

Welcome, Catalysts!

Please sit at the table
listed on the **back** of
your name tag:



Before 8:45am: Tape your presentation
slides on a foam core board.

Catalyst 2020 Workshop #3

February 11th & 12th
Catalyst HTI Event Center



The Colorado
Health Foundation™



THE DENVER FOUNDATION



CENTER FOR CARE INNOVATIONS 2019 / 3

Housekeeping & Announcements

Parking Pass

Make sure to connect with Kathleen over Lunch!


WiFi

Username: Catalyst-Wi-Fi-ViaCenturyLink

No password required



Today's Agenda

- 
- 8:30 am Breakfast & Registration
 - 9:00 am Welcome
 - 9:10 am Reflections
 - 9:35 am Showcase Expectations & Presentation Overview
 - 10:10 am Team Presentation Prep Time, Part 1
 - 10:45 am Practice & Feedback, Part 1
 - 11:30 pm Working Lunch
 - 12:15 pm Team Presentation Prep Time, Part 2
 - 1:00 pm Practice & Feedback, Part 2
 - 1:55 pm Showcase Reminders & Logistics
IT Support & Work Time
 - 3:00 pm End

The background features a series of overlapping circles in various shades of blue and green. The circles are semi-transparent, creating a layered effect. The colors range from light sky blue to deep teal and forest green. The word "Reflections" is centered in the middle of the image in a white, bold, sans-serif font.

Reflections

Reflection: 1, 2, All

Reflect on

- one thing you are most **proud** of in the work you've done since our last workshop as it relates to co-design and prototyping and
- one **challenge** you are still facing as it relates to co-design and prototyping

Write silently for 1 minute.

Then share with one other person (2 minutes)

Share in the big group (2 minutes)



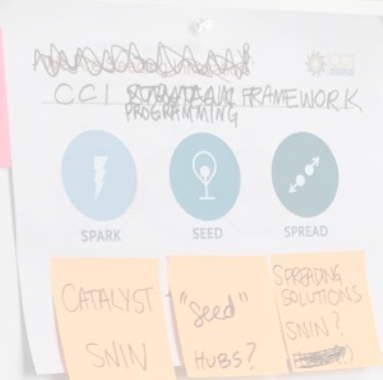
What Have We Done Already?

WHAT IS
Seed?

\$10K-\$80K

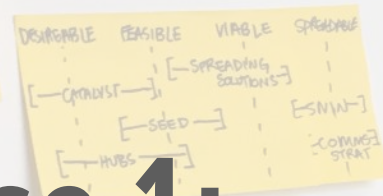
TEAMS
4-13

MONTHS
10-14



WHAT DISTINGUISHES SEED FROM OTHER CCI PROGRAMS

- MAKE \$
- PROOF OF CONCEPT IN HAND (IDEA ORIGINATOR FROM HCD PRINCIPLE)
- "WANT TO GET TO IMPLEMENTATION" (A "BIZ AS USUAL")
- LIGHTER TOUCH SUPPORT (BUT PROBABLY BUILDING)



2012-2013
BSCF
IH1

"INNOVATION CHALLENGE"
[IH1 BREAKTHROUGH COLLABORATIVE]

\$35K 13 MONTHS

Phase 1: Understanding and Framing Your Challenge

IMPACT (DESIRED)
Becomes 'biz as usual'

LEARNING OBJECTIVES

MILESTONES

- Develop Roadmap + measurement plan
- Assess + DECIDE
- Develop Sustainability plan/procedure (if applicable)

THEMES
VARY!
TRIPLE AIM / VALUE BASED CARE
Scott /???

COMPONENTS/SUPPORT

- \$15K
- TA targeted
- Coaching? Consulting?
- Site visits
- Virtual posters

DELIVERABLES
CASE STUDIES
EVALUATIONS
"GUIDES"
"PACKAGE"

What we could do differently

- Difficult to learn from short since everyone's projects are so different
- Capability building & system integration
- Clear expectations & objectives
- Building relationship should start at more early
- Site visits exchanges
- Pre-req. HCD / design thinking training
- Deliverables multi.

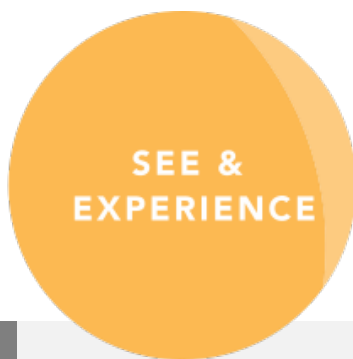
What works well

- in person time that focuses on skills + frameworks
- Site visits
- Access to coaches, SMEs
- Metrics + measurement TA
- Support moving ideas into action + sustaining them
- HANDS-ON MODELING + FACILITATION
- Consultant "office hours" No scheduling
- Training in HCD

Program Framework



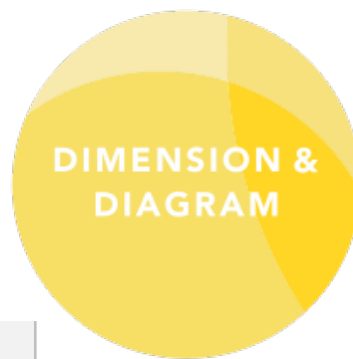
Catalyst Innovation + Design Thinking Framework



LEARN ABOUT YOUR CHALLENGE THROUGH IMMERSIVE EXPERIENCES AND LISTENING TO FIRST-HAND PERSPECTIVES.

