

2018 DESIGN CHALLENGE

Kickoff Presentation | March 23, 2018

The Better Government Movement





PURPOSE + OUTCOMES

- Preparing our first cohort for success
- Better understand the Better Government Design Challenges Journey
- To break cohort into CAP Goal Groups and up to 3 teams per CAP Goal

AGENDA

- Setting the Stage
- About the Better Government Movement
- Design Challenge Overview
- Sherpa Roles
- CAP Goals
- Next Steps

Setting the Stage



The Better Government Movement



YOU are here to tackle tough problems, learn new skills, build a network and be the change you seek!

Goal: Create an open source, repeatable “innovation-in-a-box” mechanism to spread and scale across government

Objectives:

- To create momentum and small successes to propel learning from Innovation.gov into practice
- To identify and validate what the federal government needs when innovating
- To catalyze beacons of change to amplify and evangelize innovation in government



This Place is Safe

We want to give you the best experience possible.

To do that everyone needs to treat each other with respect.

Be mindful of others' experience.

Act professionally, treat the facilities with proper care.

Challenge each other, Authentically Listen, Keep a Positive Attitude,

Empathize & Build.

We are all in this together!



Ten Traits of a Successful Intrapreneur

- Curiosity
- Tenacity and persistence
- Fearlessness
- Wearing multiple hats
- Confidence
- Reflection and self awareness
- Internally motivated, externally focused
- Comfort with ambiguity
- Positivity
- Continuous improvement



Benefits of Participating in the Challenge

- Dive into modern methodologies
- Undergo experiential learning to tackle complex, cross-agency challenges
- Be of better service to your agency
- Gain skill sets to take back to your agencies
- Create community with a cohort of team members with whom you can learn
- Be the change we want to see in the government
- Be ambassadors of a better government

About the Better Government Movement



The Better Government Movement



————— What is the Better Government Movement? —————

Culture Change =

Movement ≠ Mandate



What is the Better Government Movement?

We catalyze government culture change to **discover and understand the right problem before jumping to solutions, and solve the problems right**, unlocking barriers to innovation

