Welcome!

This webinar is being recorded and will be posted to careinnovations.org/wearecatalysts

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Opt for Gallery View! Way more fun.

Everyone is muted. Press *6 when you want to unmute yourself.
Catalyst 2019 Program Kickoff

January 23, 2019
Agenda

- Meet the Program Leads (2 mins)
- Program Overview (15 mins)
- Meet Your Fellow Teams (3 mins)
- Meet Your Coaches (10 mins)
- Design Thinking Overview (15 mins)
- Prep Work for 2/20: Draw Your Experience and Empathy Mapping Exercises (20 mins)
- Action Items + Q&A (10 mins)
Meet Your Program Leads
Program Leads

**Diana Nguyen**
Program Coordinator
Coach Experience Manager
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Senior Program Manager
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**Chris Conley**
Lead Facilitator and Coach
[chris@twobitventures.com](mailto:chris@twobitventures.com)
Program Overview
Why we created the Catalyst Program

Underserved communities deserve a social services system that offers services tailored to their needs and context.

Resource-constrained organizations need new ways of working and problem solving to respond to their communities’ needs in an ever-changing environment.
What we set out to achieve

Your team will begin to internalize design thinking mindsets and practice the methods that spark innovation by applying them to a strategic project.

Your organization will find value in working in a new way.
Human-centered design, also known as “design thinking,” is an approach to problem solving that is collaborative, creative, and begins by understanding people’s needs and experiences.
Our Design Thinking Framework

**GOALS**
Your roadmap

**METHODS**
What you learn

**ACTIVITIES**
What you do

**MINDSETS**
Your keys to success

<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>
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**Inclusion + Empathy** | **Collaboration** | **Starting Small + Learning Fast** | **Making Things Tangible** | **Sharing Unfinished Work Early + Often**

Go to: careinnovations.org/wearecatalysts
These mindsets are the secret sauce of the HCD practice.

- inclusion + empathy
- collaboration

- start small + learn fast
- make things tangible
- show work early + often
How we plan to get there...

We offer your team the

- time,
- space,
- and resources

...to innovate...
How we plan to get there... together

We offer your team the time, space, and resources to innovate...

...You immerse in exploratory research, focus and re-frame your opportunity, and prototype several ideas.
## 2019 Program Timeline

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<th>Month</th>
<th>Event</th>
<th>Details</th>
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| **January** | **Workshop 1** | 2/20-2/21 In-Person Workshop  
In Oakland, CA  
**See & Experience**  
**Dimension & Diagram**  
**Question & Reframe**  
**Share your project activities with sponsors and stakeholders on a monthly basis.** |
| **February** | **Workshop 2** | 4/24-4/25 In-Person Workshop  
**Question & Reframe**  
**Imagine & Model**  
**Test & Shape**  
**During activities, take photos and video of stakeholders to document your research and prototype testing.** |
| **March** | **Workshop 3** | 6/26-6/27 In-Person Workshop  
**Sponsors attend showcase on 6/27**  
**Pitch & Commit** |

**Ongoing coach support**
- **Virtual Office Hours:** Recruiting and partnering with stakeholders
- **“Booster” Webinar:** Taking great video with a smartphone
- **“Booster” Webinar:** Prepping your pitch
- **Virtual Office Hours:** Making ideas tangible and testing them quickly
- **“Booster” Webinar:** Editing and embedding video in your pitch

Go to: careinnovations.org/wearecatalysts
How to set yourself up for success

Attend all workshops, and reach out to your coach for help.
How to set yourself up for success

Attend all workshops, and reach out to your coach for help.

From the outset, treat the people impacted by your challenge as experts and partners. Include them in project activities as extended team members and regularly ask for their input.
How to set yourself up for success

**COMMIT.**

Attend all workshops, and reach out to your coach for help.

**CO-DESIGN.**

From the outset, treat the people impacted by your challenge as experts and partners. Include them in project activities as extended team members and regularly ask for their input.

**TELL STORIES TO BUILD WILL.**

Regularly share your activities with your organization using photos, video, and quotes from stakeholders.
By the end, you will become a more:

Inclusive Collaborator

Creative Problem Solver

Engaging Facilitator

Visual Storyteller
There are already some great storytellers among you!

Integrating interprofessional teams to improve care delivery and outcomes.
There are already some great storytellers among you!

Developing screening and referral processes for immigrant patients with medicolegal and psychosocial needs.
Wonder what a Catalyst project looks and feels like?

Find Catalyst case studies: www.careinnovations.org/wearecatalysts/resources/
Your EVERYTHING: www.careinnovations.org/wearecatalysts
Meet Your Fellow Teams!
Center for Youth Wellness
CommuniCare Health Centers
Community Action Partnership of San Luis Obispo
Community Clinic Association of Los Angeles County
Community Health Partnership of Santa Clara
Golden Valley Health Centers
Health Leads
LAC USC Medical Center  Adult Primary Care
Native American Health Center
Neighborhood Health Care
North County Health Services
Northeast Valley Health Corporation
SparkPoint Contra Costa
St Johns Well Child and Family Center
WEAVE
Center for Care Innovations
An interesting mix of challenges… that will evolve.

