

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.


Catalyst 2019 Program Kickoff

October 3rd, 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 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
Christi@aspenlabsnetwork.com



Dana Ragouzeos
Lead Coach
dragouzeos@gmail.com



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



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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.

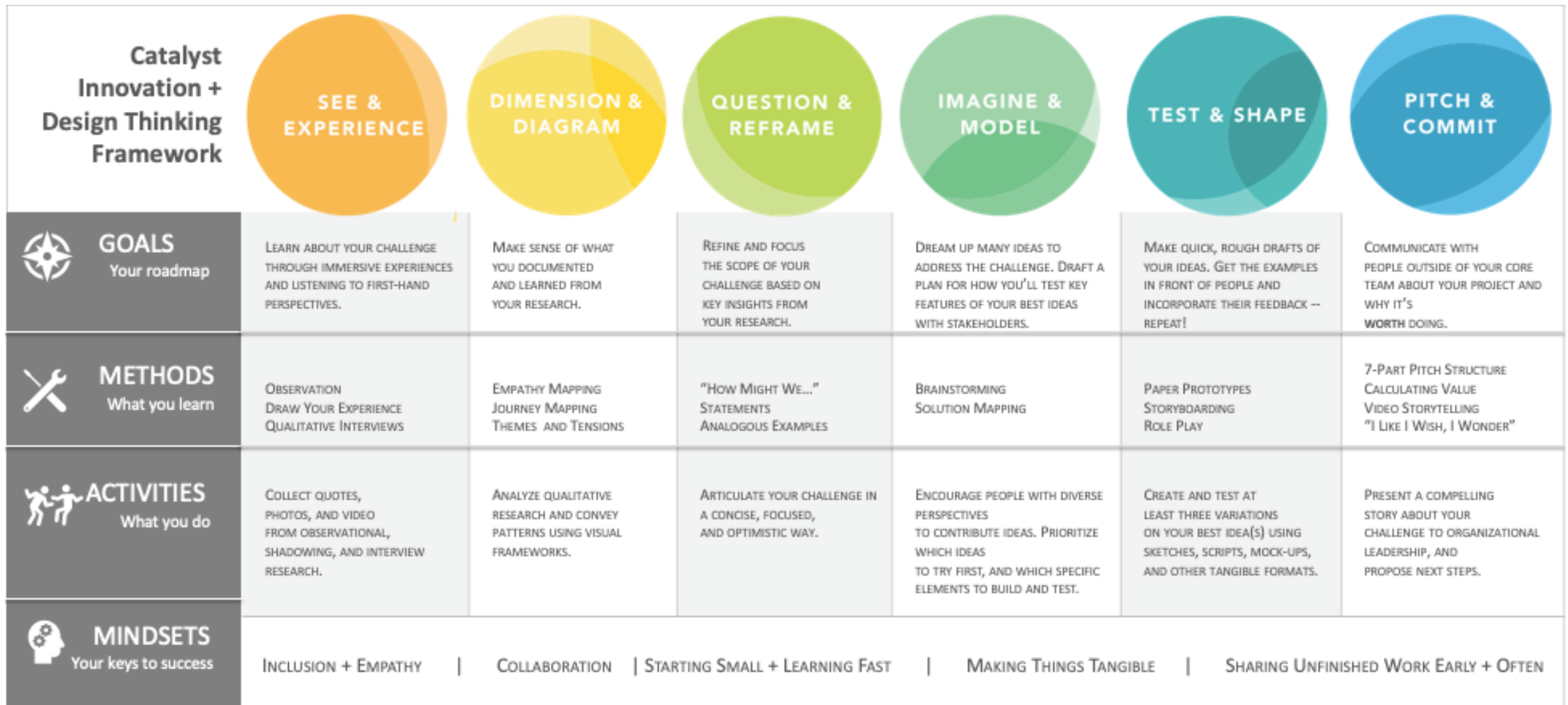


Our hopes



- 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



These mindsets are the secret sauce of HCD practice.



**Inclusion +
empathy**



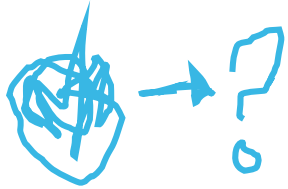
**Start small +
learn fast**



Collaboration



**Make things
tangible**



**Show work
early + often**

2019-2020 Program Timeline

October

November

December

January

February



In-Person Workshops

In Denver, CO

Workshop 1 10/24-10/25



Workshop 2 12/3-12/4



Workshop 3 2/11-2/12

Sponsors
attend
showcase
February 12th



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

Optional



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!

