager on new programs at every check in

High Effort

Bullet Board
(in a need it internet comes up)

Blurbs pre-written for staff to share

I need help with transportation

Low Cost

Create list of patients who will be impacted by the program

most

COMMS STRATEGY #1
#2
#3

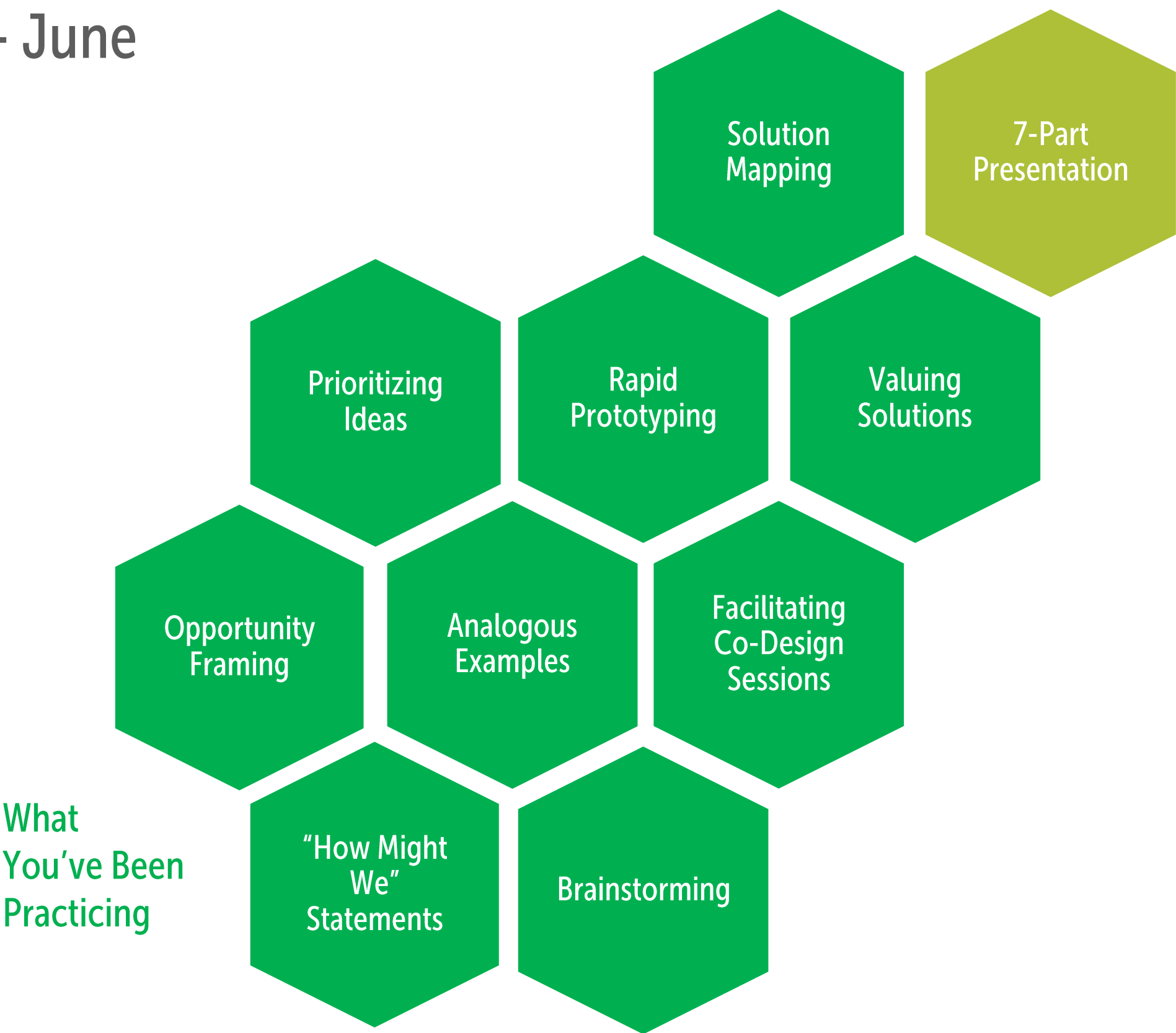
HAVE AN AN INCR LIKE AT A BASKETBALL GAME