Grassroots movement

Serve as a movement, not a mandate that is for the people, by the people

Practice what we preach

Be a microcosm of the change we want to see in the government

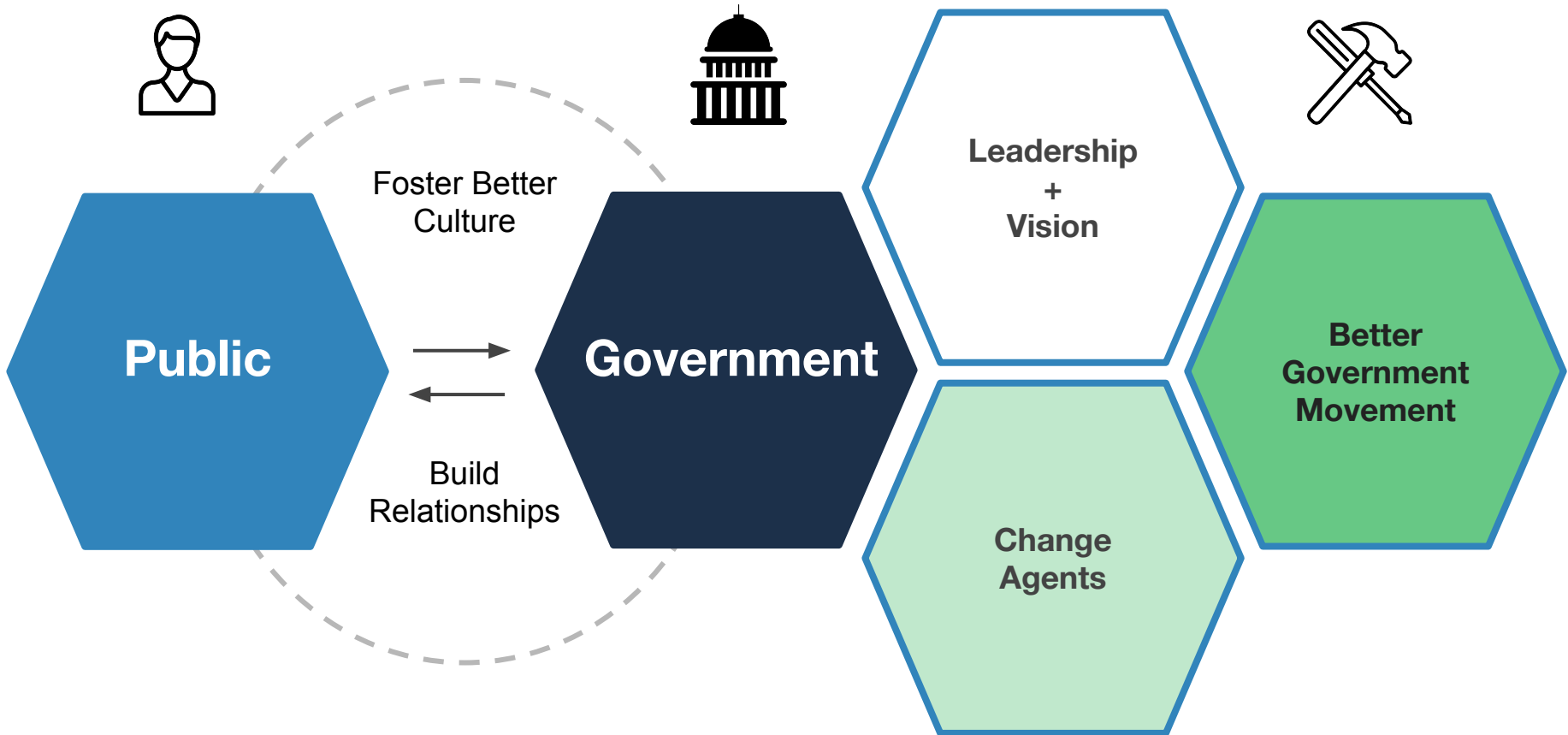
Solve government problems

Create impact by putting innovation theory into practice


Inclusivity

Create a space for belonging for all innovators

What is the Better Government Movement?





 This site is currently in Beta. An official website of the United States government [Here's how you know](#) ✓

Innovation.gov + Better Government Movement

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[Design Challenge](#)

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Search



Innovation.gov: Better Tools for a Better Government

Welcome to our Beta Site.

Innovation.gov may be a work in progress, but the Better Government Movement is not. We always look to engage new innovators.


[Tell Us About You](#)

Better Government Plays

Innovating in the public sector requires a new kind of mission-oriented thinking and perspective. Read our Playbook below to learn more about how we define public sector innovation.

[What is Public Sector Innovation?](#)



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The Better Government Toolkit provides resources to build a better government through innovation.



Build a 21st Century Culture and Workforce

- Culture of Innovation
- Innovation Lab
- Chief Innovation Officer
- "Tour of Duty" Hiring
- Acquisitions and Procurement



Improve Government Services Delivery

- Human-Centered Design
- Agile
- Lean Startup
- Evidence-Based Decision Making



Solve Complex Problems

- Communities of Practice
- Grand Challenges



Collaborate with Innovators

- Public Engagement
- Startup Engagement
- Prizes and Challenges
- Crowdsourcing and Citizen Science



User Research

Toolkit + Storytelling

Community of Practice

Ambassadors

Looking inward towards innovators in the government to determine their behaviors + needs and design products and programs for them.

Creates a framework and journey for the BG

Archetypes:

- Dreamer
- Doer
- Champion
- Gatekeeper

Capturing codified knowledge and stories of public sector innovation, for inclusion on I.gov. In four verticals:

- Create a 21st century culture and workforce
- Improve government service delivery
- Solve complex problems
- Collaborate with innovators

The “people” side of innovation. How to learn, share, and build a better government.

Led by change agents, for peer-to-peer learning and sharing.

Anyone can join and participate.

Network of change makers, working to amplify and evangelize innovation within government.

Provided by individuals within the government and in partnership with others outside of government.

Design Challenges Overview



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Vision

It is 2025 and the government represents a spirit of collaboration, experimentation, and transparency.

(See Page 11 in Participant Guide for longer vision)



Three CAP Goals

1. **Technology Business Management (TBM)**

TBM is a business model and decision-making framework which enables IT to run as a business. Founded on transparency of costs, consumption, and performance, TBM gives technology leaders and their business partners the opportunity to collaborate on business-aligned decisions.