How to set yourself up for success



COMMIT.

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

How to set yourself up for success



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CO-DESIGN.

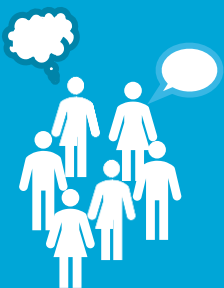
**From the outset, treat the people impacted by
your challenge as experts and partners.
Include
them in project activities as extended team
members. Regularly ask for their input.**

How to set yourself up for success



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**TELL STORIES
TO BUILD WILL.**

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?



INNOVATION & DESIGN THINKING



Case Study: Caring for the Caregivers

JAN 17, 2019

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 o...



INNOVATION & DESIGN THINKING



Case Study: Cultivating Workplace Happiness

FEB 21, 2018 • CENTER FOR CARE INNOVATIONS

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.



INNOVATION & DESIGN THINKING



Case Study: All Hands on Deck for MyWellness Patient Portal

JAN 3, 2019

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

Find Catalyst case studies:

<https://www.careinnovations.org/colorado/catalyst/#cases>

Your EVERYTHING: www.careinnovations.org/colorado/catalyst

COLORADO HEALTH INNOVATION COMMUNITY PORTAL

Colorado Catalyst Resources

OVERVIEW SCHEDULE & ACTION ITEMS **CATALYST LIBRARY** TECH HUB LIBRARY COLORADO COMMUNITY

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 CCI has published since 2013

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**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

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Meet Your Coaches!

See who your coach is on the Community Page!



2019 CHIC Teams first exercise

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



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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!

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Coaches do not...

- Assess teams' work
- Do the team's work
- Offer answers
- Provide project oversight
- Facilitate co-design sessions for teams

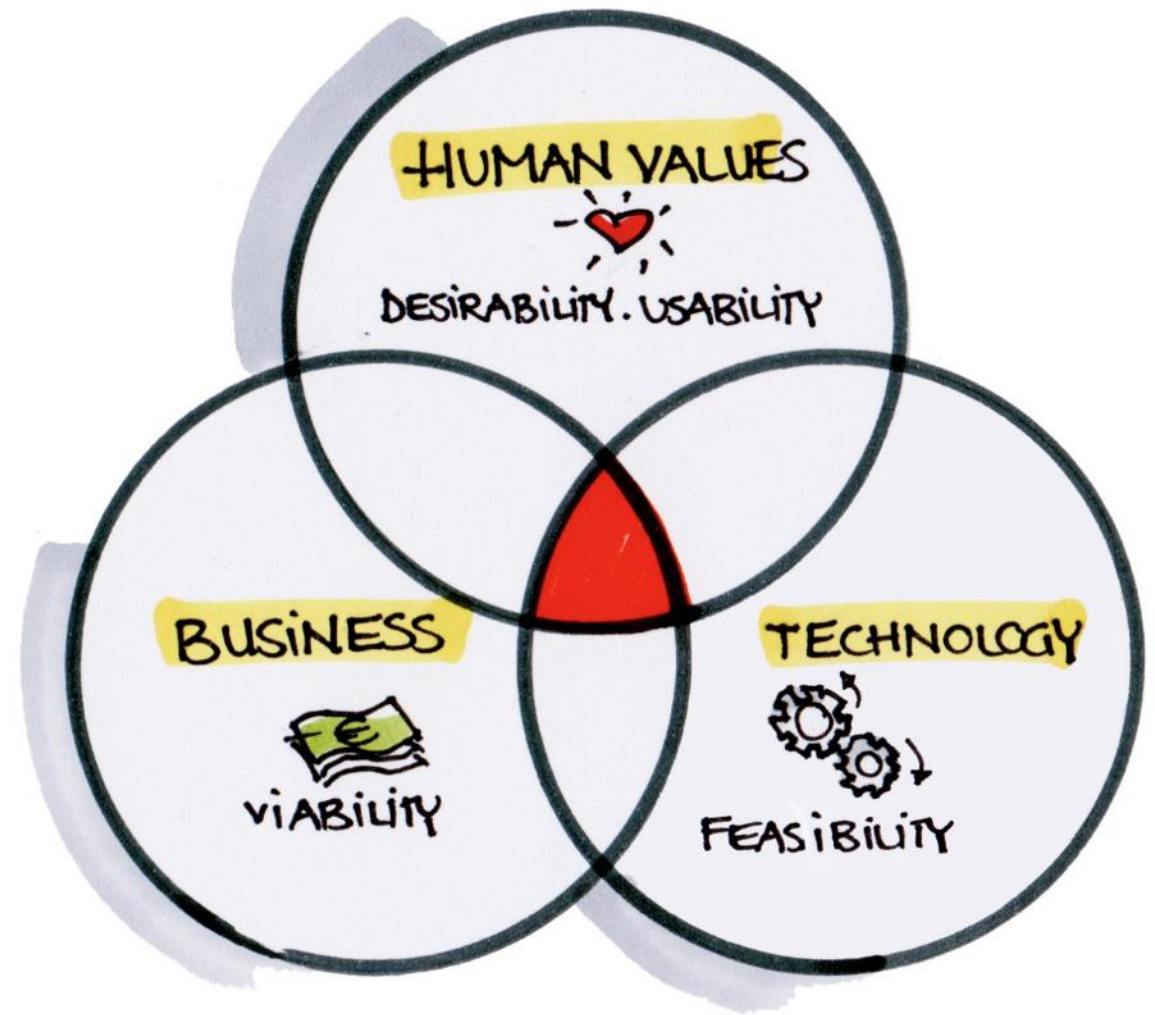
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Design Thinking Overview

