Changing Culture from the Inside Out
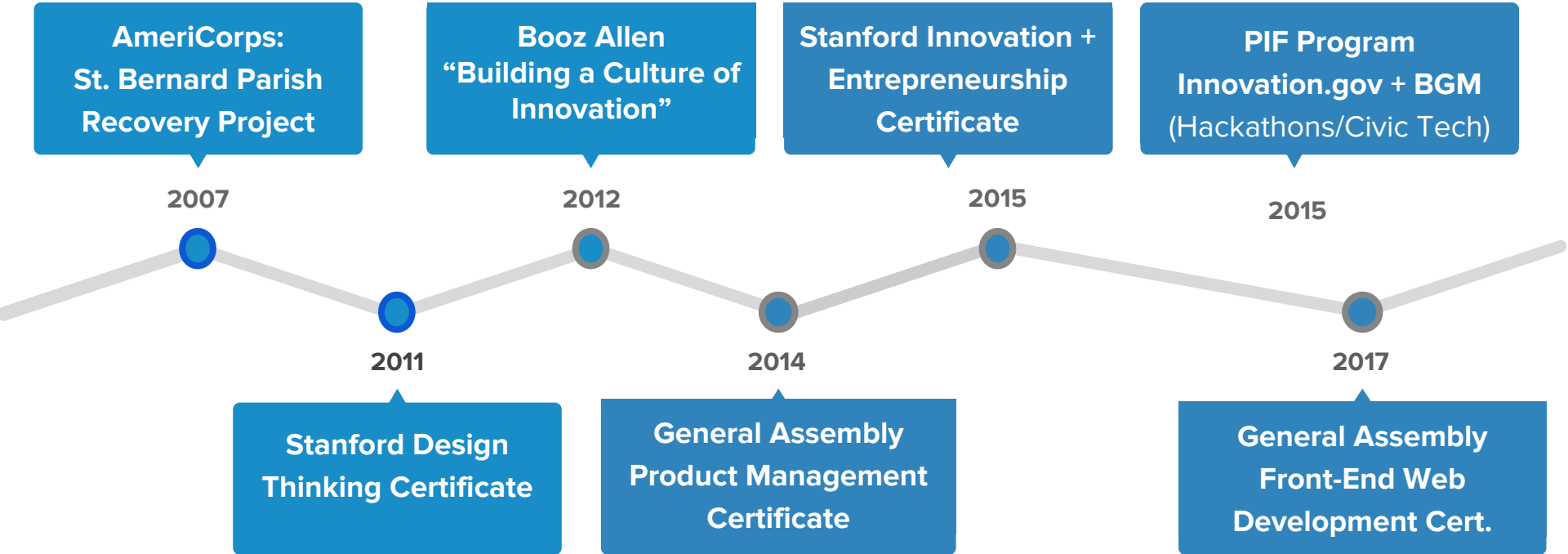
DT:DC Fall Summit | September 27, 2018

Amy J. Wilson

The Better Government Movement

Q Search | Provide feedback

Learn ⌄   Explore ⌄   Join ⌄   Blog

Welcome to
Innovation.gov

Home of the Better Government Movement

Get Started Here

Empowering public servants, through **innovation**, to create a **better government**

BGM

What Kind of Innovator Are you?

Curious

☑ I want to learn more about innovation principles

☑ I want to share my ideas

☑ I want to begin experimenting with innovation

If this is you, check out:

⬤ **Playbook**

⬤ **Toolkit**

⬤ **Community of Practice**

Dabbler

☑ I experiment with innovation principles

☑ I want to learn how to apply innovation principles ot create a 21st century workforce

☑ I have been involved in innovation learing communities

If this is you, check out:

⬤ **Playbook**

⬤ **Storytelling**

⬤ **Innovation Ecosystem**

Professional

☑ I am viewed as an innovator

☑ I teach innovation principles and practices

☑ I have experience in leading innovation initiatives

If this is you, check out:

⬤ **Playbook**

⬤ **Innovation Exosystem**

⬤ **BGM Leadership**

Unsure of what type of innovator you are?
Click **here** to get started.
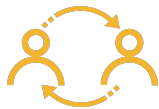
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Better Government Toolkit