- How might we...increase adoption of Technology Business Management initiative at the agency staff level?
- CAP Goal Sherpa: Kyra Stewart
- Innovation Sherpa: Zach Goldfine

2. **Customer Experience--Digital**

How might we...help government agencies improve how we deliver digital services and information to our customers?

- CAP Goal Sherpa: Bryan Swann
- Innovation Sherpa: Abigail Bowman

3. **Customer Experience--Foster Culture Change**

How might we...foster the cultural change needed to ensure federal government employees are providing high quality customer experience as a focus for staff?

- CAP Goal Sherpa: Nathan Sanfilippo
- Innovation Sherpa: Drew Zachary



Discover

insight into the problem

Define

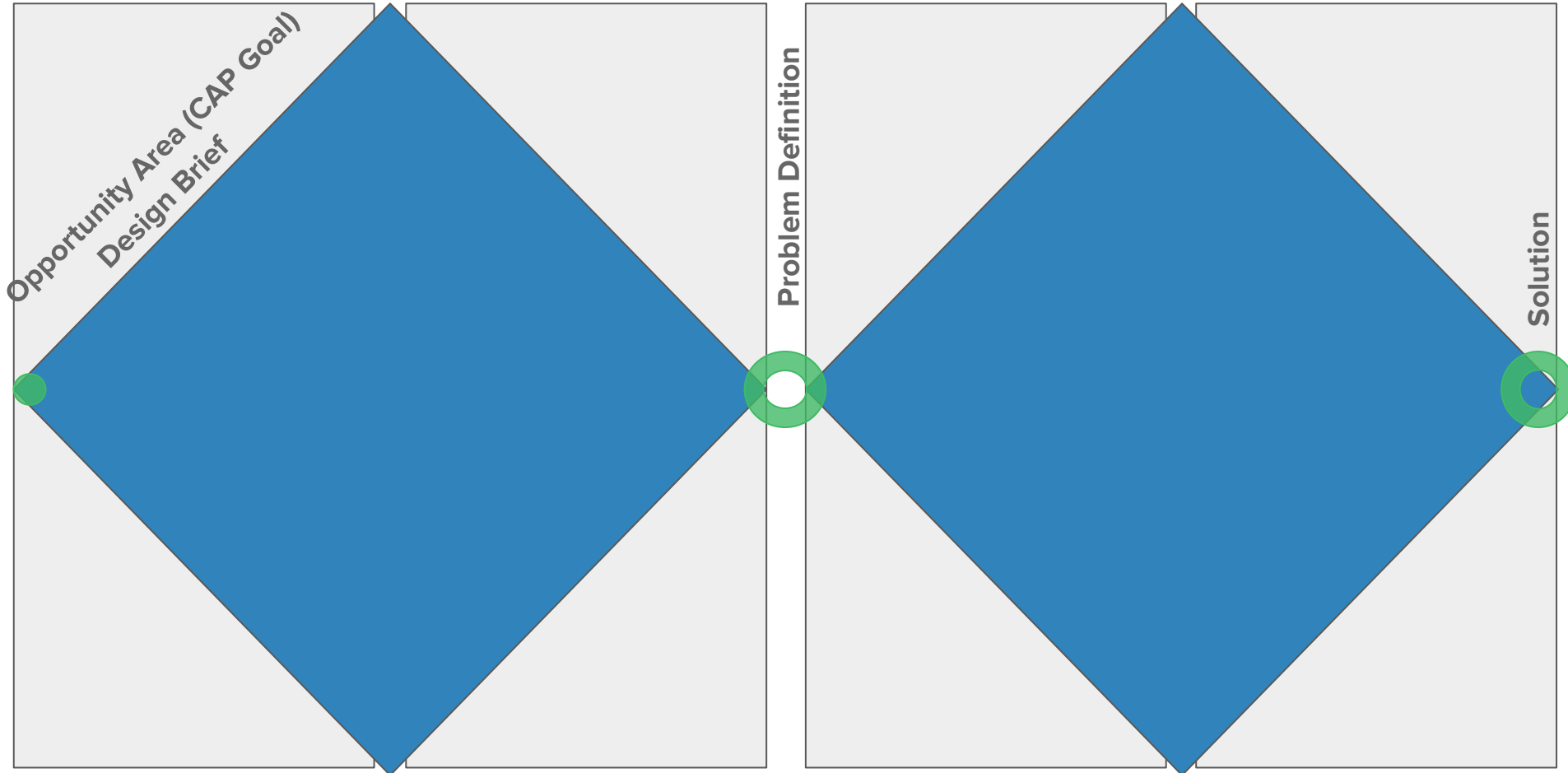
the area to focus upon

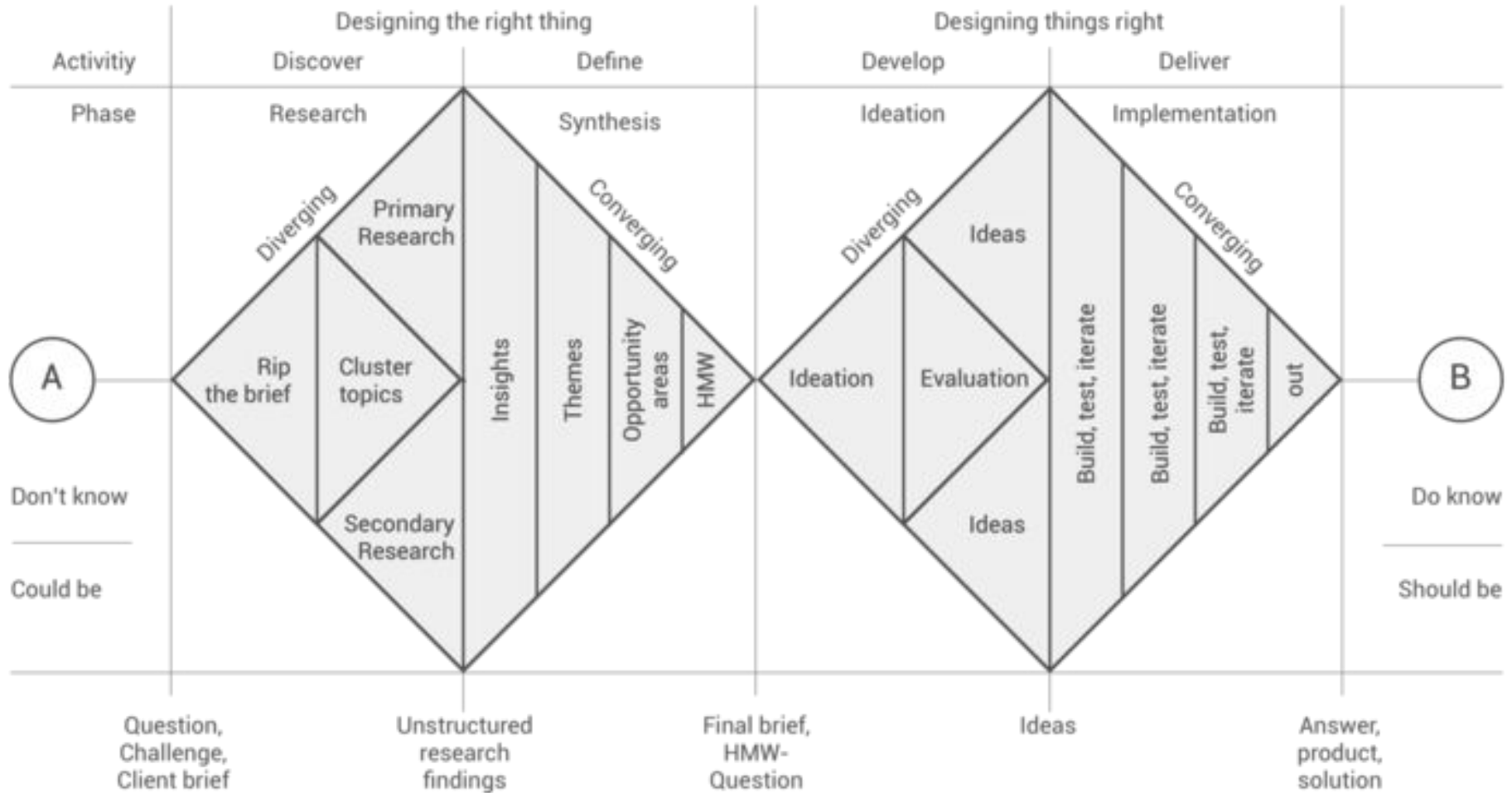
Develop

potential solutions

Deliver

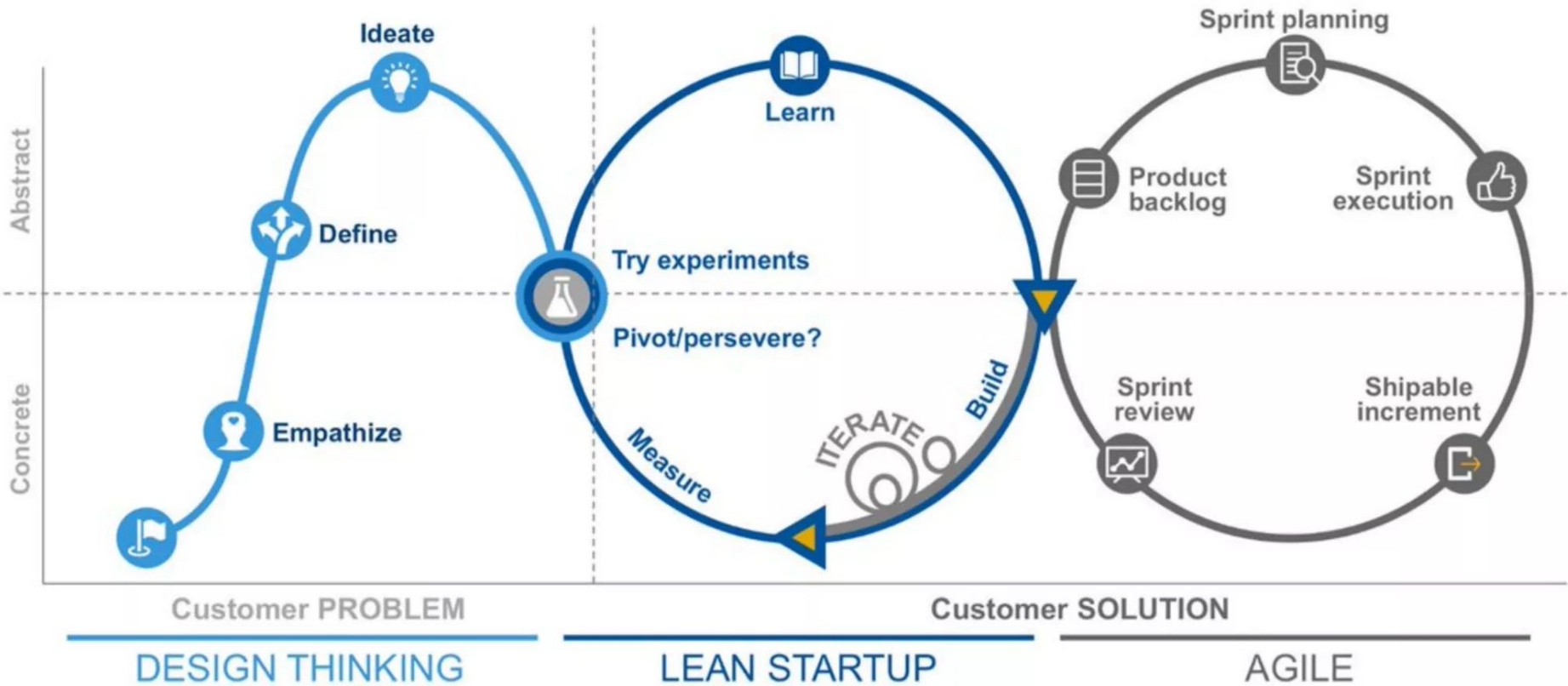
solutions that work







Methodologies Overview



Details in the Google Drive



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Program Materials

- [Participant Guide](#)
- [Syllabus](#)
- [Expectations and Requirements](#)
- From Kickoff:
 - [Starter Design Briefs](#)
 - [Kickoff Notes](#)



Program Overview

Six Sprints + Beginning & End

- Inception (one week)
- **Understand**
- **Empathize**
- **Synthesize and Define**
- **Prototype**
- **Iterate**
- **Present**
- Retrospective + Re-Entry (one week)