Think "Lagan Live" use the TV in the waiting room

Asand he have a budding star program

Phase 2:
Generate and Test
Ideas, Get Feedback

April - June



What
You've Been
Practicing

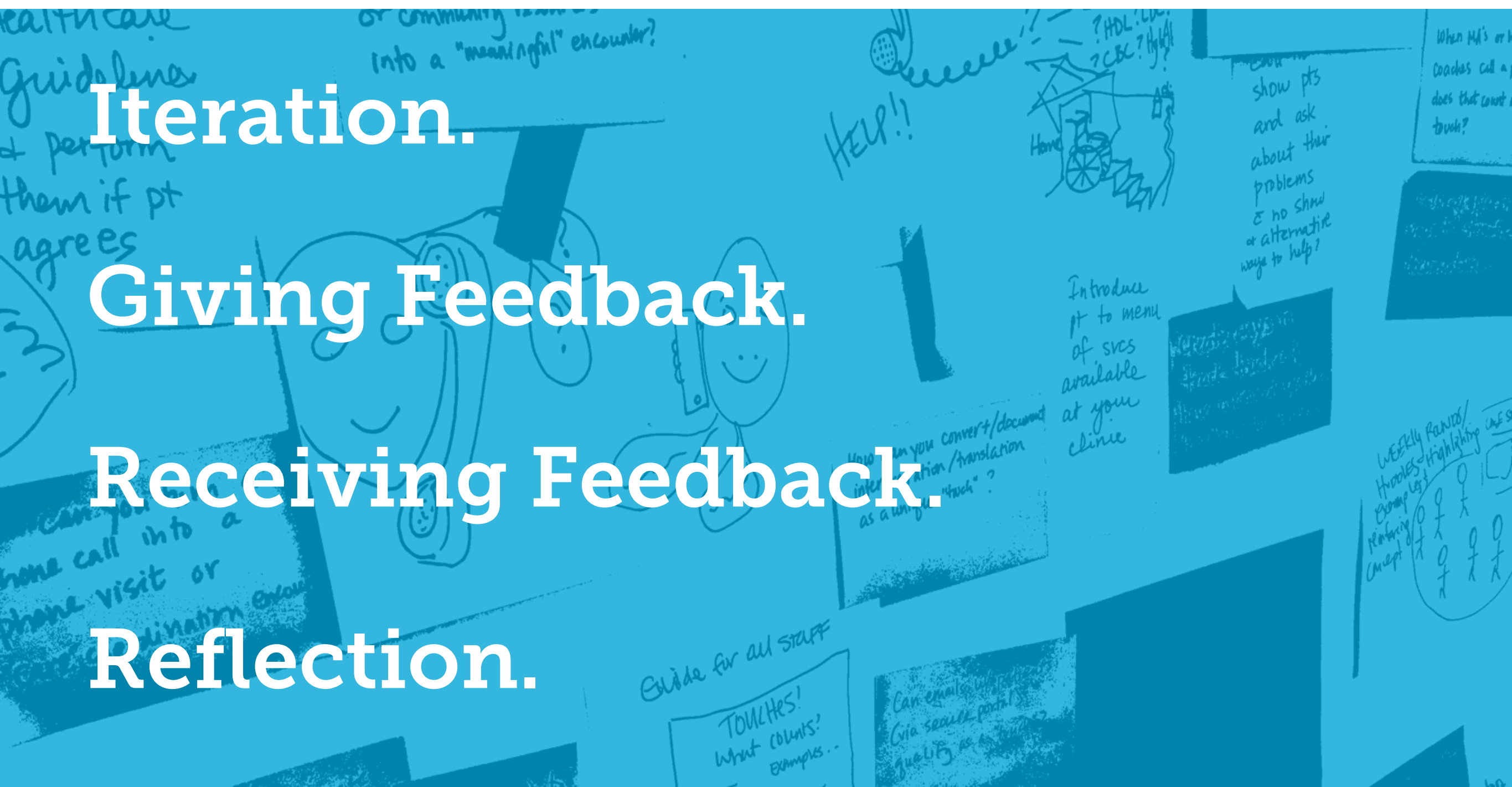
Over the next two days, expect lots of

Iteration.

Giving Feedback.

Receiving Feedback.

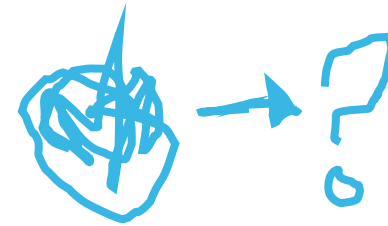
Reflection.



