


# Shoestring Innovation

How to Think like a Designer and Move from  
Ideas to Action (on a budget)

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 wire8

A close-up photograph of a brown and white cow looking directly at the camera. The cow is standing in a lush green field. In the background, there is a small house with a red roof, a large tree, and rolling green hills under a blue sky with some clouds. The text "What if we could all dream about cows ...and save the world?" is overlaid on the image in a white serif font.

What if we could all dream about cows  
...and save the world?



**hello!**

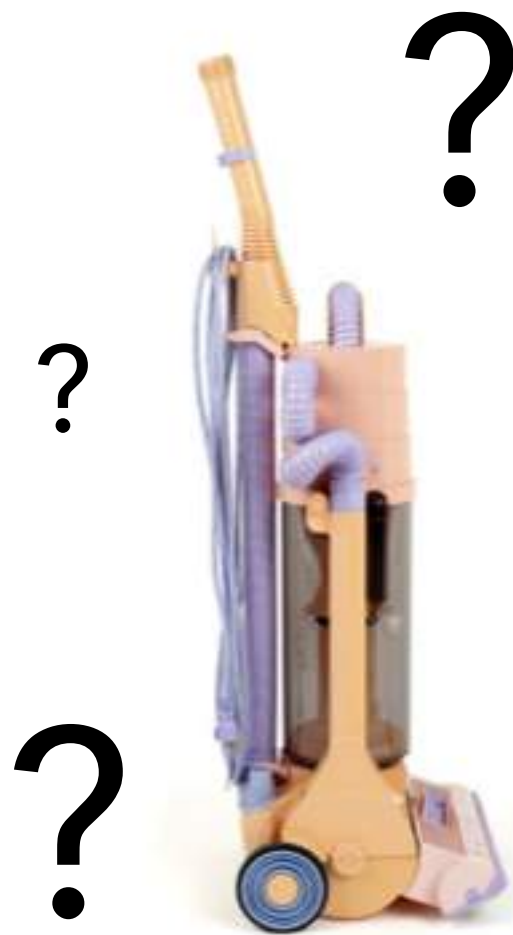


## **My goal today:**

Demystify the creative process and share ideas for driving innovation and social impact.

## **What's in it for you?**

- \_5 traits of creative organisations
- \_tools to get you started
- \_ideas for applying to NFP challenges







DEGW

# Top 10 skills 2015-2020

## in 2020

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1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

## in 2015

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1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity















# LEAD WITH

“Creativity is a gift every human possesses.

When awakened and harnessed, it can bring communities together to solve complex

problems and imagine new futures.”

# CREATIVITY





## #1 They get inspired through empathy

“If research  
doesn’t make you  
feel like a different  
person, you’re  
doing it wrong.”



