Agenda

- Catalyst Program Overview
- Sponsor Intros
- What it takes to build a culture of innovation
- What’s next after the Catalyst program
- Discussion
Program Overview
Program Leads

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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.
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.
What we set out to achieve

Support your organization to 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.
Sponsor Expectations

1. Support your teams (see slide 22).

2. Participate in the June 27 Showcase in Oakland.
Learn More: www.careinnovations.org/wearecatalysts
Our Design Thinking Framework

**Catalyst Innovation + Design Thinking Framework**

**GOALS**
- **Your roadmap**
  - Collect quotes, photos, and video from observational, shadowing, and interview research.
  - Gather observations, shadowing, empathy mapping, and journey mapping.
  - Analyze qualitative research and convey patterns using visual frameworks.
  - Articulate your challenge in a concise, focused, and optimistic way.

**METHODS**
- **What you learn**
  - Observation
  - Shadowing
  - Show + Tell Interviews
  - Collaborative Cycle
  - Empathy Mapping
  - Journey Mapping
  - "How Might We..." Statements
  - Analogous Examples

**ACTIVITIES**
- **What you do**
  - Brainstorming
  - 2x2 Matrix
  - Solution Mapping
  - Encourage people with diverse perspectives to contribute ideas.
  - Prioritize which ideas to try first, and which specific elements to build and test.

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

**PITCH & COMMIT**
- **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"
- **Present a compelling story about your challenge to organizational leadership, and propose next steps.**
# 2019 Program Timeline

## In-Person Workshops

- **Workshop 1**
  - 2/20-2/21

- **Workshop 2**
  - 4/24-4/25

- **Workshop 3**
  - 6/26-6/27

## In Oakland, CA

## Milestones

1. **Attend virtual kickoff meeting** (1/23, 12 pm).
2. **Complete assigned research in advance of Workshop 1.**

## 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

## Sponsors attend showcase on 6/27

Go to: careinnovations.org/wearecatalysts
Wonder what a Catalyst project looks and feels like?

Find Catalyst case studies: [www.careinnovations.org/wearecatalysts/resources/](http://www.careinnovations.org/wearecatalysts/resources/)
Sponsor Intros

1. Name
2. Organization
3. Why you are sending a team through Catalyst
What it takes to build a culture of innovation
Improvement is about **current ideas**.
Improvement is about **current** ideas.

Innovation is about **new** ideas.

Courtesy of Chris McCarthy, Innovation Learning Network
Improvement THEN lifts you to the **best** place

Innovation leaps you to the **worst** place

the current state
Design Thinking is the mindsets and methods to succeed at innovation.
These mindsets are the secret sauce of the HCD practice.

- **Inclusion + Empathy**
- **Collaboration**
- **Start small + learn fast**
- **Make things tangible**
- **Show work early + often**
Our Design Thinking Framework

**GOALS**
Your roadmap
- Learn about your challenge through immersive experiences and listening to firsthand perspectives.
- Collect quotes, photos, and video from observational, shadowing, and interview research.

**METHODS**
What you learn
- Observation
- Shadowing
- Show + Tell Interviews
- Collaborative Cycle
- Empathy Mapping
- Journey Mapping

**ACTIVITIES**
What you do
- Analyze qualitative research and convey patterns using visual frameworks.
- Articulate your challenge in a concise, focused, and optimistic way.

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

**SEE & EXPERIENCE**
- Make sense of what you documented and learned from your research.

**DIMENSION & DIAGRAM**
- Refine and focus the scope of your challenge based on key insights from your research.
- "How Might We..." Statements
- Analogous Examples

**QUESTION & REFRAME**
- Dream up many ideas to address the challenge. Draft a plan for how you’ll test key features of your best ideas with stakeholders.
- Brainstorming
- 2x2 Matrix
- Solution Mapping

**IMAGINE & MODEL**
- Make quick, rough drafts of your ideas. Get the examples in front of people and incorporate their feedback -- repeat!
- Paper Prototypes
- Storyboarding
- Role Play

**TEST & SHAPE**
- 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"

- Create and test at least three variations on your best idea(s) using sketches, scripts, mock-ups, and other tangible formats.

Go to: careinnovations.org/wearecatalysts
How will this help your organization?

- Gives you new tools for your toolbox
- Provides a systematic approach to develop new ideas
- Takes a more user centered approach to understanding and solving problems
- Utilizes a more collaborative approach to including more diverse voices
- Helps to ensure you are working on the right problems
- Brings more fun and joy to work
What can you do as a leader to support your Catalysts?

- Provide your team with the time to do the work
- Show interest! Check in with your team to see how work is going
- Ensure the project is something you care about solving
- Be comfortable with letting your team try out new skills
- Allow people to take risks and pivot the project if needed
What can you do as a leader to support your Catalysts? (cntd.)

- Be open and curious
- Help eliminate roadblocks and help the group get “unstuck”
- Encourage testing to learn and improve
- Join in on the fun when you can!
Longer term commitment to Innovation
Learn from organizations that have embraced HCD and innovation!
What’s next after the Catalyst program
Questions