Cultivating the Catalyst Mindsets



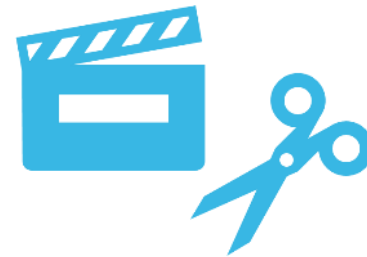
inclusion +
empathy



show work
early + often



collaboration



making things
tangible




start small +
learn fast

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



CALIFORNIA
NURSES
ASSOCIATION

A woman with short brown hair and glasses, wearing a black top and a lanyard with a badge, stands at a podium. She holds a microphone in her left hand and gestures with her right hand towards a large window. The window shows a blurred view of a city and trees. A green text box is overlaid on the image.

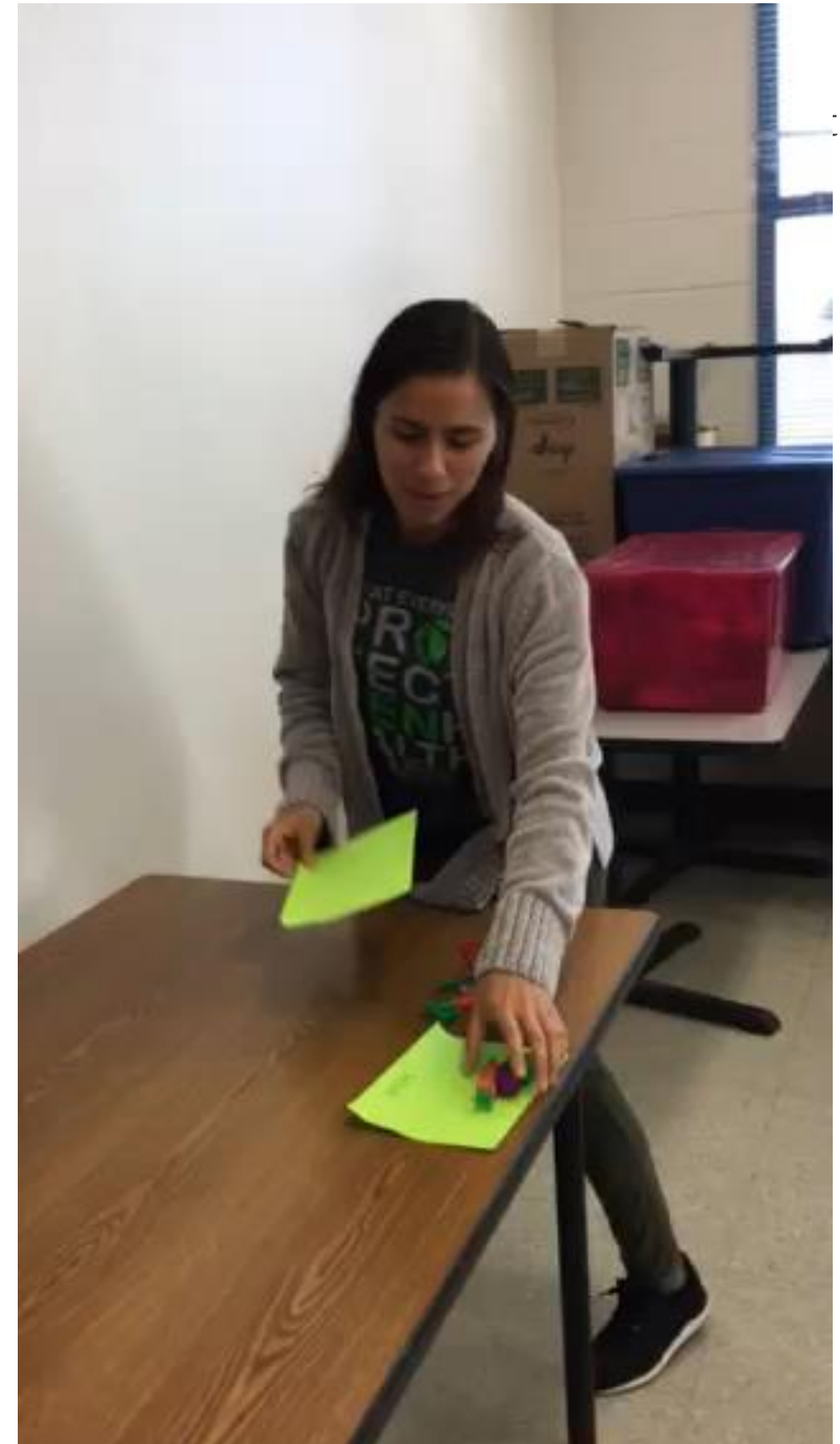
Share some kind words for Laura!

