

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
Adopt the <b>mindsets</b> and <b>behaviors</b> of being a creative, collaborative and impactful problem solver	Understand the <b>people</b> , their <b>experiences</b> and the <b>systems context</b> of your project.	Frame the <b>challenge</b> and <b>opportunity</b> of your project and create <b>solution directions</b>	<b>Prototype, test and shape</b> solutions for success	<b>Communicate</b> to build <b>support</b> and acquire <b>investment</b> to pursue your solution
CHARACTERISTICS AT THIS STAGE				
<ul style="list-style-type: none"><li>Excited about using more creative methods in their work.</li><li>Unsure how and where to start.</li><li>Unable to get <i>permission</i> for using equity centered design or design thinking in their work.</li><li>Feel they don't have the time and resources to commit.</li></ul>	<ul style="list-style-type: none"><li>Jumps to solutions before understanding the problem</li><li>Unfamiliar with how or why other people's experience is fundamental to designing a successful solution</li><li>A narrow focus on a project's local context or a problem's symptoms.</li></ul>	<ul style="list-style-type: none"><li>Overwhelmed by the amount of information from Stage 2.</li><li>Not yet using narrative along with data to frame needs and challenges</li><li>Not familiar with how to create diagrams and frameworks to clarify the problem and opportunity areas</li></ul>	<ul style="list-style-type: none"><li>Few skills in prototyping ideas in simple, low fidelity ways.</li><li>Unsure what behavioral prototypes are or how to make them</li><li>Over confidence in one idea or not sure how the ideas would really work</li><li>Not convinced that "naive users" would help improve the solution</li></ul>	<ul style="list-style-type: none"><li>Still preparing long, complex Powerpoint presentations to convince others.</li><li>Not using a narrative framework that works with how people like to receive information</li><li>Hoping for other's approval of the idea instead of asking for investment</li></ul>
ACTIONS TO TAKE				
<ul style="list-style-type: none"><li>Learn the Catalyst Mindsets and begin mindset journaling to find times to try and apply them.</li><li>Learn the Collaborative Cycle and run one 5 to 7 times to begin to build an understanding of how it works.</li></ul>	<ul style="list-style-type: none"><li>Learn about and conduct empathetic, show and tell interviews</li><li>Identify and research the hidden aspects of your project's context</li><li>Reveal and visualize the system your project is a part of</li></ul>	<ul style="list-style-type: none"><li>Sort and organize qualitative data into a useful structure</li><li>Build a narrative about the core needs and challenges of the people win your project</li><li>Create lots of ideas and assemble them into alternative solution directions</li></ul>	<ul style="list-style-type: none"><li>Prototype a solution direction with simple materials</li><li>Engage end-users in trying the prototype to provide verbal and non-verbal feedback</li><li>Improve the solution direction based on user feedback</li></ul>	<ul style="list-style-type: none"><li>Learn the 7-part narrative framework and identify an audience you need support from.</li><li>Create, present &amp; refine the presentation 5 to 7 times with colleagues.</li><li>Present to your audience for support.</li></ul>
MILESTONES completed (yes or no)				
<ul style="list-style-type: none"><li>Consciously applied each Catalyst mindset numerous times. (Journaled)</li><li>Worked through a collaborative cycle 5 to 7 times.</li><li>Shared rough work or ideas with others to get their ideas and feedback</li></ul>	<ul style="list-style-type: none"><li>Conducted 7 to 10 empathetic, show and tell interviews.</li><li>Obtained qualitative data that is insightful and surprising</li><li>Understand the broader system your project is a part of</li></ul>	<ul style="list-style-type: none"><li>Clear framing of the challenges and opportunities w/ 3 to 5 rounds of feedback and refinement</li><li>You have more good ideas than you can pursue</li><li>You have several alternative solution directions you can pursue</li></ul>	<ul style="list-style-type: none"><li>Prototyped 5 to7 different aspects of solution directions</li><li>Tested prototypes with 3 to 5 end users</li><li>Successfully improved and narrowed solution directions to a preferred direction</li></ul>	<ul style="list-style-type: none"><li>Presented to 2 or more audiences for support.</li><li>Received commitments of support or concrete, specific reasons support is not provided</li><li>Complimented for clarity and efficiency of presentation</li></ul>