A FIELD GUIDE TO RAPID INNOVATION™

SMALLIFY @ Conference on Volunteering & Service

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Taylor Cone
@SmallifyLabs
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Agenda

1:30 - 1:50: Introductions & Overview of SMALLIFY
1:50 - 2:00: Engage an Innovator’s Mindset (FEAR LESS)
2:00 - 2:15: Surface Insights (OPEN UP)
2:15 - 2:30: Generate Ideas (SAY YES)
2:30 - 2:40: Design Experiments (BET SMALL)
2:40 - 2:55: Pitches
2:55 - 3:00: Close
Our challenge:

How might we support the development and expansion of world class employee volunteer programs?
THE FIVE TOOLS OF RAPID INNOVATION™

THINK BIG
Define the challenge

FEAR LESS
Experiment

OPEN UP
Empathize

SAY YES
Generate

MAKE STUFF
Prototype

BET SMALL
Test

GO BIG
Scale the solutions
WHAT: Adopt a “growth mindset.” Experiment to learn.

WHY: A willingness to experiment, make mistakes and learn is a key trait of innovative leaders and organizations.

HOW: Learn from mistakes. Take the “Failure Bow” and move on.
WHAT
Identify and understand unmet needs by engaging the people and places around you.

WHY
The most important part of solving a problem is solving the right problem.

HOW
Reframe your challenge around an unmet need in the form: “What can I create for [user] that helps her/him [need]?”
WHAT
Get into a creative space and mindset to generate a wide range of possible solutions to your challenge.

WHY
Saying yes removes the blockers that can stifle innovative thinking.

HOW
If you’re stuck on a problem, use “yes, and” or adopt a different point of view: “How would [famous person] solve my problem?”
WHAT
Bring your idea to life in a tangible, visual form quickly and affordably.

WHY
Rapid prototypes let you to test your idea for quick validation with users without spending a lot of time and resources.

HOW
In 15 minutes, draw a storyboard of your idea and how people will experience it. Show it to potential users for fast feedback.
WHAT
Create and commit to a low risk experiment to discover, develop, and test an idea.

WHY
Small bets give us permission to move insights into action, to move from ideas to innovation.

HOW
Define what’s “affordable loss” to you. Ask yourself, “What can I do ‘on Monday’ to test my idea with the resources I have?”
Key Insights:
Opportunities & Barriers
Opportunities

- Matching Gifts
- Community Champions
- Onboarding
- Small frequent opportunities & volunteers

Barriers

- Business changes
- Needs & Cap. Match
- Mandatory
- Schedule
- Middle mgmt. Support
- Too many people at once
- Location
- Appropriate vol. ops
- Fears
- Exec support
- Locating opportunities

Synergy btw. Non-profit needs & volunteers
Skills base mismatch
Understanding community - education, voc

Listen to employees & executive support
On needs, on both sides
NP needs, funds not volunteers
Barriers

- Lack of incentive
- Time
- Empathy
- Communication
- Time
- Priorities of employees
- Lack of awareness
- Shy
- Lack of support
- Projects not geared towards introverts, miss these features
- CSR
- Priorities don't align
- Don't know where to send people to volunteer

Opportunities

- Social media
- Relationships
- Increasing employee empathy
- Professional development
- Incentives
- Growth community
- Leadership development
- C-level visibility
- Recognition
- Community partnerships
- Increase teamwork
- Increase resilience

- Let employees choose org's
- Increase staff morale
- Have volunteers
- Show up, partner with nonprofits
- Strategy sessions
- Career development
opportunities

- Employee buy-in
- Paid time off for service
- Find out what/how employers want to spend their time
- Support/online platform alignment
- Mission/ values
- Management support
- Link to performance objectives
- Recognize and celebrate managers who promote employee volunteerism

