Welcome!

This webinar is being recorded.
It will be posted to: https://www.careinnovations.org/colorado/catalyst/

If you are listening via phone, please link your audio to your webcam by pressing:
# then [number in top left corner of Zoom window] then #

Opt for Gallery View! Way more fun.

Everyone is muted. Press *6 when you want to unmute yourself.
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 10/24: Draw Your Experience and Empathy Mapping Exercises (20 mins)
• Action Items + Q&A (10 mins)
Meet Your Program Leads...
Program Leads

Christi Zuber
Lead Facilitator
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Dana Ragouzeos
Lead Coach
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Brittney Wilburn
Program Coordinator, Co-Coach
bwiburn24@gmail.com
Why I love this work...
The real reason I love this work...
Why we love these methods:

Inclusive Collaborator
Creative Problem Solver
Engaging Facilitator
Visual Storyteller
Program Overview
We created the Catalyst Program because we believe

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.
Our hopes

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

• Your organization will find value in working in a new way.
Our Design Thinking Framework

Catalyst Innovation + Design Thinking Framework

**SEE & EXPERIENCE**
- **GOALS** Your roadmap
  - Learn about your challenge through immersive experiences and listening to first-hand perspectives.

**DIMENSION & DIAGRAM**
- **METHODS** What you learn
  - Observation
  - Empathy Mapping
  - Journey Mapping
  - Themes and Tensions

**QUESTION & REFRAME**
- **ACTIVITIES** What you do
  - Collect quotes, photos, and video from observational, shadowing, and interview research.
  - Analyze qualitative research and convey patterns using visual frameworks.

**IMAGINE & MODEL**
- **MINDSETS** Your keys to success
  - Inclusion + Empathy
  - Collaboration
  - Starting Small + Learning Fast
  - Making Things Tangible
  - Sharing Unfinished Work Early + Often

**TEST & SHAPE**
- “How Might We...” Statements
- Analogous Examples
- Brainstorming
- Solution Mapping

**PITCH & COMMIT**
- **TEST & SHAPE**
- **PITCH & COMMIT**
  - 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.
  - 7-Part Pitch Structure
  - Calculating Value
  - Video Storytelling
  - “I Like I Wish, I Wonder”

Encourage people with diverse perspectives to contribute ideas. Prioritize which ideas to try first, and which specific elements to build and test.

Create and test at least three variations of 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.
These mindsets are the **secret sauce** of HCD practice.

- **Inclusion + empathy**
- **Start small + learn fast**
- **Collaboration**
- **Make things tangible**
- **Show work early + often**
<table>
<thead>
<tr>
<th>In-Person Workshops</th>
<th>2019-2020 Program Timeline</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
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</thead>
<tbody>
<tr>
<td>Workshop 1</td>
<td>10/24-10/25</td>
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<td>Workshop 2</td>
<td>12/3-12/4</td>
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<td>Workshop 3</td>
<td>2/11-2/12</td>
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<td>Sponsors attend showcase February 12th</td>
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**Milestones**

1. Attend virtual kickoff meeting (10/3, 12 pm).
2. Complete assigned research in advance of Workshop 1.

Share your project activities with sponsors and stakeholders on a monthly basis.

During activities, take photos and video of stakeholders to document your research and prototype testing.

Pitch your solution prototype at Workshop 3.

**Remote Support**

**Ongoing coach support**

Biweekly check-in calls with your coach to support, answer questions and help you deepen your HCD practice.

**Virtual Office Hours:**

Monthly calls covering Recruiting and partnering with stakeholders, Brainstorming Like a Boss, Making Ideas tangible and testing them quickly, Prepping Your Pitch and more!

Go to: [https://www.careinnovations.org/colorado/catalyst/](https://www.careinnovations.org/colorado/catalyst/)
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

**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. Regularly ask for their input.
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. Regularly ask for their input.

Regularly share your activities with your organization using photos, video, and quotes from stakeholders.
There are already some great storytellers among you!