Business, Users, or Technology can inspire innovation

Human Centered Design and Design Thinking starts with the users...

their Human values.



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



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**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.**

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 activity 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, so allocate 15 minutes in your meeting agenda.

- What interests you about participating 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 pet peeve or circumstance that makes it hard for you to do your best work?

Debrief: How did that go for people? Did you learn anything new about each other? Are there other topics you're like to cover at future meetings (e.g. how to handle confrontation, team norms for collaboration, etc.)?

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.

Draw Your Experience: Prep and Facilitation

The first step in executing a successful Draw Your Experience exercise is to do a little planning. You'll need to identify several participants and prepare for the activity.

EXPLORE WHAT YOU HOPE TO LEARN MORE ABOUT

- Consider your project's topic – who is involved in activities related to it and what activities? List them out.
- Whose experience and associated activities would you like to learn more about?
- From whose perspectives do you want to learn?
- What specific interactions – among people or between people and specific tools/objects – are you curious about?

PREPARATION AND LOGISTICS

Based on what you want to learn more about, identify:

- Dates, times, and locations you'll hold the activity with people.
- Who will recruit the participants and facilitate the exercise. Every team member should have a few sessions to get a hang for the activity.

Identify potential participants for the Draw Your Experience activity.

- Who to invite: Colleagues, clients, or other stakeholders who are involved in the experience you're trying to make better.
- Colleagues: Start with someone you have a relationship with who is involved with the experience. If you are working on a client-facing challenge, a coworker with whom you have a client relationship is a great person to start with.
 - Clients: Someone who already has a direct relationship with the client (e.g. a case manager) should invite the client and facilitate the exercise.

Invite potential participants to the activity.

Once you identify who you want to learn from, develop a comfortable script prior to reaching out to potential participants. When you reach out, share:

- Who you are.
- What you're trying to learn about (be transparent!). Do not frame your learning goal in terms of what you want to learn. Instead, frame it in terms of what you want to understand. e.g., We want to learn why people aren't following protocol. Emphasize that you want to understand things really are from their perspective versus what you'd expect, or how things should be.
- How much time it'll take. For example, you may take photos or notes during the activity, but only with their permission. You may also ask them to spend 10 minutes on the drawings after the activity.
- Confirm the date, time, and location when you will meet.

FACILITATING THE EXERCISE

See next page.

www.careinnovations.org

Debrief of:

Capture what you learned immediately after your research activity. This will provide a rich reference for additional research and synthesis.

KEY POINTS OF YOUR PARTICIPANT'S EXPERIENCE

While fresh in your mind, write down the key steps or portions of your participant's experience

WHAT STOOD OUT?

What did you see or hear that was interesting for some reason?

KEY QUOTES

What did the participant say that was particularly compelling?

PAIN POINTS

What doesn't work well for the participant or others in this experience?

POSITIVE POINTS

What adds to or helps create quality in the experience?

NEW QUESTIONS, CURIOSITIES

What new questions arise as a result of conducting this interview?