OBSERVATION
DRAW YOUR EXPERIENCE
QUALITATIVE INTERVIEWS

COLLECT QUOTES, PHOTOS, AND VIDEO FROM OBSERVATIONAL, SHADOWING, AND INTERVIEW RESEARCH.



MAKE SENSE OF WHAT YOU DOCUMENTED AND LEARNED FROM YOUR RESEARCH.

EMPATHY MAPPING
JOURNEY MAPPING
THEMES AND TENSIONS

ANALYZE QUALITATIVE RESEARCH AND CONVEY PATTERNS USING VISUAL FRAMEWORKS.



REFINE AND FOCUS THE SCOPE OF YOUR CHALLENGE BASED ON KEY INSIGHTS FROM YOUR RESEARCH.

"HOW MIGHT WE..." STATEMENTS
ANALOGOUS EXAMPLES

ARTICULATE YOUR CHALLENGE IN A CONCISE, FOCUSED, AND OPTIMISTIC WAY.



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
SOLUTION MAPPING

ENCOURAGE PEOPLE WITH DIVERSE PERSPECTIVES TO CONTRIBUTE IDEAS. PRIORITIZE WHICH IDEAS TO TRY FIRST, AND WHICH SPECIFIC ELEMENTS TO BUILD AND TEST.



MAKE QUICK, ROUGH DRAFTS OF YOUR IDEAS. GET THE EXAMPLES IN FRONT OF PEOPLE AND INCORPORATE THEIR FEEDBACK -- REPEAT!

PAPER PROTOTYPES
STORYBOARDING
ROLE PLAY

CREATE AND TEST AT LEAST THREE VARIATIONS ON YOUR BEST IDEA(S) USING SKETCHES, SCRIPTS, MOCK-UPS, AND OTHER TANGIBLE FORMATS.



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.

INCLUSION + EMPATHY

COLLABORATION

STARTING SMALL + LEARNING FAST

MAKING THINGS TANGIBLE

SHARING UNFINISHED WORK EARLY + OFTEN

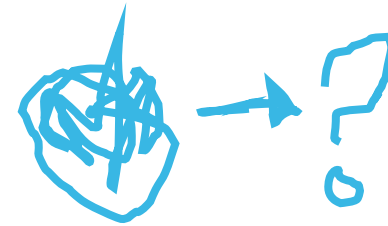
Draw your experience, mapped on an empathy map



Cultivating the Catalyst Mindsets



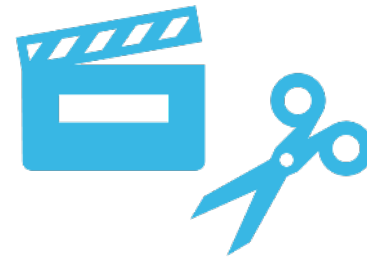
inclusion +
empathy



show work
early + often



collaboration



making things
tangible



start small +
learn fast



Design Research

Topic

People

Technology

Process & policies

Economics

Environment

Qualitative and Quantitative Research Methods

Prior Work on Research Question	Data Collection and Analysis	Problems Encountered	Outcome
<i>Mature:</i> Extensive literature, complete with constructs and previously tested measures	Qualitative only	Reinventing the wheel: Study findings risk being obvious or well-known	Research fails to build effectively on prior work to advance knowledge about the topic
	Hybrid	Uneven status of evidence: Paper is lengthened but not strengthened by using qualitative data as evidence	
<i>Intermediate:</i> One or more streams of relevant research, offering some but not all constructs and measures needed	Quantitative only	Uneven status of empirical measures: New constructs and measures lack reliability and external validity and suffer in comparison to existing measures	Results are less convincing, reducing potential contribution to the literature and influence on others' understanding of the topic
	Qualitative only	Lost opportunity: Insufficient provisional support for a new theory lessens paper's contribution	
<i>Nascent:</i> Little or no prior work on the constructs and processes under investigation	Qualitative only	Fishing expeditions: Results vulnerable to finding significant associations among novel constructs and measures by chance	Research falls too far outside guidelines for statistical inference to convince others of its merits
	Hybrid	Quantitative measures with uncertain relationship to phenomena: Emergent constructs may suggest new measures for subsequent research, but statistical tests using same data that suggested the constructs are problematic	