# #1 They get inspired through empathy

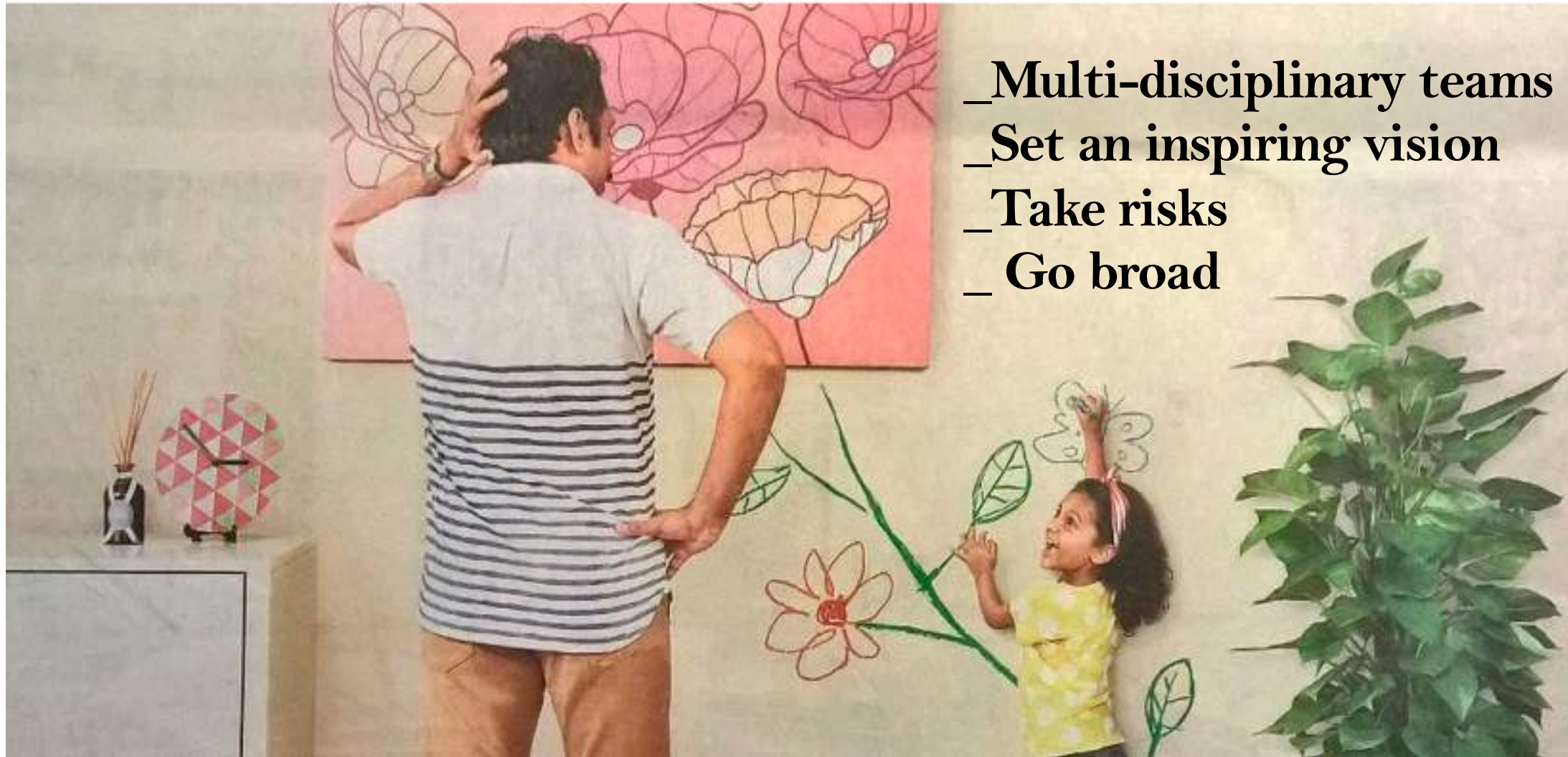
- \_Empathic immersion
- \_Shadowing
- \_Journey Mapping
- \_Photo Diaries







## #2 They re-frame problems and encourage divergence



- \_Multi-disciplinary teams
- \_Set an inspiring vision
- \_Take risks
- \_Go broad