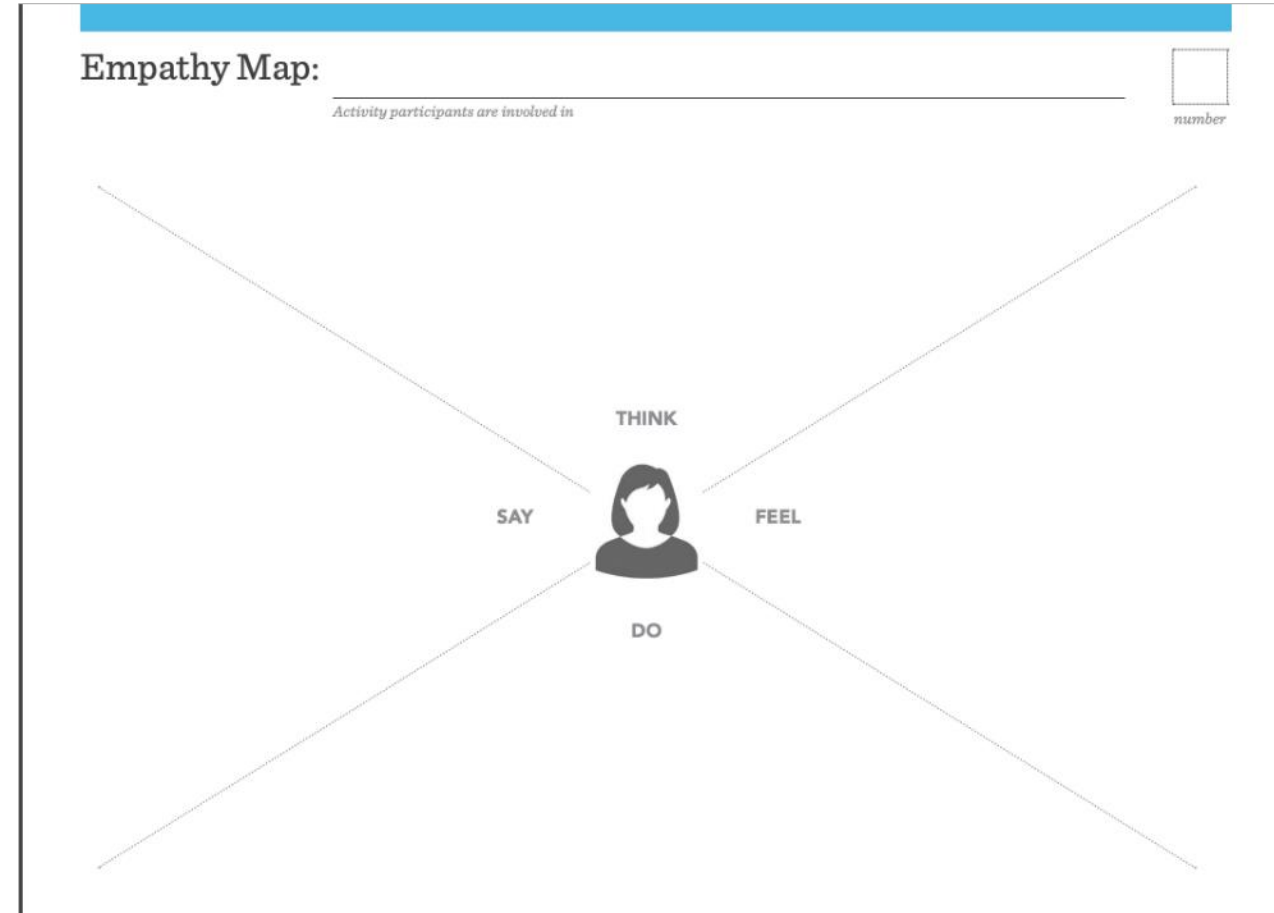
REFLECT ON YOUR WORK

How did the overall interview go? What could you do better next time?

<https://www.careinnovations.org/programs/catalyst>

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**

Draw Your Experience: What is it?

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.