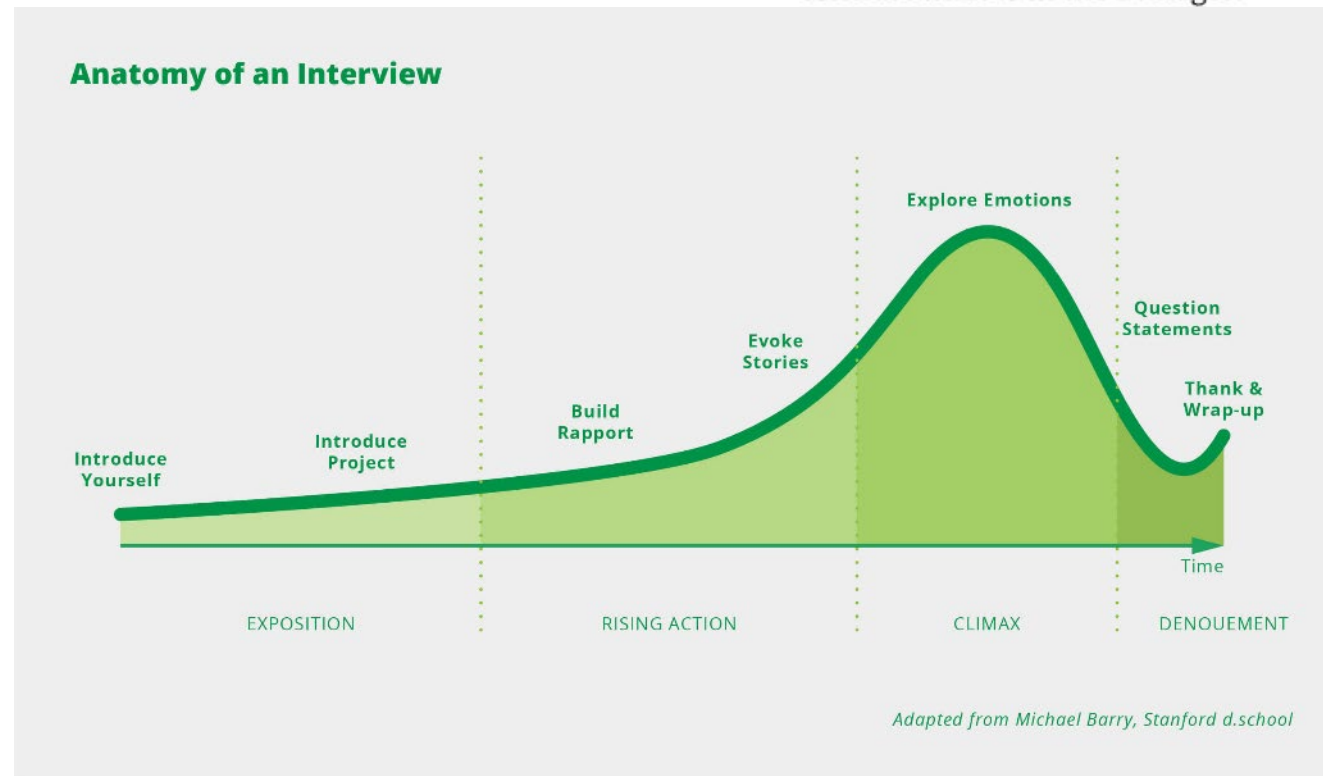
Mental Valleys-Beliefs and Assumptions



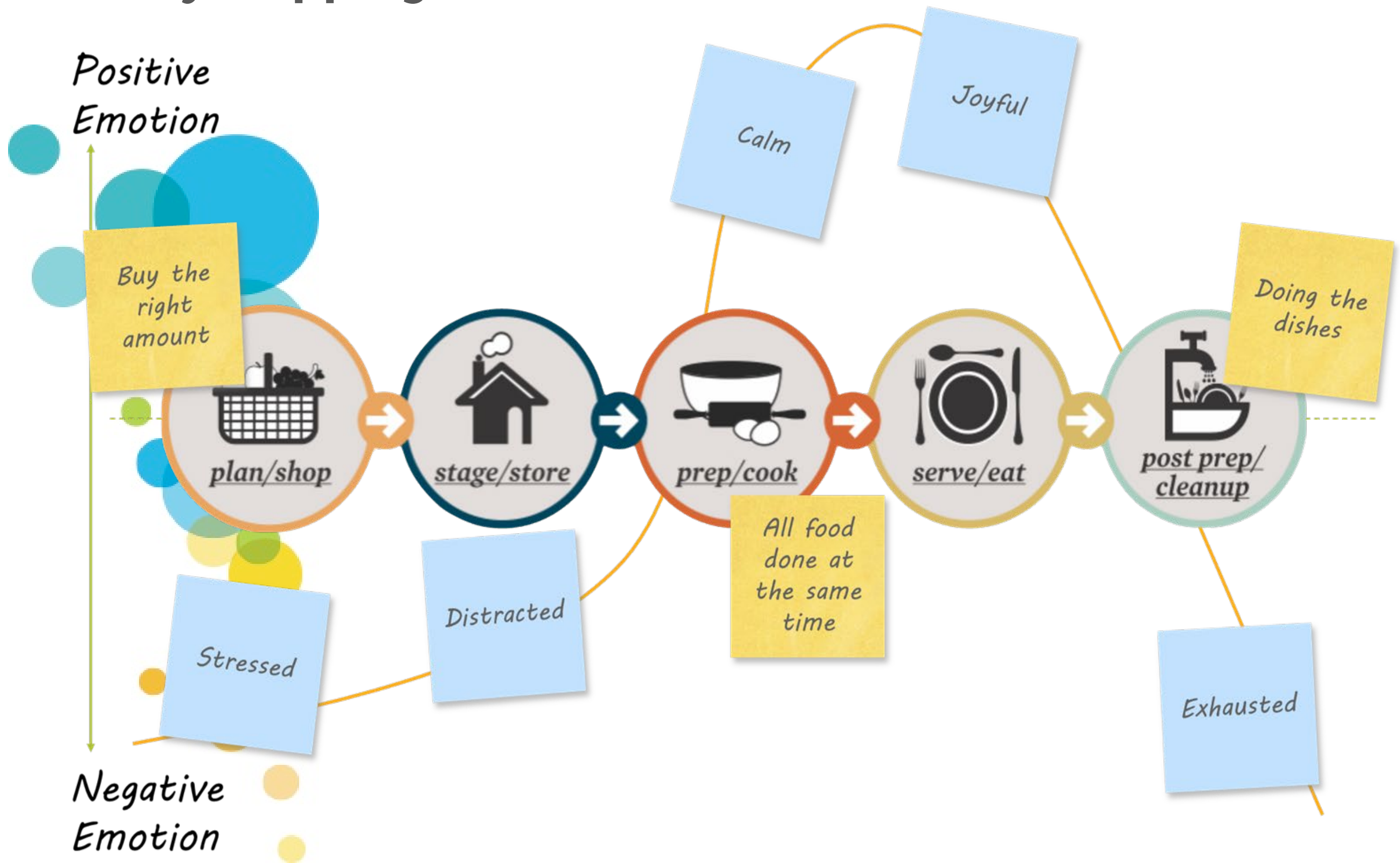
Interviews



- **Compare and contrast questions**
 - How is doing this different in a large city compared to within a small town?
- **Naïve outsider perspective**
 - I've never been in the military before, can you tell me about the preparation that occurs before a battle?
- **Changes over time**
 - How is your work today different from your work in this organization 5 years ago?
- **Sequence**
 - Walk me through a typical day...
- **Specific examples**
 - Let's take yesterday for example, what did you do on the factory floor to prepare for the day?
- **Peer comparison**
 - Do other organizations track data in this way, or if they don't how do you believe it is done differently?
- **Projection**
 - What do you think would happen if it...
- **Naïve language**
 - Why do you call this the war room?
- **Demonstration**
 - Could you show me how you use your inhaler?
- **Clarification**
 - "and when you say "we are too bootstrapped to make progress" what do you mean by that?"
- **Visualization**
 - Draw your best and worst experience. Then compare and contrast what is in the 2 images.



Journey Mapping



Design Research Planning Poster



Design Research Scoping Canvas

Project

#1 // The Research Topics / Questions	#2	#3	#4	#5
---------------------------------------	----	----	----	----