1. Creating a multi-directional data sharing system that addresses complex social questions
2. Integrating interprofessional teams to improve care delivery and outcomes
3. Engaging parents of teens in improvement of teen health and wellness
4. Achieving data management/governance goals and standardizing practice, processes and technology
5. Engaging attributed, but not seen male patients ages 18-34
6. Creating clear, up-to-date, patient-centered mandated reporting policies & procedures
7. Creating a community-anchored and sustainable pipeline of caregivers that support whole person health
8. Developing screening and referral processes for immigrant patients with medicolegal and psychosocial needs
9. Changing the structure of Care Teams to improve patient care and enhance staff involvement
10. Improving the employee onboarding process
11. Reducing the amount of cancelled and missed appointments with better eligibility verification
12. Achieving joy, well-being and resilience among providers and care teams
13. Creating an environment that promotes the empowerment of our community members to become advocates for affordable housing.
14. Effectively encouraging regular HIV/HCV testing, follow-up care, and sexual health awareness within the Reentry population
15. Creating a better way to support and serve Black Women in our agency as staff and clients.

Visit careinnovations.org/wearecatalysts/community to see which project belongs to which organization.
Meet Your Coaches!
What is a Coach?

Coaches are...

- Catalysts
- Navigators
- Motivators
- Sounding Boards
- Peer Supporter
## What is a Coach?

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<td>Motivators</td>
<td>Help navigate teams to appropriately scoped solutions</td>
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<td>Sounding Boards</td>
<td>Model mindsets, behaviors &amp; methods</td>
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<td>Provide inspiration &amp; encourage fun!</td>
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What is a Coach?

Coaches are...

- Catalysts
- Navigators
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- Sounding Boards
- Peer Supporter

Coaches do...

- Build trusting relationships
- Facilitate connections to resources and other teams
- Help navigate teams to appropriately scoped solutions
- Model mindsets, behaviors & methods
- Provide inspiration & encourage fun!

Coaches do not...

- Assess teams’ work
- Do the team’s work
- Offer answers
- Provide project oversight
- Facilitate co-design sessions for teams
See who your coach is on the Community Page!
Design Thinking Overview
Prep Work
Before Workshop 1
Find all prep work materials here:

Section: Action Items | Phase 1

www.careinnovations.org/wearecatalysts/program
Prep Work Materials: Six Resources

1. Prep Work Instructions

Catalyst Prep Work Instructions

Ready to get to work? Below, outline all the steps your team will take to prepare to share about your project at Workshop 1 on February 10, 2019.

INSTRUCTIONS

1. Meet with your team and go through the Onboarding Questions. Discuss the experience you are having in your project and what you’d like to do some self-learning with.
2. Spend 50-60 minutes web searching independently on your topic. It’s an easy way to get familiar with what others have said about or done to address the issue. For ideas and a handful of quotes from articles or organization names you didn’t know about, you might want to reach out to them later in your research.
3. Prepare a team for the Draw Your Experience activity. Reach out to individuals who you want to learn from and coordinate time to meet with them for 30 minutes. Follow the prep and instruction guides for help on how to get started.
4. Conduct Draw Your Experience sessions one-on-one with as many people as you can. We recommend each team member facilitate the exercise with two to three people so you each get a feel for it.
5. Immediately after each session, record detailed notes on what you learned.
6. Meet again with your team. Gather all of your detailed notes from all participants and create an Empathy Map with what you learned.
7. Print photos of or bring your empathy maps to share at Workshop 1 on February 10.

Catalyst Team Onboarding Questions

For many teams, the toughest part about the Catalyst program is working well together as a team. To ensure your team gets off to a smooth start, we strongly suggest you work the following exercise into your first team meeting.

ONBOARDING QUESTION

During your first team meeting, each team member answers the following questions. It should take three to five minutes per person, or allocate 15 minutes to your meeting agenda:

• What interests you about participating in the Catalyst program?
• What are you nervous or uncertain about regarding the project?
• What perspective or skills do you offer the group? Any talents that have been underutilized and would like to flex?
• What is your communication style?
• What is the most helpful way for you to receive feedback?
• What is a go-to peer or circumstance that makes it hard for you to do your best work?

DataSet: How did that go for people? Did you learn anything new about each other? Are there other topics you’d like to cover at future meetings (e.g., how to handle confrontation, team norms for collaboration, etc.?)
3. Draw Your Experience
How-To Method Card

Catalyst Method: Draw Your Experience

When you’re trying to learn about a person’s perspective on an experience, a visual exercise like drawing is a more engaging way for people to articulate what the experience feels like, and for you to build empathy.