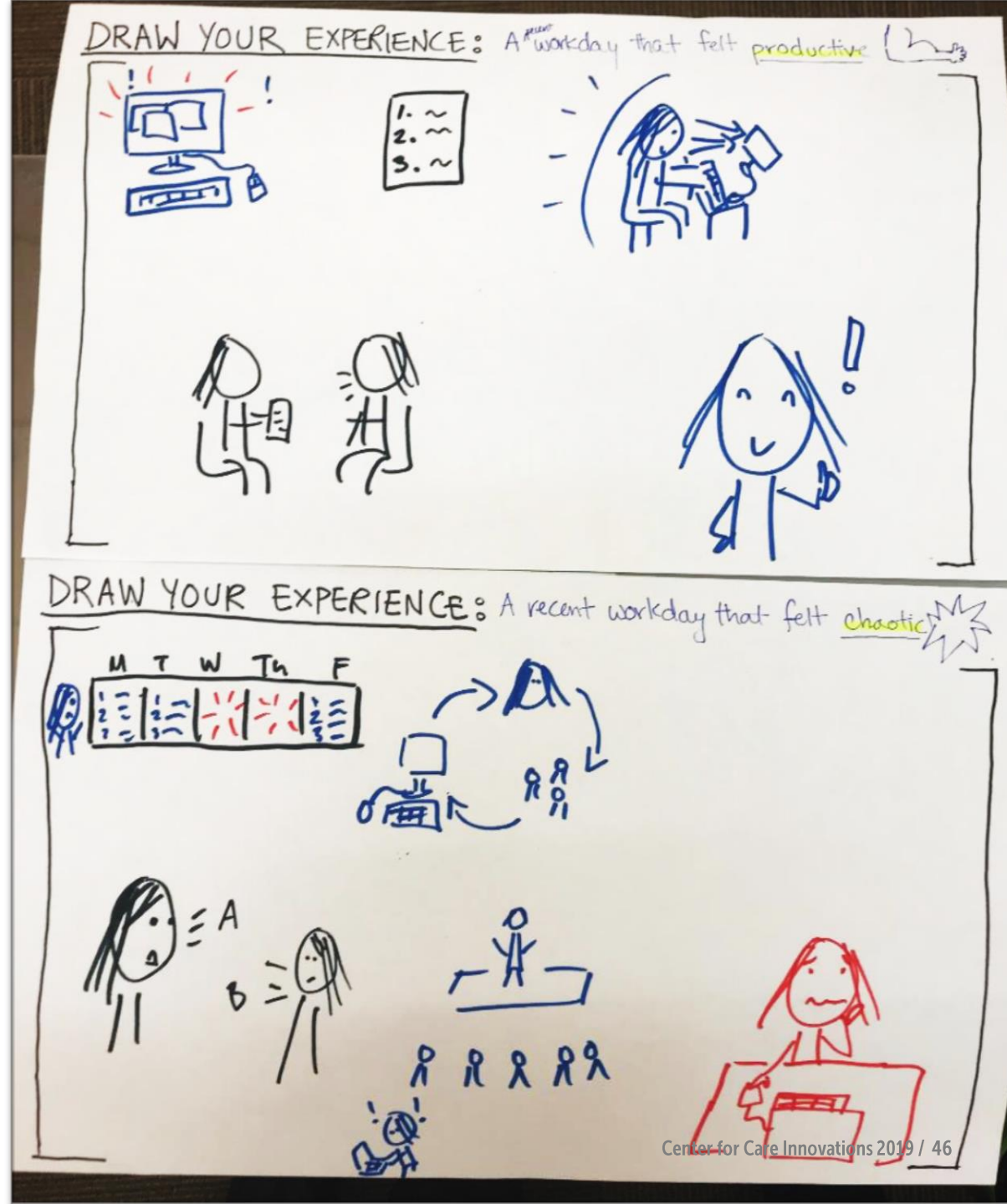
Example of Two Drawings:

Positive (+):

A positive workday.

Negative (-):

A negative workday.