People <p>Whom are the people you are designing for? Whom are you seeking to understand better?</p>	Assumptions <p>What do you believe you already know about them? Are there biases you hold? Acknowledge these, then let them go, so that they don't bias your research.</p>	Existing Solutions <p>Are there other products or services out there that are already trying to address their needs? Take a closer look at them.</p>	Observation <p>Which experiences could you observe to better understand the world of these individuals?</p>	Interview <p>What do you want to know about these individuals? Start a list of questions to help you organize your thoughts before you put together your discussion guide.</p>
Extremes <p>Are there people who might have "extreme" practices or behaviors we could learn from?</p>		Expert and Desk Research <p>What does the existing research tell us? How can existing research help us frame our own research? Know that your research may contradict what you read, and leave yourself open to that.</p>	Immersion <p>Could you "walk a mile" in their shoes? What are possible situations to do so?</p>	Analogies <p>What makes these individuals' experiences unique? Are there analogous experiences or individuals from whom you can draw inspiration?</p>

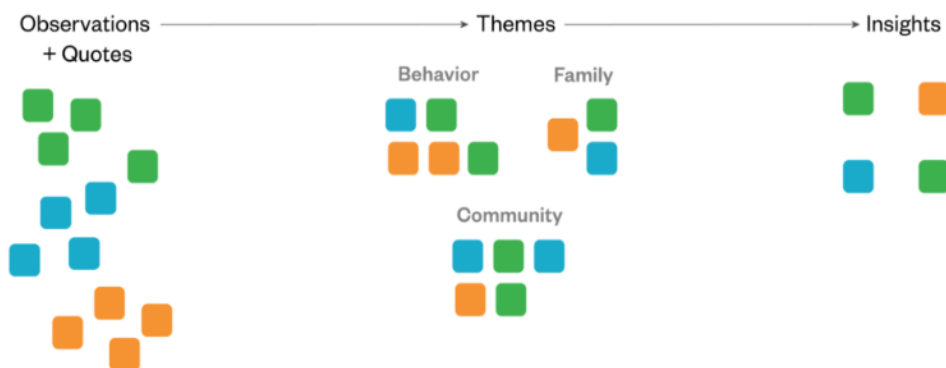
Designed by: aspenlabs.org/design-for-innovation-foundation
 Download: <https://bit.ly/3d47688>
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ASPEN LABS

