



catalyst workshop

SESSION 2

APRIL 24 & 25, 2019



blue  of california
foundation

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ABOUT THE INNOVATION CATALYST PROGRAM

The goal of The Catalyst Program is to create a network of trained innovation champions who can help others in their organizations think and work differently by applying design and innovation skill sets to initiatives.

The Center for Care Innovations is training and supporting a new class of catalysts.

Over six months, we provide opportunities for catalysts to apply these skills to real projects, participate in an online learning community, and collect stories to demonstrate impact.

The Catalyst Program is made possible through funding from Blue Shield of California Foundation.

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Agenda

DAY 1 // TUESDAY, APRIL 24

- 9:20AM** *Breakfast*
- 10:10AM** Welcome back
Storytell project insights, painpoints
- 11:35AM** *Break & HMW gallery*
Framing with How Might We's?
Pitch HMW's? to others
Reflect & refine HMW's?
Analogous examples
- 12:35PM** *Lunch*
Brainstorming ideas
Prioritizing ideas
- 3:10PM** *Break*
Create solution directions
Pitch solution direction to others
ROI - Valuing your solution
- 5:00PM** *End of day*

DAY 2 // WEDNESDAY, APRIL 25

- 8:00AM** Breakfast & coaches huddle
- 9:00AM** Welcome back, review Day 1
Rapid prototyping
Plan/design a prototype
- 10:15AM** Break
Make your prototype & get feedback
Guest speakers
- 12:00PM** *Lunch*
Refine prototype & get feedback
Facilitating co-design meetings
Project roadmapping & planning
7-Part presentation structure
- 3:40PM** Prep for next workshop and adjourn

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MINDSETS

NOTES

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MINDSETS



INCLUSION & EMPATHY



COLLABORATION



**STARTING SMALL,
LEARNING FAST**



MAKING THINGS TANGIBLE



**SHOWING UNFINISHED WORK,
EARLY & OFTEN**

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PRINCIPLES

NOTES

People ignore design that ignores people. —FRANK CHIMERO

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**SEE &
EXPERIENCE**

**PITCH &
COMMIT**

**DIMENSION &
DIAGRAM**

SIX PRINCIPLES
for
**WORKING
DIFFERENTLY**

TEST & SHAPE

**QUESTION &
REFRAME**

**IMAGINE &
MODEL**

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ACTIVITIES

NOTES

Don't give me a quote, tell me what you really think. — UNKNOWN

Storytell project insights

You've started to apply the principles of human centered design. You have a project, stakeholders and new techniques to gain insight and understand your problem area. This discussion is to share what you've experienced so far and get feedback from colleagues.

What research did you do? What is the current experience like?

What are the key pain points in the experience?

How clearly can you communicate your insights and priority areas to your colleagues? Feedback from others will help you clarify and refine your opportunity.

NOTES & REFLECTION

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Frame your opportunity with “How Might We...?” statements

Your project area does not by itself focus your creative problem solving. Rather, priority areas identified from research should guide your ideation. Examples include insights from your users’ experiences, clear pain points, workflow issues and other key challenges to creating value.

In this work session, your team will prioritize areas from your research that will focus your ideation. You’ll pitch what you plan to work on to others for feedback.

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Use analogous examples

Most great ideas are creative connections between concepts that already exist. Ideas build upon other ideas -- they aren't really created from nothing. A great way to prepare for brainstorming is to use Analogous Examples -- innovative ideas from elsewhere that can be applied to your project.

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Brainstorm ideas

To have a great idea, you need to work through a LOT of ideas. Creative, human-centered problem solving requires brainstorming whenever a challenge comes up.

In this breakout, you'll use Concept Sheets to brainstorm ideas on three different projects -- your own and two other teams'. Concept sheets require a little more detail than just the title of an idea. They include a simple picture and annotations.

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Prioritize your ideas

Once you generate a lot of ideas, use one or more methods to organize and assess them. You can categorize them in an Affinity Sort, you can have stakeholders vote on them (3 to 5 votes per person) and you can map them on a diagram.

In this breakout, you'll use a 2x2 Matrix to assess the risk, cost, complexity, ambition and/or impact of your ideas. This will help you discuss and decide which ideas to prioritize.