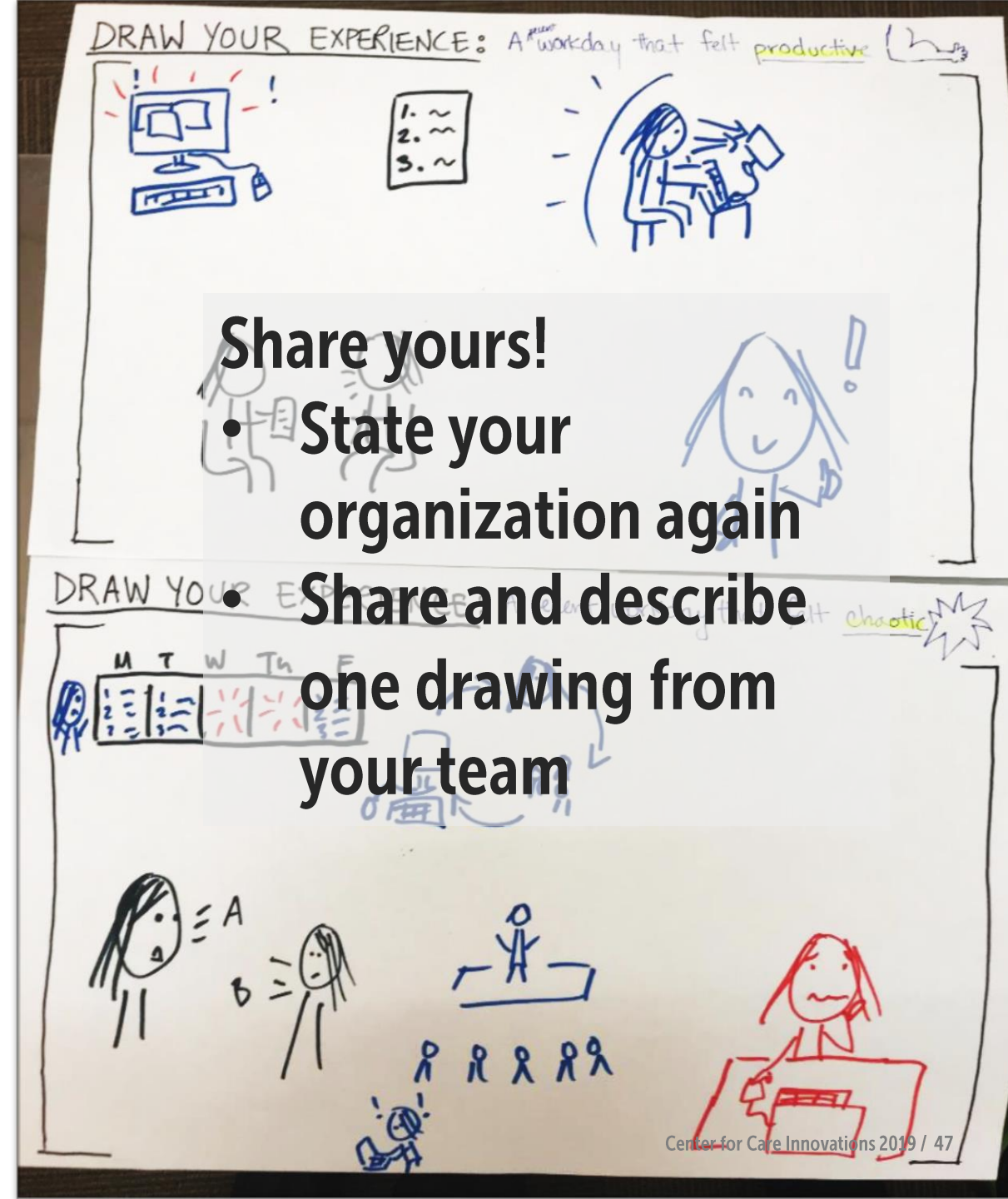
Example of Two Drawings:

Positive (+):

A positive learning experience.

Negative (-):

A negative learning experience.



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 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 debrief 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

