ABOUT THE 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 in their organizations.

The Center for Care Innovations is training and supporting a new class of innovation catalysts. Over the next five months, we will provide opportunities for catalysts to apply human centered design principles to real projects, participate in an online learning community, and collect stories to demonstrate impact and success of the program.

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DAY 1 // THURSDAY, OCTOBER 24

8:30AM  Breakfast

9:00AM  Welcome
        Goals
        Methods taught
        Words of wisdom
        Program leads intros
        Coach and group intros
        Housekeeping

9:40AM  Mindsets

10:10AM Human Centered Design methodology

10:30AM Design Dash

12:00PM Lunch

1:15PM  Communicating effectively about your work
        Giving & receiving feedback

1:45PM  Homework share and discussion

2:30PM  Design Research 101
        Peer consult

3:15PM  Assumptions and Beliefs

3:45PM  Break (w/snack)

4:00PM  Team research, planning, and feedback

4:45PM  Wrap up, review, housekeeping

5:00PM  Happy hour (offsite)
DAY 2 // THURSDAY, OCTOBER 25

8:30AM  Breakfast

9:00AM  Welcome back & review
         Reflection

9:30AM  Pitching your project
         Finish project direction pitches
         Share pitches, get feedback, revise

10:15AM Qualitative Interviewing

11:15AM Break

11:30AM Journey Mapping

12:20PM Lunch

1:30PM  Themes & Tensions

2:15PM  Reframing Problems/Framing Opportunities

3:00PM  Break (w/snack)

3:15PM  Team planning, project scoping, and feedback

4:00PM  Organizing your data

4:10PM  Postcards from the Field

4:40PM  Review, wrap up, and next steps
Welcome, Intros & Inspiration

Welcome to the Catalyst program! A big part of the value is getting to know others and building your network to learn.

Look to be inspired by others’ examples and apply to your own thinking and work.

Enjoy the journey.
People ignore design that ignores people. — FRANK CHIMERO
INCLUSION & EMPATHY

COLLABORATION

STARTING SMALL, LEARNING FAST

MAKING THINGS TANGIBLE

SHOWING UNFINISHED WORK, EARLY & OFTEN
You cannot create experience. You must undergo it. —ALBERT CAMUS
NOTES

People ignore design that ignores people. —FRANK CHIMERO
PRINCIPLES
You cannot create experience. You must undergo it. — ALBERT CAMUS
SIX PRINCIPLES for WORKING DIFFERENTLY

- SEE & EXPERIENCE
- DIMENSION & DIAGRAM
- PITCH & COMMIT
- QUESTION & REFRAME
- TEST & SHAPE
- IMAGINE & MODEL
Human-Centered Design Project Example

Curious what it looks and feels like to do a Catalyst project from start to finish? Learn from folks who have used human-centered design to approach problems collaboratively in their community.
ACTIVITIES - DAY 1
DAY 1

Design Dash

In this exercise, you’ll participate in a crash course in human centered design. You’ll interview, identify themes and tensions, brainstorm, prototype, get feedback, and then prototype again.

The goal of this exercise is to give you hands on practice with the entire HCD process. Don’t worry if you feel like your head is spinning a bit—we’ll walk you through the steps in more detail over the next few months.

NOTES & REFLECTION
DAY 1

Communicating Effectively
Giving/Receiving Feedback

Innovation is a social and political process. Communicating effectively about your project helps others support your efforts.

An important part of communicating is receiving feedback. Always seek more feedback and resist the urge to defend your work. Doing this early and often is a productive path to progress.

NOTES & REFLECTION
DAY 1

Homework Share

Before the workshop, you had a chance to observe an aspect of your operation with fresh eyes and to speak with someone about their experience of the activity. In this session, we’ll share how it went and discuss what makes it challenging and highly rewarding.