The draw your experience research activity is a way to gather more rich information from your users and stakeholders than a standard survey or interview. It exploits a communication between you and a person who is immersed in the experience you are trying to make better. Doing this activity will let you up to identify patterns in your research through an empathy map or journey map.
Prep Work Materials: Six Resources

4. Prep & Facilitation Guide

5. Activity Debrief Sheet
6. Empathy Mapping
How-To Method Card
Step-By-Step: Prep Work for Workshop 1

1. Meet with your team and go through the Onboarding Questions. Discuss the experience you are exploring in your project and who you’d like to do some early learning with.

2. Spend 30-60 minutes web searching independently on your topic. It’s an easy way to get familiar with what others have said about or done to address the issue. Jot down a handful of quotes from articles or organization names you didn’t know about. You might want to reach out to them later in your research.

3. Prepare for the Draw Your Experience activity as a team. Reach out to individuals who you want to learn from and coordinate time to meet with them for 30 minutes. Follow the prep and facilitation guide for help on how to get started.

4. Conduct Draw Your Experience sessions one-on-one with as many people as you can. We recommend each team member facilitates the exercise with 2-3 people so you all get a feel for it.

5. Immediately after each session, record debrief notes on what you learned.

6. Meet again with your team. Gather all of your debrief notes from all participants and create an Empathy Map with what you learned.

7. Print photos of or bring your empathy maps to share at Workshop 1 on February 20.
Practicing Two Design Methods:
Draw Your Experience + Empathy Mapping
Draw Your Experience: What is it?

A picture is worth a thousand words, right?

When you’re trying to learn about people’s experiences with a service, a visual exercise like drawing is a more engaging way to help people articulate what they’re feeling, doing, thinking, and saying.
Draw Your Experience: Why it’s helpful

- Way to gather more rich information from your users/stakeholders than a standard survey or interview.
- Conversation between you and a person who is involved in the experience you are trying to make better.
- Will set you up well to do “synthesis” and identify patterns in your data using an empathy map or journey map design method.
Draw Your Experience: The Basics

1. Think about a person’s experience you want to learn more about.
2. Grab two sheets of paper and a colorful marker or two.
3. Write a prompt at the top of each sheet:

   Draw your experience with _____ that was _____ [positive valence: helpful, great, effective, inspiring].

   Draw your experience with _____ that was _____ [negative valence: tiring, bad, discouraging, unhelpful].

4. Follow the prep and facilitation guide to inform who to do the activity with and how to structure the conversation.
5. Spend 20 minutes walking through the exercise with someone.
6. After you complete the activity with one participant, immediately record debrief notes. Repeat!
7. Once you’ve done the activity with your stakeholders, synthesize what you learned using an empathy map.
Two Drawings:

Positive (+) Valence: A workday that felt **productive**.

Negative (-) Valence: A workday that felt **chaotic**.
Empathy Mapping: What is it?

How do we make sense of all of those individual experiences and stories?

Empathy mapping is a method to help you make sense of what you learn across all your conversations and identify patterns in people’s experiences.
Empathy Mapping: The Basics

1. Meet with the team members who facilitated a draw your experience activity.

2. On a piece of flip chart paper, draw the base empathy map with four quadrants: 1. Say; 2. Do; 3. Think; 4. Feel. You can also use an empathy map worksheet.

3. Notice that “say” and “do” are very explicit and “think” and “feel” are implicit.

4. Review your activity debrief notes. Using a different color sticky note for each user, walk the empathy map, writing down on stickies what each user said, did, felt, or thought.

5. Once the map is populated, step back and reflect on the content. Look for patterns and inconsistencies. What’s at the heart of this experience?

6. Share your empathy map with some of the people who did the activity with you. Do they have new points to add or qualify?
Empathy Map Worksheet

**THINK**
- When will I have a chance to ask q's?
- I don't have experience with that
- Just tell me what I need to do

**DO**
- Retreat into their phone
- Retreat into their phone

**FEEL**
- Isolated, on my own.
- Uncertain
- Listen intently to the doctor

**SAY**
- Listen intently to the doctor
- Listen intently to the doctor
What These Methods Look Like In Practice

Example from Catalyst Coach Blake Gregory, Alameda Health System
Draw Your Experience:
What it feels like on your worst day at work

Alameda Health System K6 Adult Primary Care Clinic
Empathy Map: Medical assistants’ workday experience
Alameda Health System K6 Adult Primary Care Clinic
Action Items
Action Items

Today: Bookmark [www.careinnovations.org/wearecatalysts](http://www.careinnovations.org/wearecatalysts)

This week: Find a recurring hour each month when you and your coach can connect.

ASAP: - **Book your travel** for Workshop 1 (and lodging for others).
     - Have a launch meeting with your core team.

February 20: Complete your **prep work** and be ready to share about what you learned.
Your EVERYTHING: www.careinnovations.org/wearecatalysts
Questions?
Thank You!