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.
Housekeeping & Announcements

Parking Pass

Make sure to connect with Kathleen over Lunch!

WiFi

Username: Catalyst-Wi-Fi-ViaCenturyLink
No password required
<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 am</td>
<td>Breakfast &amp; Registration</td>
</tr>
<tr>
<td>9:00 am</td>
<td>Welcome</td>
</tr>
<tr>
<td>9:10 am</td>
<td>Reflections</td>
</tr>
<tr>
<td>9:35 am</td>
<td>Showcase Expectations &amp; Presentation Overview</td>
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<tr>
<td>10:10 am</td>
<td>Team Presentation Prep Time, Part 1</td>
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<tr>
<td>10:45 am</td>
<td>Practice &amp; Feedback, Part 1</td>
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<tr>
<td>11:30 pm</td>
<td>Working Lunch</td>
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<tr>
<td>12:15 pm</td>
<td>Team Presentation Prep Time, Part 2</td>
</tr>
<tr>
<td>1:00 pm</td>
<td>Practice &amp; Feedback, Part 2</td>
</tr>
<tr>
<td>1:55 pm</td>
<td>Showcase Reminders &amp; Logistics</td>
</tr>
<tr>
<td>3:00 pm</td>
<td>IT Support &amp; Work Time</td>
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<td>End</td>
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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?
Phase 1: Understanding and Framing Your Challenge
Program Framework

Catalyst Innovation + Design Thinking Framework

**SEE & EXPERIENCE**
- 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.

**DIMENSION & DIAGRAM**
- 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.

**QUESTION & REFRAme**
- 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.

**IMAGINE & MODEL**
- 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.

**TEST & SHAPE**
- 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.

**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.

**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
- collaboration
- start small + learn fast
- show work early + often
- making things tangible
Design Research

- Topic
- Technology
- Economics
- People
- Process & policies
- Environment
## Qualitative and Quantitative Research Methods

<table>
<thead>
<tr>
<th>Prior Work on Research Question</th>
<th>Data Collection and Analysis</th>
<th>Problems Encountered</th>
<th>Outcome</th>
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<tbody>
<tr>
<td><strong>Mature:</strong> Extensive literature, complete with constructs and previously tested measures</td>
<td>Qualitative only</td>
<td>Reinventing the wheel: Study findings risk being obvious or well-known</td>
<td>Research fails to build effectively on prior work to advance knowledge about the topic</td>
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<tr>
<td></td>
<td>Hybrid</td>
<td>Uneven status of evidence: Paper is lengthened but not strengthened by using qualitative data as evidence</td>
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<tr>
<td><strong>Intermediate:</strong> One or more streams of relevant research, offering some but not all constructs and measures needed</td>
<td>Quantitative only</td>
<td>Uneven status of empirical measures: New constructs and measures lack reliability and external validity and suffer in comparison to existing measures</td>
<td>Results are less convincing, reducing potential contribution to the literature and influence on others’ understanding of the topic</td>
</tr>
<tr>
<td></td>
<td>Qualitative only</td>
<td>Lost opportunity: Insufficient provisional support for a new theory lessens paper’s contribution</td>
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</tr>
<tr>
<td><strong>Nascent:</strong> Little or no prior work on the constructs and processes under investigation</td>
<td>Qualitative only</td>
<td>Fishing expeditions: Results vulnerable to finding significant associations among novel constructs and measures by chance</td>
<td>Research falls too far outside guidelines for statistical inference to convince others of its merits</td>
</tr>
<tr>
<td></td>
<td>Hybrid</td>
<td>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</td>
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</table>
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 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 you best and worst experience. Then compare and contrast what is in the 2 images.
Journey Mapping

Positive Emotion

Buy the right amount

plan/shop

stage/store

prep/cook

serve/eat

post prep/cleanup

Calm

Joyful

Doing the dishes

Negative Emotion

Stressed

Distracted

All food done at the same time

Exhausted
Design Research Planning Poster
Phase 2:
Generate and Test Ideas, Get Feedback
Themes & Tensions

From Observations To Themes To Insights

How Might We Questions
Concept Sheets
Idea Prioritization Tools

Lean Experiment Map

Map your most critical assumptions:

- Known
- Critical
- Not Critical
- Unknown

Ease of implementation:
- Easier: quick wins
- More challenging: low impact on goal

Priority!
- Avoid
- Future potential

Ideas:
- Idea #1
- Idea #2
- Idea #3
- Idea #4
- Idea #5
- Idea #6
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
<table>
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<tr>
<th>Digital platform</th>
<th>Care navigator</th>
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7 Part Narrative Pitch

A Helpful Tool: Presentation Narrative Worksheet

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 2 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
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!**
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
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, will 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 your 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 your 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, stores & 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?
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!
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!
Let’s Breathe Together!
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.
See you tomorrow Superstars!