Themes & Tensions



From Observations To Themes To Insights

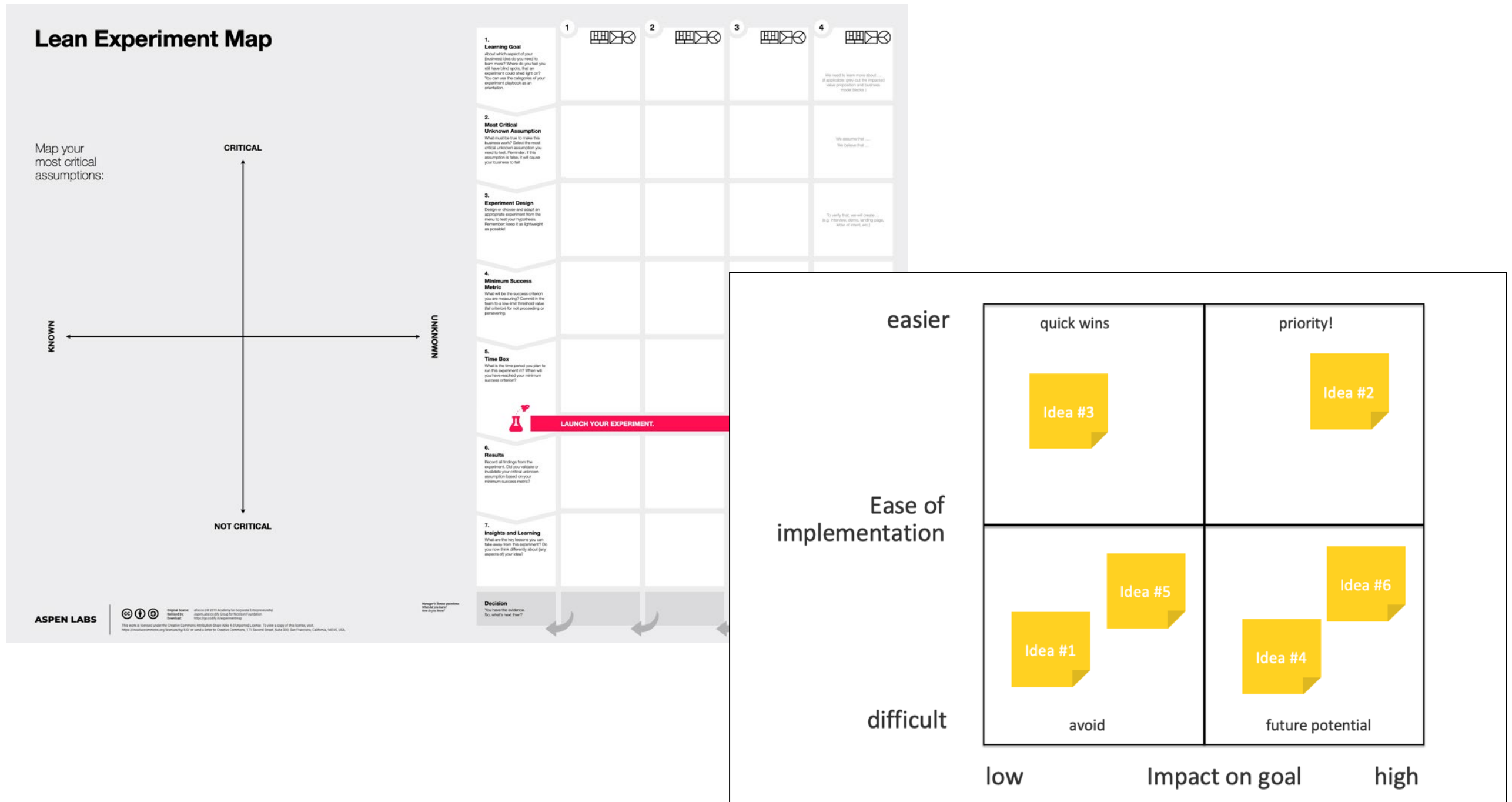


How Might We
Questions

Concept Sheets



Idea Prioritization Tools





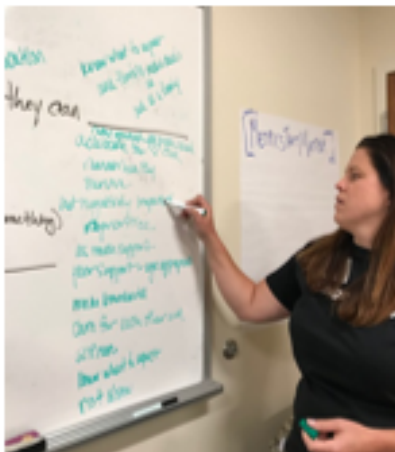
Prototyping

Co-Design Overview

1 GATHER EXPERIENCES

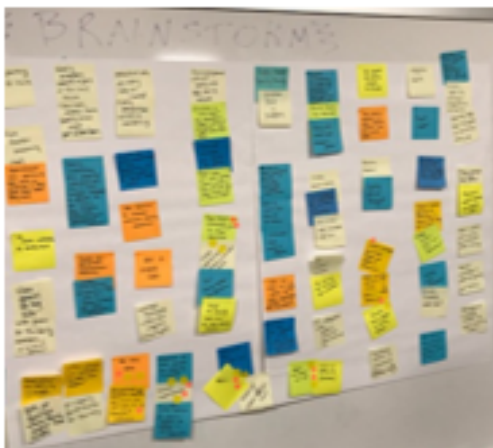


2 FRAME OPPORTUNITIES



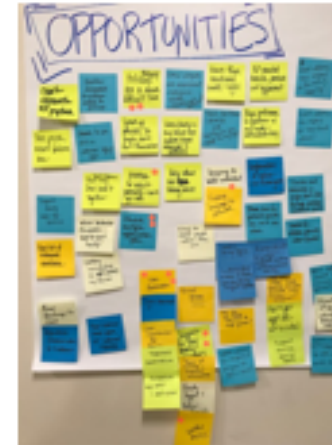
How might we engage and empower all family members by providing age-appropriate support and education so they can know what to expect and thrive as individuals and as a family

3 GENERATE IDEAS



See full list of brainstorm in later slides

4 SELECT IDEAS TO TEST



1. Digital platform with resources and connection
2. Care navigator

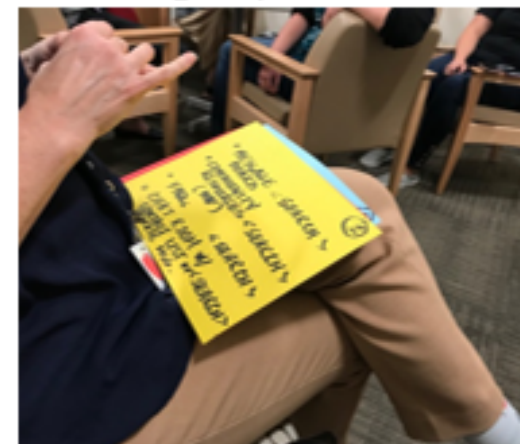
5 DEFINE METRICS THAT MATTER

Details available on later slide

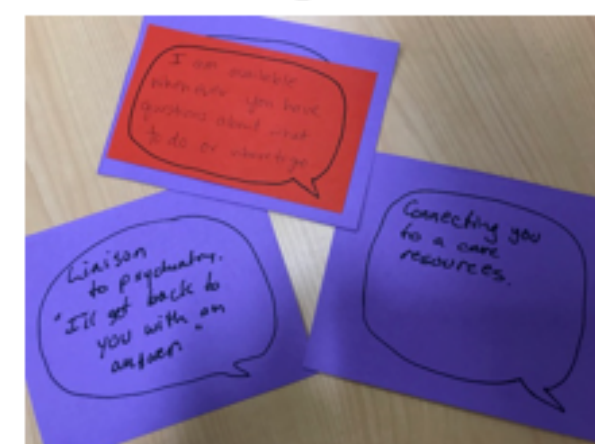
Metrics were specific to the two different ideas tested

6 PLAN TESTS OF CHANGE

Digital platform



Care navigator



7 Part Narrative Pitch



A Helpful Tool: Presentation Narrative Worksheet

Presentation Narrative	
Use this narrative structure to present your project and gain support	
Team/Project	
1. Describe the desired future your project seeks to create	
2. Articulate why it isn't currently possible	
3. Share what you learned in studying the problem	
4. Now describe 3 to 4 parts of the solution and positive feedback from testing it	
5. Share the benefits and value that would be created as a result	
6. Now, explain the negative impacts of not pursuing the solution	
7. Finally, ask for the audience's support with a specific way they can help	

The background consists of several large, overlapping circles in various shades of blue and green. The circles are semi-transparent, creating a layered effect. The colors range from light sky blue to deep teal and forest green. The text is centered over this abstract pattern.