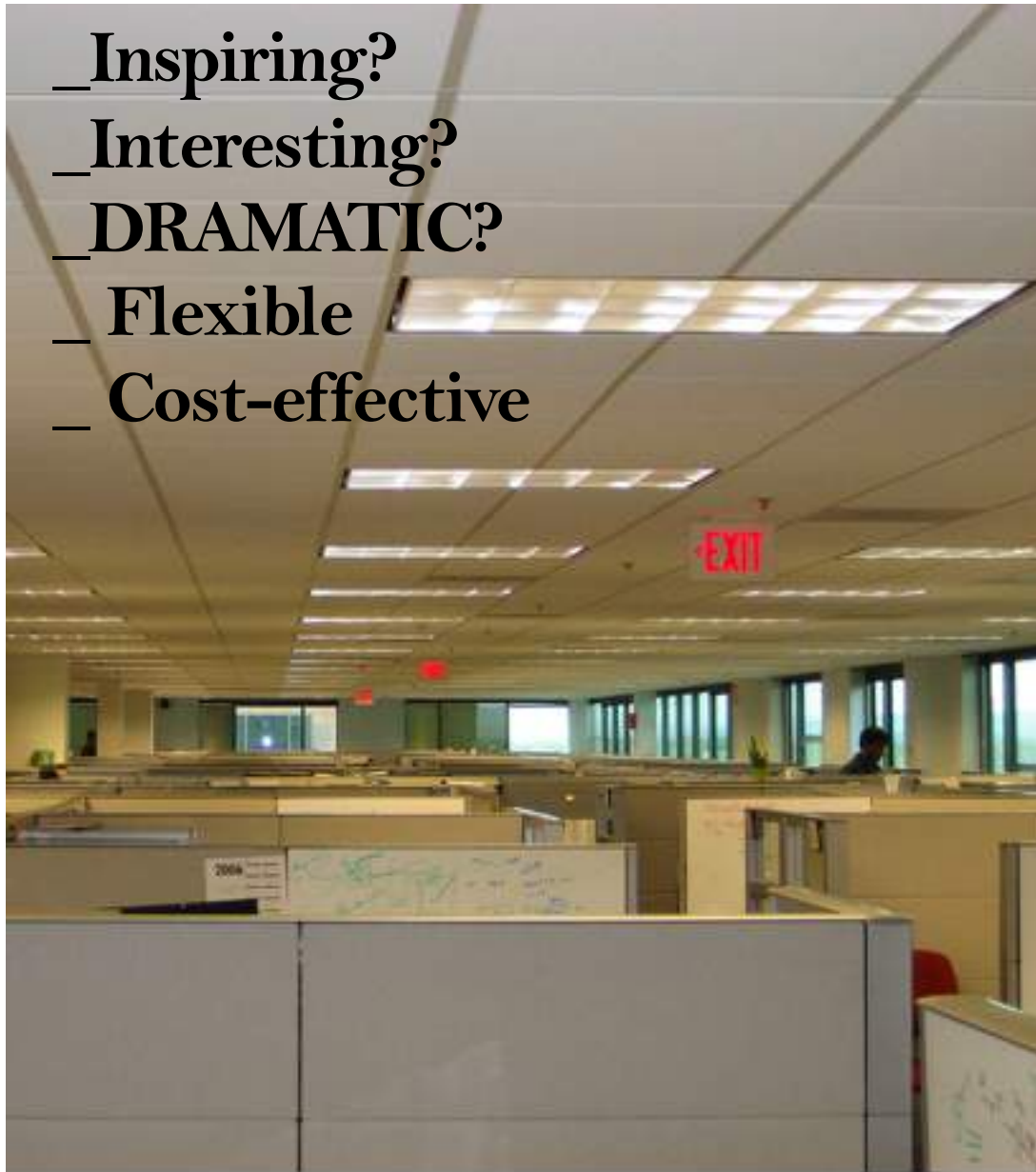


A black and white photograph of a crowded subway platform. People are standing on the tracks, looking towards the camera. The scene is dimly lit, with bright light coming from the top of the frame. The text "Santa Lucia" is visible on the left wall and "Itaquera" on the right wall. The text "How might we design a public transport experience that commuters look forward to?" is overlaid in the center of the image.

**“How might we design a public transport experience that commuters look forward to?”**



- \_Inspiring?
- \_Interesting?
- \_DRAMATIC?
- \_Flexible
- \_Cost-effective



Wheel-in the theatrical  
set designer!