Concepts Taught

- Human Centered Design
- Lean Startup
- Prototyping/Minimum Viable Product
- Agile
- Change Management
- Storytelling + Pitching



Program Overview

UNDERSTAND	EMPATHIZE	SYNTHESIZE/ DEFINE		PROTOTYPE	ITERATE	PRESENT				Retro + Re-Entry
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→: Assign
 ✓: Due

WEEK 1 WEEK 2 WEEK 3 WEEK 4 WEEK 5 WEEK 6 WEEK 7 WEEK 8 WEEK 9 WEEK 10 WEEK 11 WEEK 12 WEEK 13 WEEK 14 WEEK 15

Week Starting Mondays	MAR 26	APR 2	APR 9	APR 16	APR 23	APR 30	MAY 7	MAY 14	MAY 21	MAY 28	JUN 4	JUN 11	JUN 18	JUN 25	JUL 2
Team Assignment	→ Assigned	✓ Due Sunday → Assigned	✓ Due Sunday → Assigned	✓ Due Sunday → Assigned	✓ Due Sunday → Assigned	✓ Due Sunday → Assigned	✓ Due Sunday → Assigned	✓ Due Sunday → Assigned	✓ Due Sunday → Assigned	✓ Due Sunday → Assigned	✓ Due Sunday → Assigned	✓ Due Sunday → Assigned	✓ Due Sunday → Assigned	✓ Due Sunday → Assigned	No Assignments
Workshops + Open Studio	OS	Human Centered Design	OS	Lean Start Up	OS	Prototyping	OS	Agile	OS	Change Management	OS	Pitching	OS	Final Pitches	Retro
Individual Learning	Human Centered Design		Lean Start Up		Prototyping		Agile		Change Management		Pitching		Practice Pitching	Final Pitches	Retro
Optional	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday

ACTIVITIES & ASSIGNMENTS

TOOLS & STEPS

Steps	<p>Step 1: ID an Opportunity</p> <p>Step 2: Scope your Project</p> <p>Step 3: Design Brief</p>	<p>Step 4: Make Your Plans</p>	<p>Step 5: Do Your Research</p>	<p>Step 6: Identify Insights</p> <p>Step 7: Establish Design Criteria</p>	<p>Step 8: Brainstorm Ideas</p> <p>Step 9: Develop Concepts</p> <p>Step 10: Create Rough Drafts</p>	<p>Step 11: Surface Key Assumptions</p> <p>Step 12: Make Prototypes</p>	<p>Step 13: Get Stakeholder Feedback</p> <p>Step 14: Run Learning Launches</p>	<p>Step 15: Design how to Implement</p>							
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Participant Packet Highlights

1. Everyone needs a GSA Affiliated Customer Account Account on Gmail - pg. 6
2. Communications and Structure - pg. 10
3. Our Vision for the Future - pg. 11
4. Syllabus - pg. 12-16
5. We start on time - Fridays at 2:00 PM



Participant Expectations Highlights - Left Side for Signature

1. Attend 14 out of 16 in person sessions (at least 8 out of 9 Instruction sessions, and 6 out of 7 Open Studio sessions) from 2-5 p.m. from March 23 through July 6.
2. Complete All Assignments: Participants and/or the Team must complete and upload each course assignment following the directions provided
3. Provide Feedback: This is the first time that this course is being run, we are requesting Participant's honest feedback in person and through in course surveys as well as a post-course survey.
4. Respectful communication: Respectful communication with the leadership and fellow participants, and compliance with all applicable rules, instructions, and requirements of the program and service

Sherpa Roles



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Design Challenge Sherpas | Roles and Responsibilities



CAP Goal Sherpas (3 Total)

Role:

CAP Goal Sherpas will provide subject matter expertise on their respective CAP goals to Design Challenge teams. These Sherpas are comprised of White House Leadership Development Fellows.

Responsibilities:

- Serve as a resource on the Who, What, When, Where, Why for your CAP goal.
- Field questions from your respective teams.
- Relay feedback, team needs, etc. to the leadership team.



Innovation Sherpas (3 Total)

Role:

Innovation Sherpas will provide process guidance and Innovation subject matter expertise to Design Challenge teams.