**And now, we are here...
at our final workshop together...**

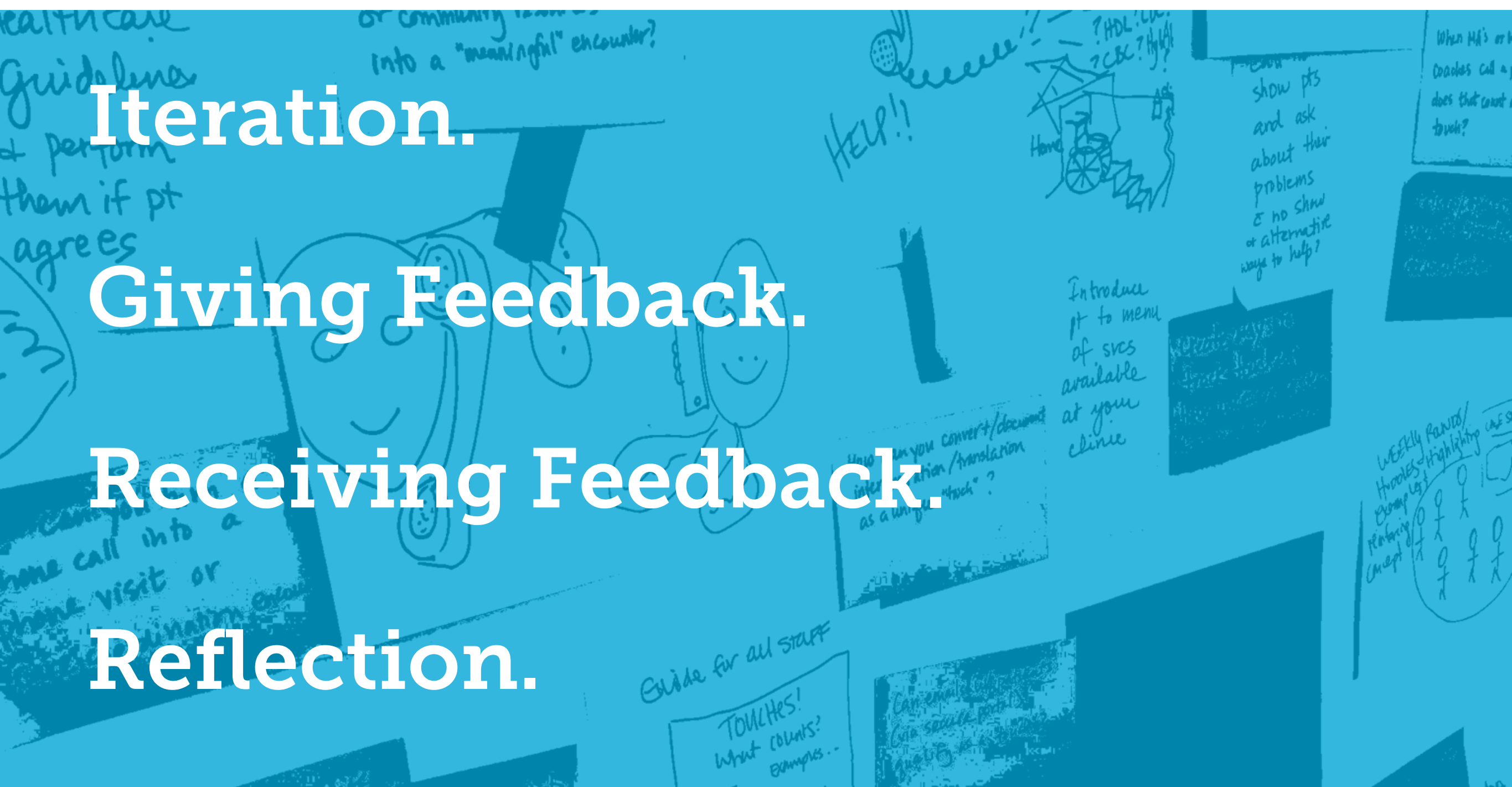
Over the next two days, expect lots of

Iteration.

Giving Feedback.

Receiving Feedback.

Reflection.



After This Workshop...

- Continue working on your project. Seek input from your colleagues and end-users.
- Share your project learnings, recommendations and next steps with key stakeholders.
- Have a conversation with your Team Sponsor and organizational leadership about how your organization wants to use human-centered design.
- Use human-centered design tools in your work!

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What To Expect Tomorrow at the Showcase

What to Expect for the Showcase

3 breakout rooms

- 3 teams in each room
- Team Sponsors for respective teams
- Guest Reactors (CHIC funders)
- Coaches for respective teams

Each team will present for up to 7 minutes and receive feedback for 7 minutes from Sponsors, Reactors (Funders) & Catalysts.

A Look Into What You'll Be Doing...



Patients and staff are
unaware of in-house
pharmacy services

Care team
have the
patients

Review the 7-Part Presentation Framework

Making a compelling presentation using
the 7-part presentation structure

Building support

Even if you originally secured permission from your sponsors, it is your responsibility to build support for your project over time.

Too often, lack of communication leads to questioning efforts more than supporting them.



Use a narrative structure

People resonate with and relate to stories. As you prepare your presentation, we encourage you to find ways to tell stories about the work you have done so far. We hope this continues to build support for innovative projects in your organizations as you move forward.