## #3 They shelve constraints, & generate LOTS of ideas

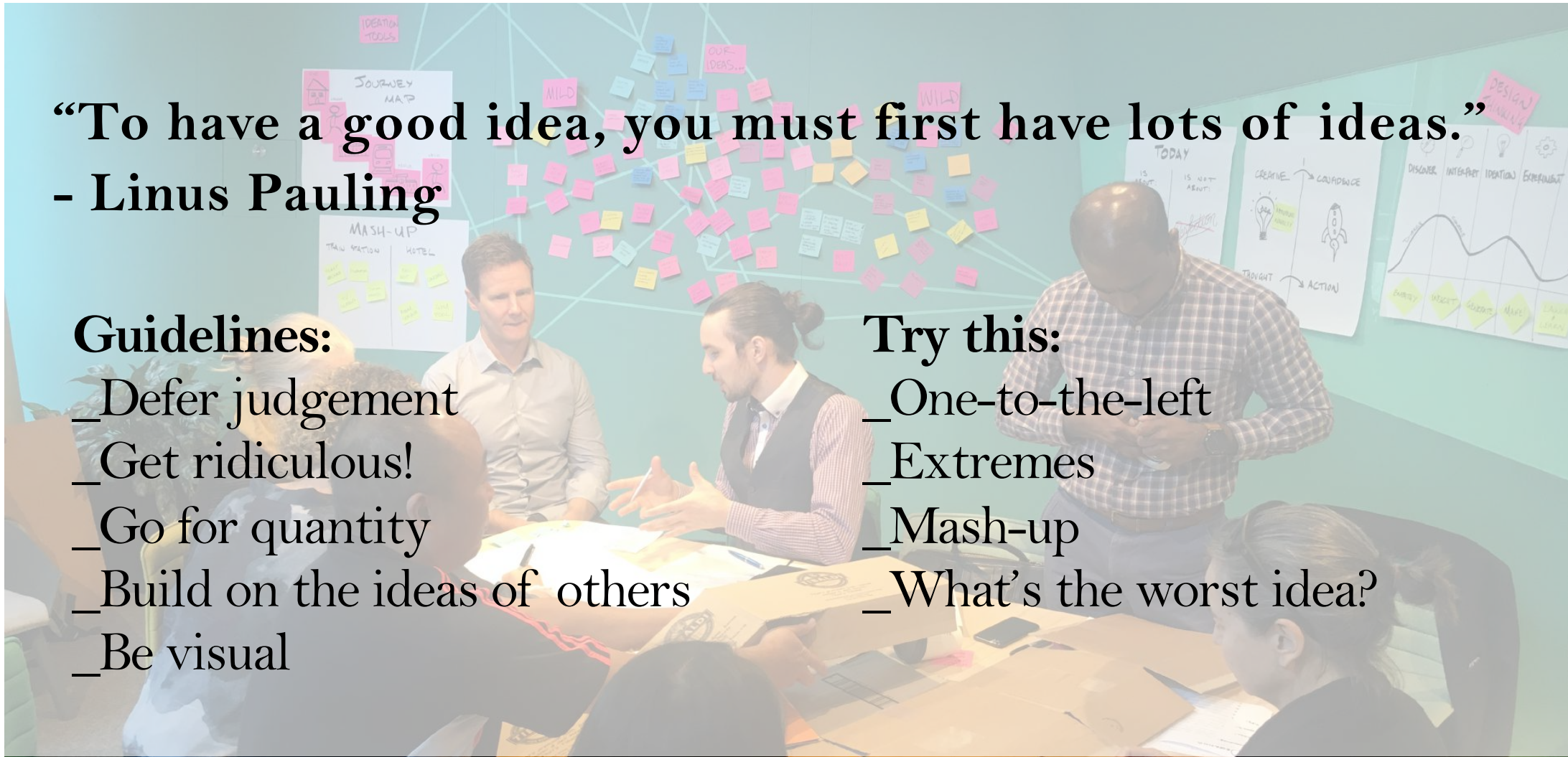
**“To have a good idea, you must first have lots of ideas.”**  
- Linus Pauling

### **Guidelines:**


- \_Defer judgement
- \_Get ridiculous!
- \_Go for quantity
- \_Build on the ideas of others
- \_Be visual

### **Try this:**

- \_One-to-the-left
- \_Extremes
- \_Mash-up
- \_What's the worst idea?





A group of people are seated around several white tables in a bright, modern workshop. They are engaged in a brainstorming session, with some looking at papers and others talking. The room has large windows on the right side, and the walls are decorated with colorful sticky notes and diagrams. The atmosphere is collaborative and creative.