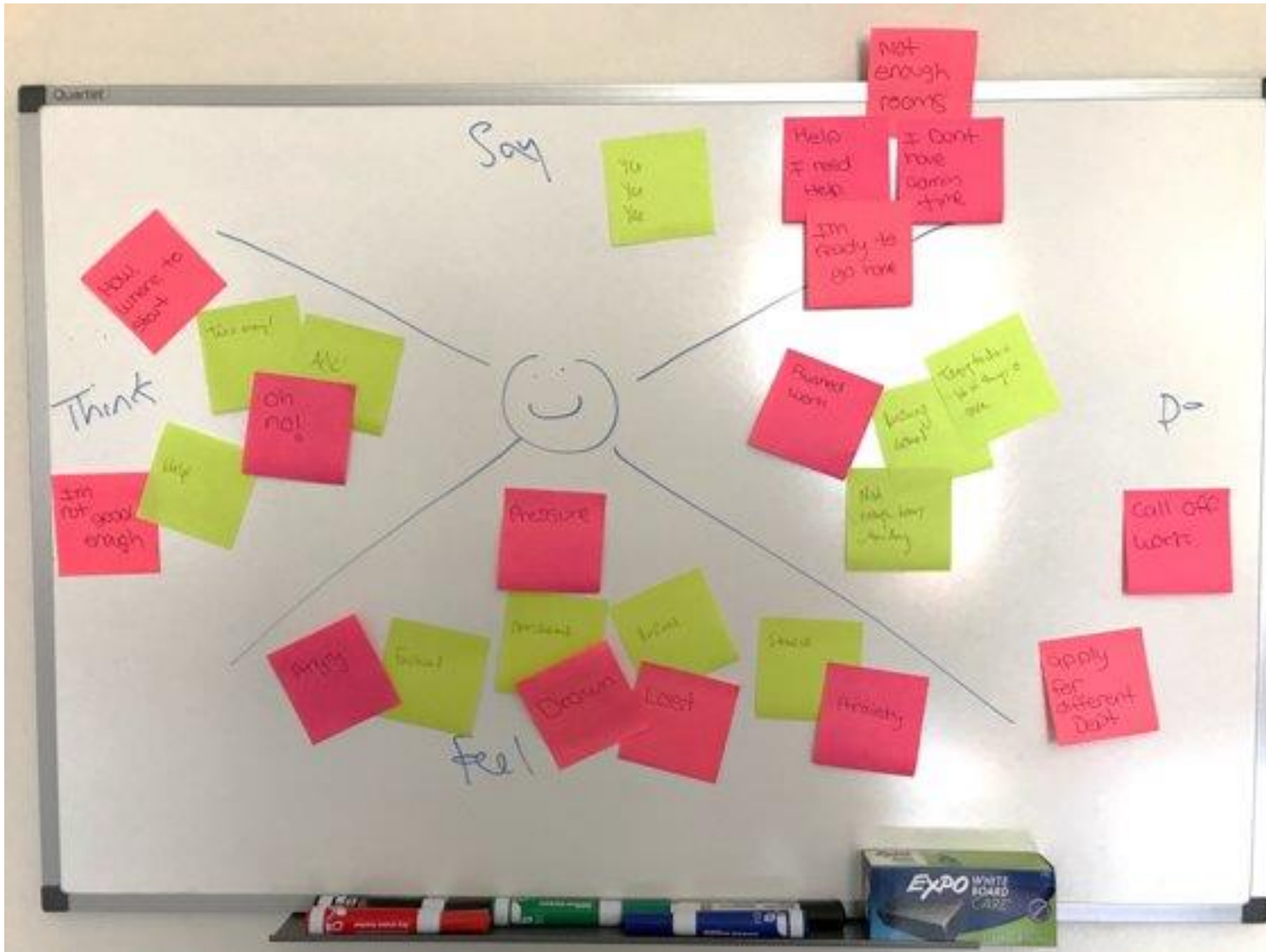
Empathy Mapping: What is it?

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



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?

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Ready, Set, Go!