Sol Vista and Melissa Memorial
Wonder what a Catalyst project looks and feels like?

**Case Study: Caring for the Caregivers**

WEAVE, a Sacramento-based nonprofit organization, is the primary provider of crisis intervention services for survivors of domestic violence and sexual assault in Sacramento County, and the county’s... 

**Case Study: Cultivating Workplace Happiness**

Alameda Health System’s Highland Hospital developed No Good Deed Goes Unnoticed, a way for staff to acknowledge their peers when they appreciate their work. 

**Case Study: All Hands on Deck for MyWellness Patient Portal**

Staff at LAC + USC Primary Care Adult West Clinic had a problem. 

Find Catalyst case studies: [https://www.careinnovations.org/colorado/catalyst/#cases](https://www.careinnovations.org/colorado/catalyst/#cases)
Catalyst is an in-depth training, coaching, and mentoring program on Human-Centered Design skills.

Through the Catalyst program you will learn how to effectively define problems and design, test, evaluate, and implement innovative solutions. These skills are essential for organizations interested in creating a culture of innovation and developing leaders for change.

**MAIN CATALYST CURRICULUM & WORKSHOP ASSIGNMENTS**

The selection of materials we will work through for the entire Catalyst program.

**SUPPORTING RESOURCES**

All of the design thinking and innovation method cards, tools, templates, webinars, and stories that CCJ has published since 2013.
Meet Your Fellow Teams!
2019 CHIC Teams

Clinica Family Health
Every Child Pediatrics
Jefferson Center for Mental Health
Melissa Memorial Hospital
Mental Health Center of Denver
Solvista Health
STRIDE Community Health Centers

Get to know each other a bit...

1. Your organization
2. Your name
3. A suggestion for a Colorado Fall activity
An interesting mix of challenges... that will evolve.

• Virtual Reality and text based clinical support.

• Becoming a culturally competent organization to work with our Spanish population with better processes and access opportunities.

• How to support patients beyond the walls of the clinic where they need the care. Creating efficiencies in our workflows.

• How we define population health and what sort of technologies we might use to enhance this (Azara dashboard, risk stratification. Looking at access in a different way, perhaps (telehealth - tackling reimbursement)

• Clinical teams want more MA support to see patients more efficiently and see more patients? How do we increase the staffing as a pilot - look at workflows, processes, to improve the system. What do we need to enable team to work more effectively at the top of scope? Interested in exploring other solutions beyond the MA

• Streamlining intake clinic data

• No-show rates

• SDOH, how we collect data on patients that is actionable to do action planning; Also how to make SDOH services more available... would love to evolve this technology

• Telehealth, telemedicine, etc. - not reimbursable currently... might be an opportunity to tie to this pilot.

• How to make it easier for patients to connect with care team - scheduling online with their own PCP, e.g. Need a solution that is not dependent on NexGen’s lack of capability
Meet Your Coaches!
See who your coach is on the Community Page!

www.careinnovations.org/wearecatalysts/community
YOUR FIRST CATALYST CHALLENGE!

1. Get out a paper and pen
2. Draw a line down the middle so you have 2 sections to draw in.
3. Draw your best and worst learning experience while you listen to this webinar.

*we’ll be sharing one of your team’s drawings about 15 min later in the webinar...so get ready!
What is a Coach?

Coaches are...

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

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## What is a Coach?

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<td>Facilitate co-design sessions for teams</td>
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Design Thinking Overview
Human Centered Design and Design Thinking starts with the users... their Human values.

Business, Users, or Technology can inspire innovation
Human-centered design, also known as “design thinking,” is an approach to problem framing and problem solving that is collaborative, creative, and begins by understanding people’s needs and experiences.
Companies that use Human Centered Design
Let’s get ready for go time...
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. **Research your Topic**: 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 and conduct 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 and aim for 2-3 interviews each.