NOTES & REFLECTION
DAY 1

Design Research 101

The Catalyst approach involves better understanding the situation before you jump to designing solutions. We call this Design Research -- research that informs the design process. It includes learning more about the experience of stakeholders, understanding systemic issues, and looking at the tangible aspects of the situation.
Beliefs and Assumptions

Every organization and business process operate with respect to many conventions and orthodoxies -- that is, how the organization or industry tacitly agrees things should be done. Clients wait in a waiting room; a “phone tree” efficiently routes incoming calls; doctors meet with patients for about 15 minutes or less.

Many innovations break with convention to do something in a new, more valuable way. As a Catalyst, you must develop an ability to recognize and question the conventions and orthodoxies of your organization or system.
DAY 1

Team Time: Project Planning

OK, you now realize you’re on a journey to learn new skills and innovate in a particular area of your organization. In this activity, you’ll focus on how you will gather information about your project to better understand it. In essence, you are creating a research plan. It should include show and tell interviews, observation, gathering relevant data and experiencing activities and environments yourself.

NOTES & REFLECTION

...
People ignore design that ignores people. —FRANK CHIMERO
DAY 1

Review & Feedback

One of the most powerful tools in learning is to reflect on the experience and share with each other what has been challenging, exciting and still a little fuzzy. In fact, you’ll notice after every activity, we have a Reflective Discussion. This reflection helps everyone synthesize new learning and opens up unique insights for everyone. As a Catalyst, you should facilitate reflective discussions with your colleagues throughout your project.
People ignore design that ignores people. —FRANK CHIMERO
DAY 2

Welcome Back & Review

You experienced a lot yesterday!

Reflect on ideas or principles that stood out, concepts that were difficult to understand and what you took away overall from the day.

Any feedback to make today even better?

NOTES & REFLECTION
DAY 2

Pitching Your Project

Innovation projects involve many variables and a lot of uncertainty. Rather than trying to make sure your ideas and work are bulletproof, share them before you’re ready -- early and often. This allows you to take advantage of other’s experience and point of view. It builds support for your project because people have meaningful involvement along the way.

NOTES & REFLECTION
Method: Qualitative Interviewing

There are many potential partners for your project beyond your project team and close colleagues. Community partners, client partners, and technology partners are just a few examples. Being able to recruit, collaborate, and understand others’ experiences will set you up for success. Using open ended questions allows people to answer with their own unique content, which results in a richer data set for analysis.
Method: Journey Mapping

A representation of a person and their experience helps deepen a team’s understanding of that experience and maintain a focus on solving human-centered issues.

A Journey Map illustrates the individual’s experience through a flow-chart like structure.
Method: Themes & Tensions (also called Affinity Clustering)

Write out facts, insights, quotes, on individual sticky notes from your research, then identify patterns, consistent behavior, tensions or pain points. Give these concepts names. Find additional evidence to reinforce or negate the idea. Settle on a small number of concepts, organized hierarchically with supporting evidence to construct a narrative that explains what happens, why it happens and implications for change.

NOTES & REFLECTION
Method: Reframing 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.

A good “How Might We..” question is generative and inspires creativity.
Organizing Project Data

Pictures, audio recordings, notes, diagrams, sticky notes, sketches -- your project will generate a lot of tangible data. You should create a way to save and organize this data over the course of a project. Create an approach for both digital and physical assets.
Project Definition & Research Planning

This is a second opportunity to plan how you will work on your project. It may seem redundant, but iteration is essential to getting a better and better understanding of what problem you are addressing.

First you’ll get a chance to restate your project’s objective. We’ll share and discuss in the larger group. Then you’ll have more team planning time to create a draft work plan, discuss and agree on how you will meet, roles on the team, etc.
Postcards from the Field

Sharing your work with others is so important when trying to build will around a design project. A “Postcard from the Field” offers a quick, visual way to share what you are learning and find others who might want to help you advance the work. How will you use this in the coming weeks?

NOTES & REFLECTION
DAY 2

Final Reflection

We covered a lot of new material. You began planning how you will apply the mindsets, behaviors and human-centered design techniques to your Catalyst project. As we bring the workshop to a close, what is your biggest take-away? What did you find most challenging? How are you thinking about your Catalyst project differently? Who are you most excited to work with on the project?
People ignore design that ignores people. — FRANK CHIMERO
APPENDIX

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