**Workshop Goal:** brainstorm ideas to build a more magnetic community of CMI members.

**What are some extremes to “change”?**

\_Climate change...

\_Similarities to organisational change...

\_“Why don’t we invite a meteorologist to our next event to talk about change?”

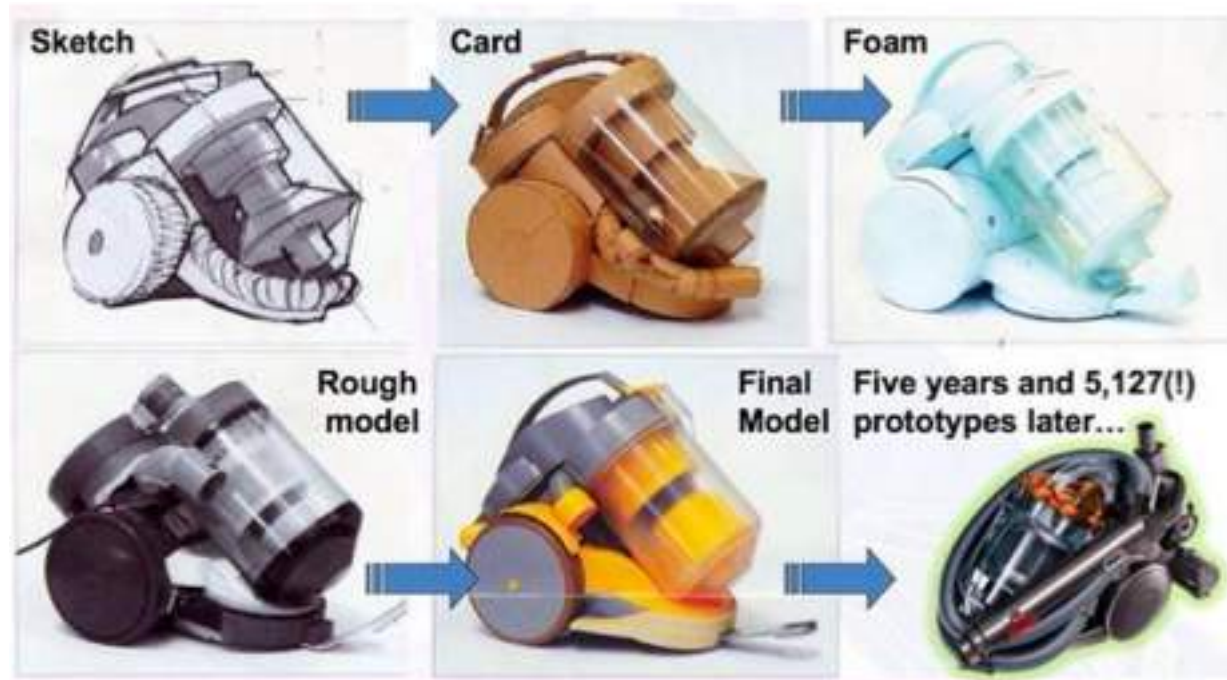
\_GREAT IDEA 😊



## #4 They prototype early and with a rough edge



## #4 They prototype early and with a rough edge



- \_ Build early
- \_ Take small risks
- \_ Failure = learning
- \_ Build-into \$ / program

... And you can  
prototype services too!



TILT®



## #5 They test in the real world





# DESIGN THINKING

The background is a horizontal collage of five images. From left to right: 1. A person in a yellow and red protective suit working with a laptop. 2. A person in a light-colored shirt drawing a face on a wall. 3. A man in a suit sitting at a table with a woman, looking at a laptop. 4. A close-up of a hand holding a green pen over a white surface. 5. A man in a red and white striped shirt looking at a laptop.

**Empathise**

**Define**

**Ideate**

**Prototype**

**Test**





“How might we embed design thinking to the DNA of NFPs for more positive social impact?”