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.

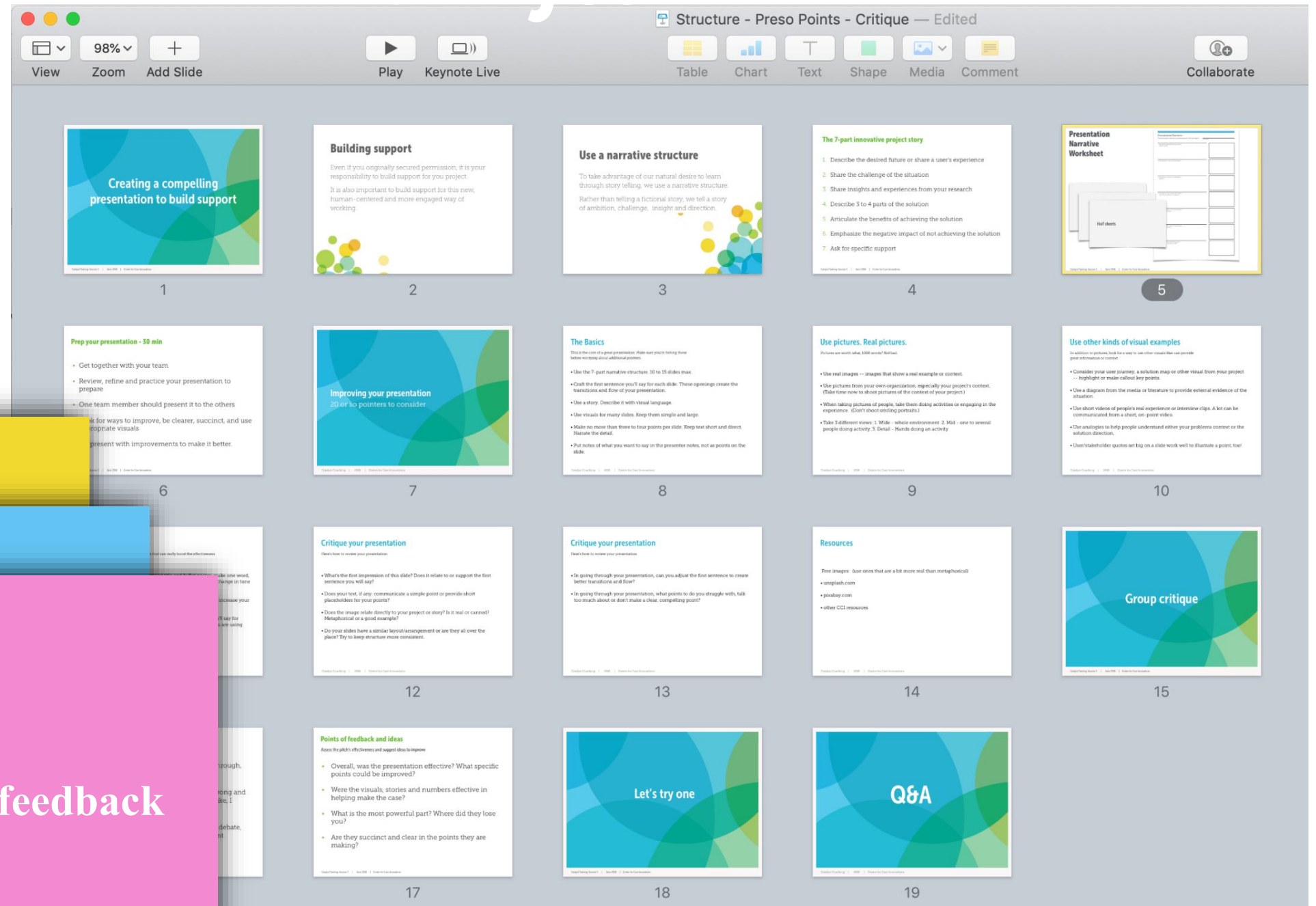
Rather than telling a fictional story, we tell a story of ambition, challenge, insight and direction.