The 7-part project narrative

1. Describe the desired future or share a user's experience
2. Share the challenge of the situation
3. Share insights and experiences from your research
4. Describe 3 to 4 parts of the solution
5. Articulate the benefits of achieving the solution
6. Emphasize the negative impact of not achieving the solution
7. Ask for specific support

Presentation Duration

Remember your pitch
is only 5 – 7 minutes

Improving your presentation

20 or so pointers to consider

Ways to make you presentation better

- 7-part narrative structure ~ 12-15 slides max
- Craft the first sentence you'll say for each slide to create clear transitions and flow
- Use specific visual, tangible language
- Use an image for a slide - simple and large
- Keep to the purpose of each slide in the narrative
- Put notes of what you want to say in the presenter notes, not as points on the slide

Ways to make you presentation better 2

- Use real pictures from your organization and project
- Show a specific detail that communicates a larger point
- Make one meaningful word or phrase large in the middle of the slide.
- Use a shocking stat or fact
- Vary the beat or pacing of your presentation.
- Vary your voice level for emphasis

Critique your own presentation

- What's the first impression of this slide? Does it support the purpose of the slide?
- Does your text, if any, communicate directly and simply?
- Do you come into the slide with a clear and powerful sentence?
- Do your slides work well visually as a set?
- In going through your presentation, can you adjust the first sentence to create better transitions and flow?
- In going through your presentation, where do you struggle to make a clear point?
- Where are you sharing too much?

Resources: Free Images

- unsplash.com
- pixabay.com
- pexels.com
- other CCI resources

The Gift of Feedback

How to critique the 7-Part Presentation

How to

- **Audience:** let 5-7 min presentation happen straight through, write your thoughts on sticky notes along the way using. Then practice giving feedback using “I like, I wish, I wonder”.
- **Presenters:** encourage and listen to suggestions without debate, just get feedback and ideas for improvement

Points of feedback and ideas:

Assess the pitch's effectiveness and suggest ideas to improve

- Share your feedback on the effectiveness and power of their communication using “I like, I wish, I wonder”
 - Overall, was the presentation effective? What specific points could be improved?
 - Were the visuals, stories & numbers effective in helping make the case?
 - Are they succinct and clear in the points they are making?
 - What is the most powerful part?
 - Where did they lose you?



Let's try one

Do we have a team that would like to
volunteer?

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Presentation Prep Time Part 1

Prep your presentation - 30 min

- Get together with your team
- Review, refine & practice your presentation to prepare
- One team member should present it to the others in your team – Remember to time it for 5 – 7 minutes
- Look for ways to improve, be clearer, succinct & use appropriate visuals.
- Present again with improvements to make it better

Feedback Round 1

1. Find your team

- Clinica, Melissa Memorial & Colorado Access
- Every Child Pediatrics, Jefferson Center & Stride
- Mental Health Center of Denver, CCHN & SolVista

2. Select a team to pitch. This team will have 7 minutes to present. The other two teams will quietly write feedback using the I like/I wish/I wonder method.

3. The two teams that just listen to their colleague's pitch will have 7 minutes to provide their feedback.

4. Repeat instructions 2 – 3 - two more times!

Working Lunch

Continue to refine your presentations!

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Presentation Prep Time Part 2

Prep your presentation - 40 min

- Get together with your team
- Review, refine & practice your presentation to prepare
- One team member should present it to the others in your team – Remember to time it for 5 – 7 minutes
- Look for ways to improve, be clearer, succinct & use appropriate visuals.
- Present again with improvements to make it better

Feedback Round 2

1. Find 2 other teams (3 teams in total)
2. Select a team to pitch. This team will have 7 minutes to present. The other two teams will quietly write feedback using the I like/I wish/I wonder method.
3. The two teams that just listen to their colleague's pitch will have 7 minutes to provide their feedback.
4. Repeat instructions 2 – 3 - two more times!

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**Let's Breathe
Together!**

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Nice work today!

Housekeeping for end-of-day & tomorrow

Housekeeping for the Rest of Today

- 
- Please complete your evaluations
 - Return yours to Kathleen or any CCI staff member!
 - Continue working on your presentations until 3pm.
 - Ask for help!
 - Drop your nametags at the registration table.



If you don't decide to leave your nametag at the registration table, please make sure that you bring your nametag back tomorrow.

There is a dot on your nametag that represents which showcase breakout room you'll be assigned to tomorrow.



What to Expect for the Showcase

3 breakout rooms

- 3 teams in each room
- Team Sponsors for respective teams
- Guest Reactors (CHIC funders)
- Coaches for respective teams

Each team will present for up to 7 minutes and receive feedback for 7 minutes from Sponsors, Reactors (Funders) & Catalysts.

Showcase Logistics

- ❑ **Start Time:** Your team should arrive at 8:00 am. Team sponsors should arrive by 8:30 am.
- ❑ **Team Presentations:** Save video clips, fonts & presentation on your USB thumb drive.
Drop off your USBs at the registration table by 8:30 am.

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See you tomorrow Superstars!