Responsibilities:

- Provide guidance on the Design Challenge process.
- Field questions and offer expertise on the innovation concepts being taught. Note: does not need experience in all areas to be effective
- Review team assignments and provide feedback.
- Relay feedback, team needs, etc. to the leadership team.



Ad Hoc Sherpas (Up to 10)

Role:

Ad Hoc Sherpas will provide their specific subject matter expertise upon request, depending on the needs of the Design Challenge teams.

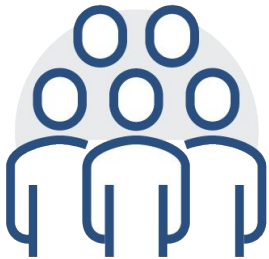
Responsibilities:

- Step in to provide your subject matter expertise to teams based on their needs and challenges.
- Help teams work through issues as needed (for example hold office hours). Relay feedback, team needs, etc. to the leadership team
- For those times when teams get stuck or need specific experience



Design Challenge Sherpas | Team Formation Process

Design Challenge Participants



CAP Goals

1. **Technology Business Management**
2. **Customer Experience: Digital**
3. **Customer Experience: Culture Change**





Available Team Slots

Technology Business Management (TBM)

The new TBM initiative stands to impact the way IT, finance, and procurement professionals work; however, there is not much information being communicated at the agency staff level. The lack of communication could prevent buy-in, impact staff engagement, and may delay successful TBM implementation.

How might we...increase awareness and adoption of the Technology Business Management initiative at the agency staff level?

- CAP Goal Sherpa: Kyra Stewart
- Innovation Sherpa: Zach Goldfine

Next Steps



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— **Next Steps | Assignment 0: Team Dinner/Lunch w/ Questions** —

TODAY: Schedule out a team dinner/lunch and do the following:

- Answer eight “Getting to Know You” questions and the following questions
 - When is the best time for you to all work together?
 - What are the best tools for you to work together on?
 - How can you best support each other through this process?
- Select Team Captain
- Come up with an EPICLY awesome team name :)



Next Steps | Assignment 1, Part 1: Sub Design Brief

- Project Description
- Scope
- Constraints
- Target Users
- Exploration Questions
- Expected Outcomes
- Success Metrics

DESIGN BRIEF | Project Summary

Project Description	How Might We ... accelerate DC citizens' participation in material circular economies through entrepreneurship and/or public private partnerships that improve the well-being of our city.
Scope	Close the loop for products at their end-of-life using: 1. Traditional take-back systems (e.g., in-store, mail-in) 2. Tech-enabled, networked, and distributed take-back and sharing systems (e.g., "the Uber for product re-use")
Constraints	Potential solutions will help consumers: 1. Re-use items through donation, giving to family/friends, sell or recycle or 2. Re-use items because they got something new, no longer wanted or want to make space or 3. Re-use items that they are holding on to that are unused or unnecessary 4. Create local material economies
Target Users	DC citizens with excess products – or needs for products – in the following categories: clothing and shoes, entertainment, toys or sporting goods, electronics, home decor, furniture, & kitchen items.
Exploration Questions	<ul style="list-style-type: none"> • What would incent citizens to participate in circular economies? • What value will a circular economy have for the city? • What stakeholders are a part of the value chain in circular economies? • What prevents citizens from participating in circular economies now? • How will the city's well-being be improved with circular economies?
Expected Outcomes	<ul style="list-style-type: none"> • Transformation toward more sustainable consumption of material goods by DC citizens • Creation of new material economies • Greater participation in local take-back economies
Success Metrics	Nine new experiments that identify ways to test citizen participation in material take-back economies through entrepreneurship and/or public private partnerships.



Next Steps | Assignment 1, Part 2: Assumptions

Think about what your biases and understandings of the project are. *Assumptions are defined as the factors that are commonly accepted as true, real, or certain for the purpose of work that is being done.* Your problem and ideas about why that problem exists in its current state are based on a set of assumptions. Before diving into deciding what to test (building hypotheses), it's important to consider all of your project's potential assumptions.

- Users have this problem because...
- We believe users have a need to...
- Agencies haven't solved this today because...
- The barriers and constraints exist because...
- The Target Users were selected based on...
- What assumptions do we have that, if proven wrong, would invalidate the problem statement?
- Finally: Prioritize Assumptions



Communications

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Be the change you
want to see in the
government world.

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