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

Presentation Narrative Worksheet





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

Q&A

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

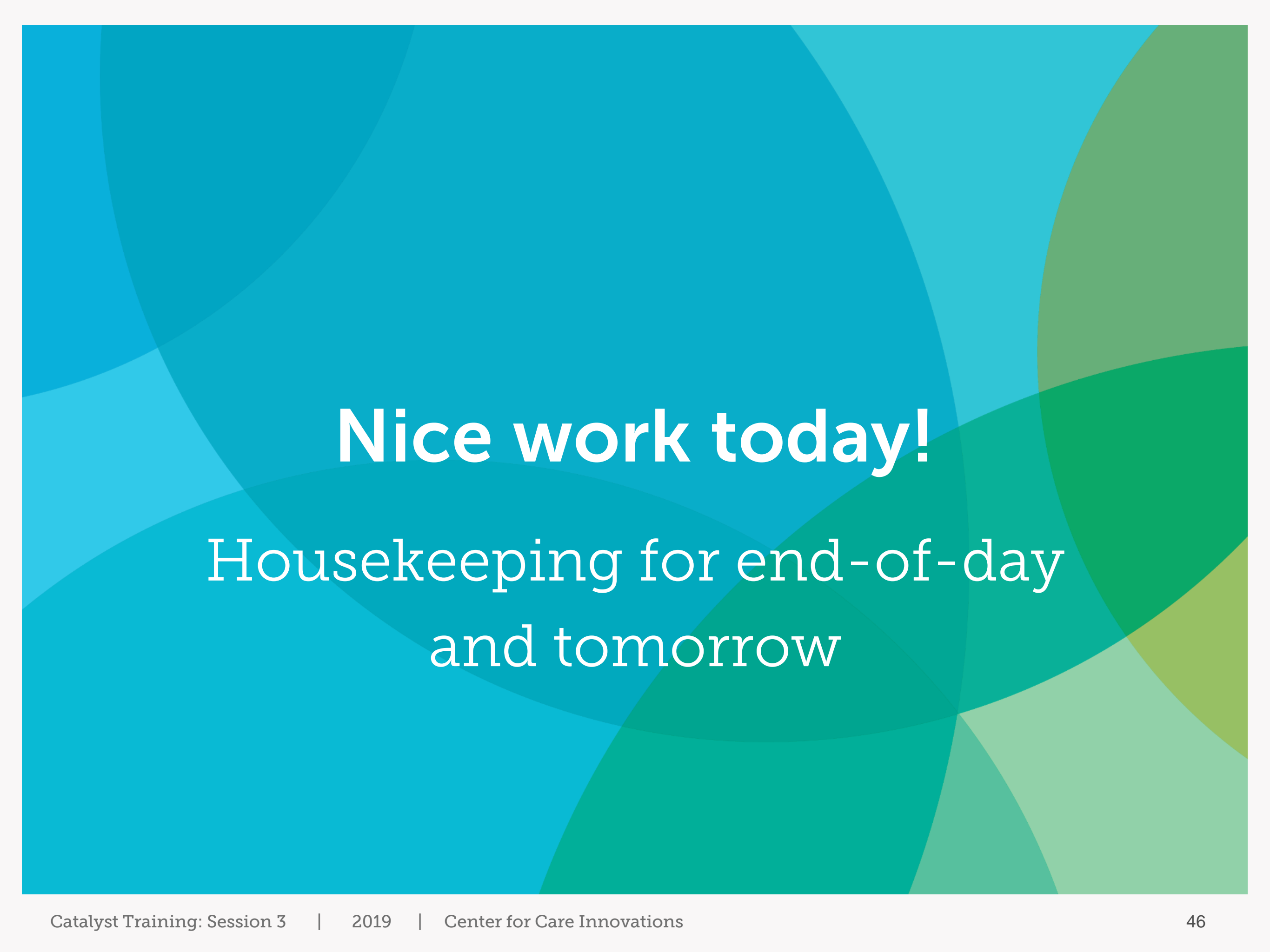
Feedback Round 2

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.

**Diana
Nguyen**
She, Her, Hers
CCI



Your table number and showcase breakout room for tomorrow is listed on the **back**.





Questions?

Email catalyst2019@googlegroups.com!



See you tomorrow Superstars!