**Empathise**

**Define**

**Ideate**

**Prototype**

**Test**



# 1. Clarifying mission & purpose

## Build empathy

- \_ discover unmet / unarticulated needs
- \_ connect at a deeper level with key stakeholders
- \_ train and deploy staff on shadowing missions



**Save the Children.**





**UNVR**

**UNITED NATIONS  
VIRTUAL REALITY**

A PROJECT IMPLEMENTED BY THE UN SDG ACTION CAMPAIGN



SUSTAINABLE DEVELOPMENT GOALS

**ACTION  
CAMPAIGN**

United Nations Virtual Reality (UNVR), uses the power of immersive storytelling to inspire viewers towards increased empathy, action and positive social change. The project supports the UN system with disseminating their content and expanding





# CLOUDS OVER SIDRA

*by Gabo Arora & Chris Milk*

**UNVR**  
UNITED NATIONS  
VIRTUAL REALITY  
A PROJECT IMPLICATED BY THE UN SUSTAINABLE DEVELOPMENT GOALS





"Last night I saw a deeply moving video entitled *Clouds over Sidra*. It is an amazing virtual reality production of the starkness of life in the Za'atari Refugee Camp through the eyes of a beautiful young girl by the name of Sidra.

She says: *"I have been here a year and a half and that is long enough..."*

*But no one knows when it will be safe to go home, nor what will be left for them when they return."*

I often think back on my visits in recent years to refugee camps in Turkey, Jordan and Iraq.

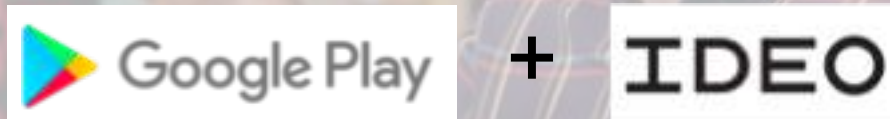
Children asked: "Why am here? What did I do wrong? When can I go home?" I have no answer. I have only **shame and deep anger and frustration** at the international community's **impotence to stop the war."**

Secretary-General Ban Ki-moon,  
Third International Humanitarian Appeal for Syria  
March, 2015

Pictured: UN Secretary-General Ban Ki-moon & Executive Director, WHO Margaret Chan (c) David Gough

## 2. Embracing fast-changing technologies

- \_ Validate the human need behind the technology
- \_ Talk to a wide variety of potential users
- \_ Try not to focus on brand, platform or features



**“If we hope to create something of lasting value, we need to start with what people want - not just with what’s technically possible.”**



## 2. Embracing fast-changing technologies





### 3. Staying relevant as communities (and customer behaviours) change

- \_ Integrating civic engagement as core practice
- \_ Explore frameworks such as Design Thinking
- \_ Design with (not just “for”) your constituents



3 hours, 50 open minds, 100's of ideas, countless smiles, one purpose.

## 4. Explore ways to get leaner

- \_ Increased number of boxes in one truck by 45%
- \_ Reduced packing time of one box from 3min to 11sec!
- \_ **In one route, fed 400 families in half the time.**





## 5. Federal Budget Paper No. 4



The Government will trial new approaches to mobilising multi-skilled teams, drawing on private sector and academia, to work on whole-of-government challenges. This will include bringing the right experts together and the use of **‘design thinking’ methodologies to help solve complex problems. It will also include incorporating citizen feedback** (human-centred design) to help identify improvements to service delivery, all the way through to implementation.

## Re-cap

**Design Thinking: a process for creative problem solving for positive social impact**

- \_ get inspired through empathy
- \_ re-frame problems and encourage divergence
- \_ shelve constraints, generate LOTS of ideas
- \_ prototype early with a rough edge
- \_ test in the real world

**It can be done on a budget, with your own people, and at speed.**



# Yes! Let's explore Design Thinking.

**Is your team or organisation:**

- \_ Keen to jump-start a project using Design Thinking?
- \_ Have a challenge you think needs a human-centred lens?
- \_ Interested in a hands-on introduction to Design Thinking?

3 x half-day introductory Design Thinking workshops. Free.

Let's talk!



Questions?

thank you.

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Go. Create. Change.