Build a 21st Century Culture and Workforce

Improve Government Services Delivery

Solve Complex Problems

Collaborate with Innovators

Better Government Playbook

1. Everyone has a role in building a better government

2. Keep your user at the center of your design

3. Embrace change and experiment

4. Collaborate with partners

5. Let data inform your decision making

6. Innovation is not a one-size-fits-all approach

4

Culture Change =
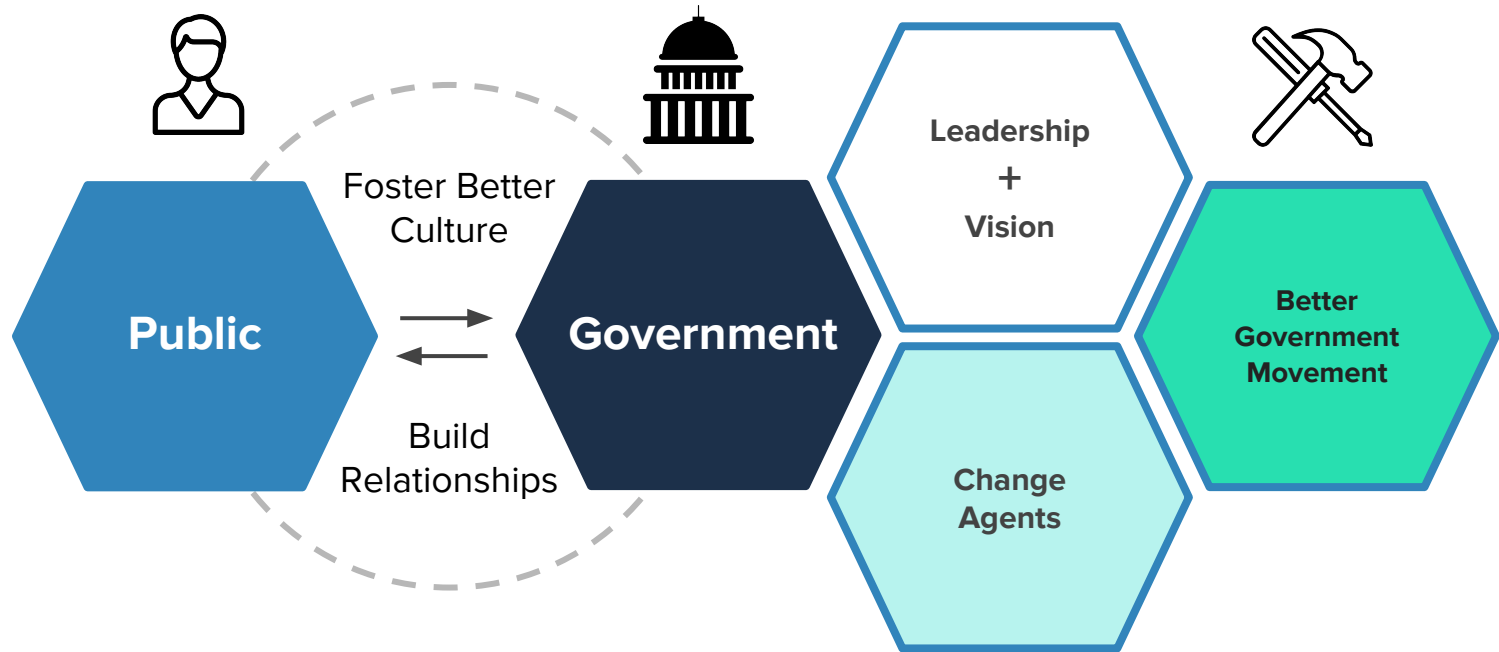
Movement ≠ Mandate

+

The Better Government Movement

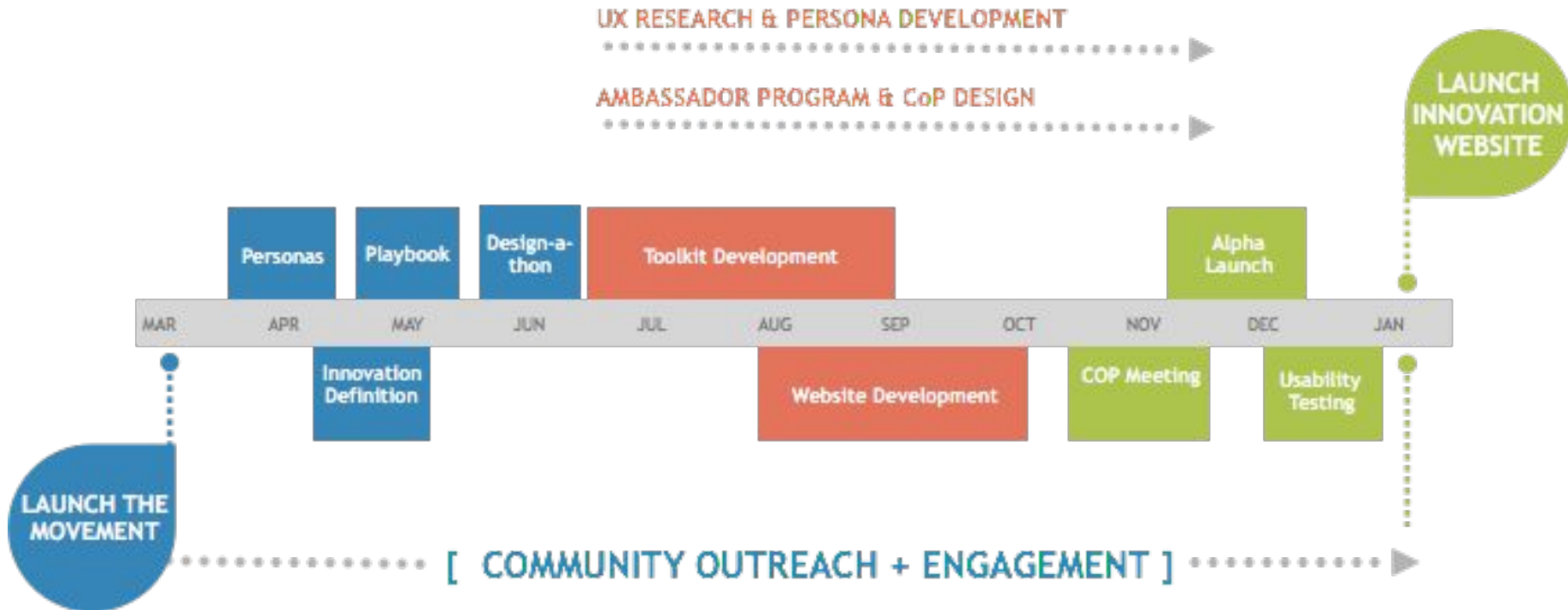# We build 21st century, delivery-driven government.

We create an **inclusive space** where public servants can **grow their creative capacity** and **learn new tools to jumpstart innovation** to **solve government-wide problems and affect positive change within their organizations**.

We **practice what we preach** and **preach what we practice**.

Public

Foster Better Culture

Build Relationships

Government

Leadership + Vision

Change Agents

Better Government Movement

Better Government Movement Journey

By the Numbers: The Movement

- One Website: Innovation.gov (in Beta); Full launch in Fall

- Convened more than 2,000 people from 112 agencies in nearly 100 co-creation workshops and two design-a-thons since March 2017

- Nearly 200 active volunteer participants

- One Movement, Four Pillars:
  - User Experience Research
  - Toolkit/Storytelling
  - Community
  - Ambassadors Program

- Co-created six principles and 15 reports (600 pages) in four verticals

Overview

Goal: Create a cohort of Better Government Ambassadors and a repeatable 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

Statistics

People

40 Participants from **34** Agencies

7 Teams

3 CAP Goal Sherpas

3 Innovation Sherpas

10 Ad Hoc Sherpas

5 Design Challenge Leadership

The Work

3 Cross-Agency Priority Goals

15 Weeks

8 Methodologies

12 Assignments

> **120** Hours of Teamwork

7 Masterclasses with **14** Instructors

10 Newsletter articles

Program Overview

Six Sprints + Beginning & End

- Inception (one week)

- **Understand**

- **Empathize**

- **Synthesize and Define**

- **Prototype**

- **Iterate**

- **Present**

- Retrospective + Re-Entry (one week)

Methodologies Learned

- Human Centered Design

- Lean Startup

- Prototyping/Minimum Viable Product

- Agile

- Change Management

- Storytelling + Pitching

Cross-Agency Priority Goals

Technology Business Management

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, technology leaders and their business partners the fact they need to collaborate on business-aligned decisions.