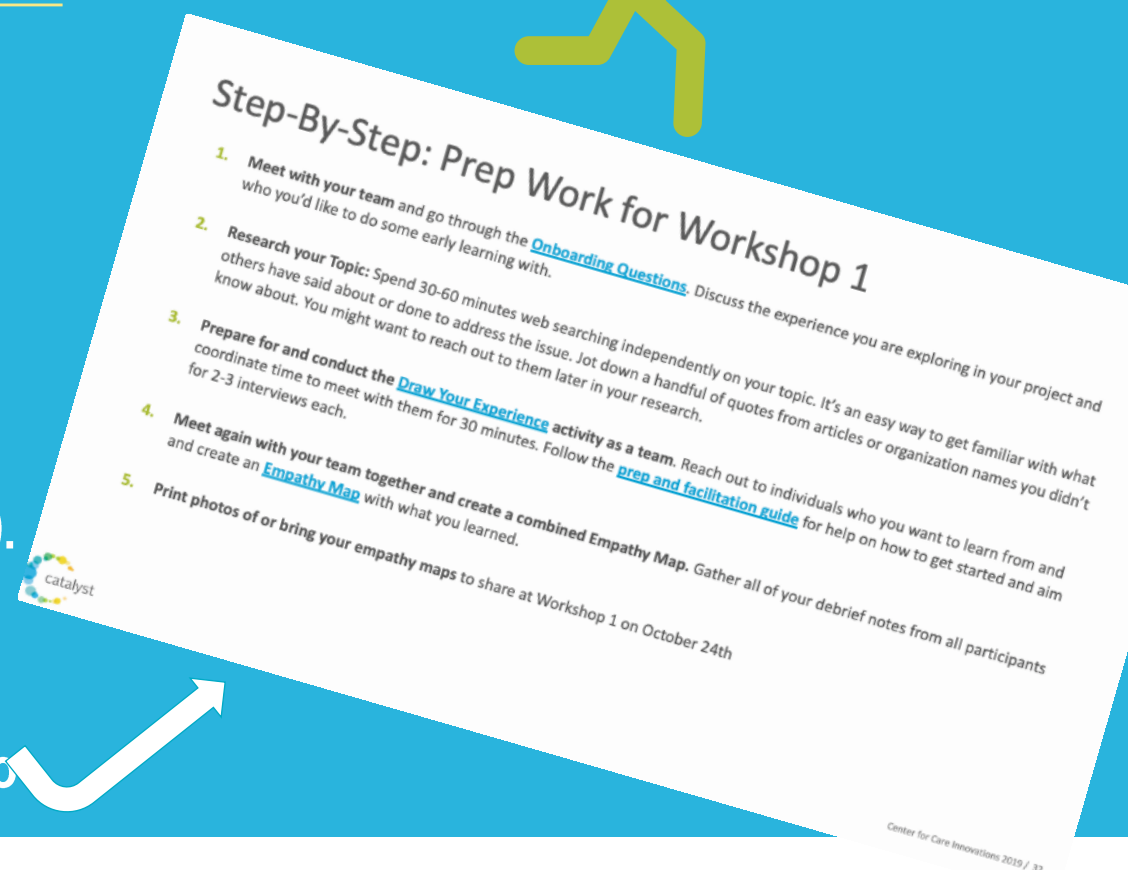
Action Items

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.



Your EVERYTHING:

<https://www.careinnovations.org/colorado/catalyst/>



COLORADO HEALTH INNOVATION COMMUNITY PORTAL

Colorado Catalyst Resources

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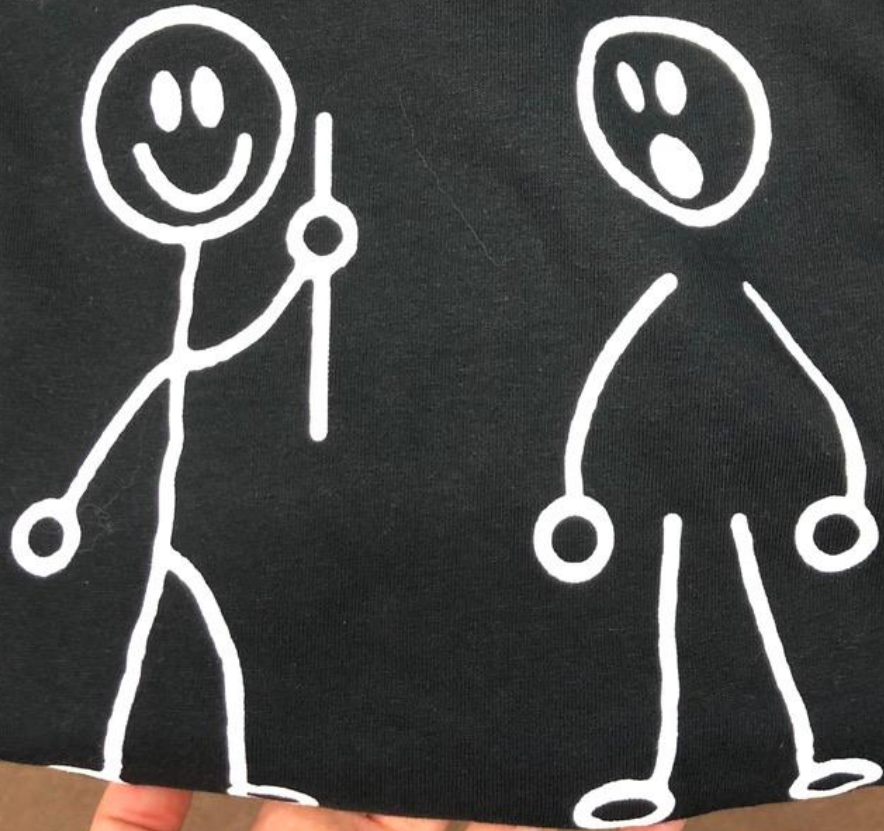
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Questions?

DON'T WORRY...
I'VE GOT YOUR BACK!



Thank You!