4. **Meet again with your team together and create a combined Empathy Map**. Gather all of your debrief notes from all participants and create an [Empathy Map](#) with what you learned.

5. **Print photos of or bring your empathy maps** to share at Workshop 1 on October 24th.
Find all prep work materials here for all the workshops:

Phase 1: Understand + Frame Your Challenge
Deeply Understand and Frame Your Challenge

Choose a Topic to See Resources

Pre-Workshop Assignments

This section includes an overview of team assignments before Catalyst Workshop #1.

6 RESOURCES FOR "PRE-WORKSHOP ASSIGNMENTS"

PRE-WORKSHOP ASSIGNMENTS

Prep Work Instructions
A list of instructions to help you complete your prep work before Catalyst Workshop #1.

PRE-WORKSHOP ASSIGNMENTS

Onboarding Questions Guide
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.

PRE-WORKSHOP ASSIGNMENTS

Draw Your Experience Prep and Facilitation Guide
Prepare as 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 facilitation guide for help on how to get started.
Workshop 1 Prep Work in 5 steps
Step 1: Meet With Your Team

✓ Meet with your team and go through the Onboarding Questions.

✓ Discuss the topics you are exploring in your project and who you’d like to do some early learning with.
Step 2: Research your topic

✓ 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.

✓ Discuss the experience you are exploring in your project and who you’d like to do some early learning with.
Step 3: Prep for and Conduct Draw Your Experience Method

✓ Reach out to individuals who you want to learn from and coordinate time to meet with them for 30 minutes. Aim for 2-3 interviews for each team member (it’s great practice!)

✓ Use the Draw Your Experience Prep and Facilitation Guide and Activity Debrief Sheet to support you as you work.
Step 4: Create an Empathy Map

✓ Meet with your whole team

✓ Gather all of your debrief notes from all participants and create an Empathy Map from what you learned.

✓ Talk about what you notice (patterns, interesting nuggets)

✓ Take a photo of it to share with your coach
Step 5: Print photos of (or bring) Draw your Experience and Empathy Map artifacts
Practicing Two Design Methods:

- Draw Your Experience
- Empathy Mapping
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 their experience.
Example of Two Drawings:

Positive (+):
A positive workday.

Negative (-):
A negative workday.
Example of Two Drawings:

Positive (+):
A positive learning experience.

Negative (-):
A negative learning experience.

Share yours!
• State your organization again
• Share and describe one drawing from your team
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.
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 experience: helpful, great, effective, inspiring].*
   
   *Draw your experience with _____ that was _____ [negative experience: 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 de brief notes. Repeat!
7. Once you’ve done the activity with your stakeholders, synthesize what you learned.
Practicing Two Design Methods:
- Draw Your Experience
- Empathy Mapping
Empathy Mapping: What is it?

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. It helps us understand what people think, feel, say and do as it relates to the particular experience.
Example of an Empathy Map Worksheet

**THINK**
- Why does it have to take so long?
- 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**
- Uncertain
- Isolated, on my own.

**SAY**
- Listen intently to the doctor
- When will I have a chance to ask q’s?
Example of Empathy Map:
Empathy Mapping: Why is it Helpful?

Helps us make sense of individual experiences and stories to find themes between users.
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.

4. 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?

4. Share your empathy map with some of the people who did the activity with you. Do they have new points to add or qualify?
Ready, Set, Go!
Action Items

Today: Bookmark
https://www.careinnovations.org/colorado/catalyst/

ASAP:
• Find a recurring hour each month when you and your coach can connect.
https://catalystcoachcalls.youcanbook.me/
• Book your travel for Workshop 1 (and lodging for others).
• Have a launch meeting with your core team.
• Complete your Prep work for Workshop 1 and be ready to share on Oct 24th about what you learned.
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All of the design thinking and innovation method cards, tools, templates, webinars, and stories that CCI has published since 2013.
Questions?
DON'T WORRY... I'VE GOT YOUR BACK!

Thank You!