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Create solution directions

No solution can be captured in one idea. Any solution is really a set of ideas working together to address all the dimensions that provide value. For example, Uber isn't just the idea of drivers using their own car to give rides. It includes phone-based GPS, logistics software to match drivers and riders, an easy transaction through credit cards, and a rating system.

In this work session, you'll take the ideas generated from your brainstorm and put together two or three different solution directions for your project.

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DAY 1

Pitch solution to others

By this point, you're probably getting a feel for how iterative creative, human centered problem solving can be! Whenever you conduct a creative activity, you should share the outcome with others - colleagues, partners or other stakeholders. This helps clarify your thinking, allows others to provide feedback, and always leads to new ideas and refinement of your solution.

In this breakout, you'll pitch your team's two or three solution directions to others for feedback and to build on your ideas.

NOTES & REFLECTION

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ROI - Valuing your solution

An overlooked skill in human-centered design is your ability to value the solutions you create and want to implement.

To be successful, your solution must meet three key criteria:

- Is it desirable by the users?
- Is it feasible to implement?
- Is it viable for your organization to implement and operate this solution?

In this presentation and planning session, you'll learn how to apply these three questions to your project and use it as a framework to assess the value of your project,.

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DAY 2

DAY 2

Day 1 reflection

Yesterday, you prioritized challenge areas, brainstormed individual ideas and put together a few possible solution directions for your project.

What stood out for you from the day?

What is challenging about the concepts and skills we covered?

What are you most excited about moving forward?

NOTES & REFLECTION

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Rapid prototyping

An idea described only in words and pictures limits your ability to assess three important aspects of any new solution: it's value to users; it's feasibility to implement; and it's viability from an organizational standpoint.

By bringing your idea to life, i.e. prototyping it, you and others can *experience the idea* and generate far more insight into how the idea might actually work. This presentation demonstrates how to prototype ideas easily and quickly.

In a nutshell, every time you prototype an idea, you advance your understanding and get another step closer to success.

NOTES & REFLECTION

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DAY 2

Plan & design a prototype

To prototype a solution direction, select an aspect of it that can provide you the most value for your effort. What is a key new user experience your solution suggests? How could you provide props and a protocol that would allow someone to try it?

In this work session, you will prototype an aspect of your most promising solution direction so others can give it a try.

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DAY 2

Feedback for your prototype

It is very easy to be convinced of your own ideas. Now that you have a prototype, you can recruit stakeholders to experience it for themselves. In doing so, you will observe brand new insights about the usefulness and feasibility of your idea. In addition, the stakeholders will provide you information from both their behavior and their comments.

In this breakout, others will try your idea so that you can advance your understanding. You will do two iterations of your prototype with feedback.

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Facilitating engaging co-design sessions.

Co-design sessions engage stakeholders and bring more insight to your solution direction. Design these sessions to be engaging and collaborative through a creative approach.

Hear from a number of coaches and Catalysts about how they successfully facilitate productive and enjoyable co-design meetings.

NOTES & REFLECTION

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Project planning session

It is critical to apply the techniques you are trying at this workshop when you return back at your organization that you are making here at the Innovation Catalyst workshop.

Use this planning session to make a draft schedule for project activities. Think through when and how you will hold ideation, prototyping and testing sessions. Remember to involve stakeholders like patients, staff, leaders and community partners in these activities and co-design with them!

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7-Part presentatin structure

You'll need to build support for any effort you're involved in. Put together a short, but compelling pitch to build support for your project. Use this 7-part structure:

- Share a story of optimism or struggle
- Share the current state that contrasts or explains why
- Share insights about the situation and key opportunities
- Present the solution direction that should be pursued
- Communicate the value provided if the soution is successful
- Reinforce the loss the organization faces if solution not pursued
- Make a call-for-support with specific needs

NOTES & REFLECTION

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Next steps & reflection

You've made it to the end of the second session! You've added skills in problem framing, ideation, prototyping and testing solutions to your human-centered design expertise.

Now you'll head back to your organization to demonstrate to others the value (and challenges) of these new methods.

What are you excited about? What fears and questions do you have about ideating and prototyping solutions back home?

NOTES & REFLECTION

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The most important thing in communication is hearing what isn't said. —PETER DRUCKER



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