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

Customer Experience - Digital

- *How might we help government agencies improve how deliver digital services and information to the public?*

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 at all levels across all agencies?*

Praise for the Design Challenge

- Kelly Olson, Director, Technology Transformation Service: *"Incredible"* and *"It left her feeling inspired about the work we do and the people we get to work with."*

- Participant 1: *"It unequivocally demonstrates that government employees care and are willing to actively learn concepts and methods to improve the state of our government."*

- Participant 2: *"...the Challenge is the culmination of a series of much smaller projects; each of which I have learned and further developed a **multitude of new and effective techniques and skills**. It is exciting to look at projects within the federal government that have implemented some of the techniques...and **see how these new techniques and skills can be applied to enhance and support our agencies mission.**..It is inspiring to be amongst such passionate and motivated individuals. **I love the energy!"***

What's Next?

The Better Government Movement

Design Challenges Future

Support Group: **Better Government Change Makers**

Continue meeting to support and connect the community to celebrate successes and tackle obstacles to create change within their organizations

Working Group: **Design Challenges 2.0 (now Better Government Bootcamp)**

Improve upon this version and create champions to support the next iteration in early 2019 so we and others can repurpose across government

IT MODERNIZATION
Centers of Excellence

The Centers of Excellence (CoEs) accelerate the modernization of IT infrastructure by leveraging private sector innovation and existing government services, and by centralizing best practices and expertise.

United States Department of Agriculture CoEs:

- Cloud Adoption
- Contact Centers
- Customer Experience
- Data Analytics
- Infrastructure Optimization

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NEW Center: Transformation

Transformation maximizes the *__understanding, willingness, and ability__* of people in an organization to move from the current to the future state.

Sustainable change requires looking at both the operational and human side of change through these five lenses: the *__principles, people, policies, processes, and technology__* that governs the system.

Purpose:

To assess each new Department/Agency's institutional readiness and pave a way for sustainable change to take hold within its culture

Goals:

- Stand up the Transformation Center of Excellence with a scalable, repeatable model to build a 21st century government

- Advise and consult with the USDA on transformation efforts

- Create a strategy at the Department of Housing and Urban Development

Multidimensional Aspects of Change

Physical Infrastructure

People

Policy

Process
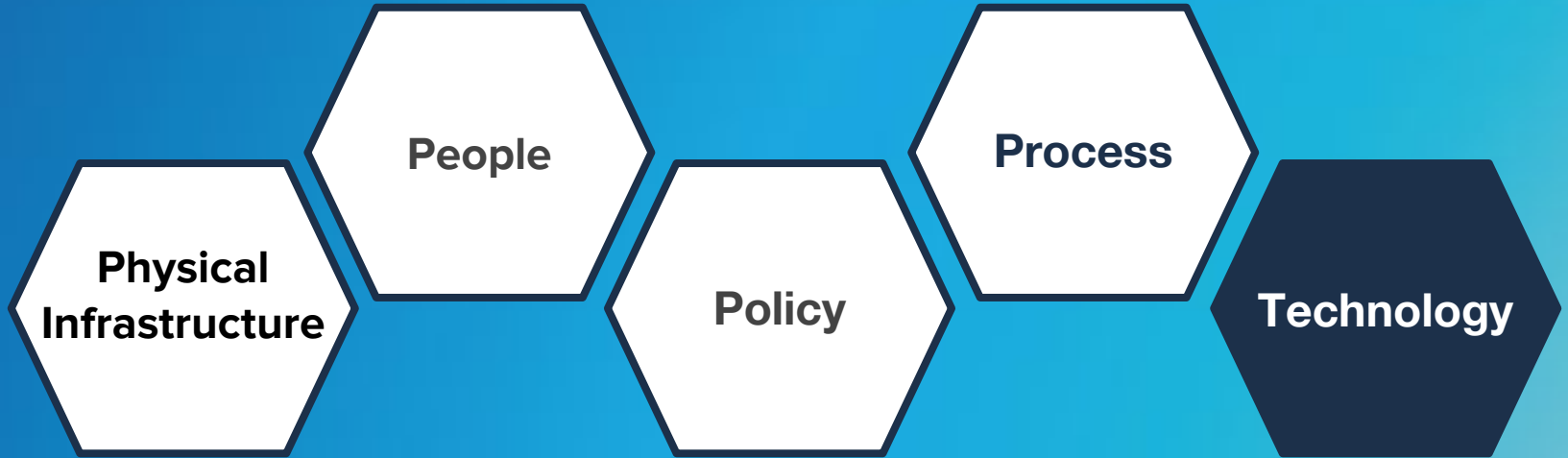
Technology

Technology won't save us, but *culture* will.

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

Email us: better-gov@gsa.gov

Questions?

The Better Government Movement