Barriers

- Deadlines
- Work/life unbalance
- Too busy outside of work
- Schedules
- Community
- Company culture
- More
- Motivating middle managers
- Caring corps/champions
- Assessing community needs
- Setting expectations
- Community needs
- Volunteer engagement strategy
- Lack of buy-in
- Allow family and friends to participate
Lab Work Product:
Big Ideas and Small Bets
Big Ideas

- Corporations 'Living Message'
- Total Pay-in-Top 5 departments
- HRI development program
- Online in 30-60 days
- Define
- Volunteerism
- Recognize
- Volunteers
- Adding to company mission, vision values
- Cross
- Department
- Collaboration
- Communicator
- Communicate
- Support 3
- Innovative Ideas
- Support 3
- Empower
- Innovative Ideas
- A good relationship
- Build Community
- Spread good
- Leadership driven
- Social impact
- We are relating
- Our stories
- We are
- Building
- Community
- Involving
- Community
- Family
- Promote 3
- Incentives
- Incentives
- Incentives
- Competition between departments
- Empower employees to lead an event
Big Ideas

- Team member survey
- Survey for NP needs, evaluate what has happened
- Employee interests
- Large consultancy team
- Dedicated matching person
- Strategic alignment
- Mgmt. support
- Ask NGOs
- Ask volunteers (VOC)
- Personal impact stories
- Lunch + learn
- Non-profit fair/open house
- DB for track needs
Big Ideas

- Create Volunteer University Academy
- Satisfaction Survey
- Create a Service Heat Map (US Volunteer)
- Measure Anticipation for Project
- ON-LINE "DATING" Game (Find)
- Social Media Buzz Monitor
- Benchmark
- HIGH STANDARDS & QUALIFICATIONS
- Non Profit
- Fair
- Help & Learn
- Create Volunteer Focus Teams
- CVC
- Food and Nutrition
- Non- Profit
- Volunteer Committees & Councils
- Find ways to link interests to work problems
- Engaged/Intrigued
- Recruitment
- Value 
- Sensing
- Facility
- Family & Friends
- An Experience or Ride
- Free, tickets, admission
- High Recognition
- Fair, access, equality
- Responsible, ownership
- Family & Friends
- AN EXPERIENCE OR RIDE
- Small World
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Big Ideas

- Educate our leaders with a success story
- Corporate Leadership Volunteer Retreat
- Time Incubator
- Recognize & Reward
- Heart-based & evolved thinking
- Gamify Giving
- Positive reinforcement from fellow leaders
- Long-term employee buy-in
- Identify/ Mission
- Acknowledge Community Needs
- Benchmark data to support business impact
- Explore their interests
- Create metrics to prove impact
- Marketing Branding Benefits - let them see it (wording)
- Showing marketing/recruiting value
- Bring consultant
- ID current state
- Find sticking points
- Advise on best package and business impact
- Benchmark
- ID alignment w/ corporate culture

Solution
- ID consultant

Meeting
- ID champion
- Create menu of options
- ID what's important to team
- (+) $$, volunteer
Big Ideas

Opportunities

- Social Media
- Fundraising
- Leadership
- Visibility
- Professional Development

Technology
- Better Policies
- Mobile Projects

Long-term "weekend" projects

Smaller projects

Connect to professional development

Skills-based volunteering

Child Care Activities

Personalized Volunteer Opportunities

Have C-suite leaders attend/engage
to model that "it's okay to take"

Small Bets
Big Ideas

Disney Employee Volunteer Program

- Company Culture of Service
- Leverage reputation expectation
- Train them on it from the start
- Answer: 'What's in it for me'
- Mission alignment
- Creative branding
- Fun
- Competition in a good way!
- Recruit w/ expectation in mind
- Ask what they value to volunteering
- Communication needs
- Create a platform for services to volunteering opportunities
Small Bets

- Focus group w/ HR
- Meeting with volunteers (1 hr)
- Meet with HR
- Identifying HR's leadership development challenges
- Mapping out scenarios w/ HR
Small Bets

1. Identify Values
2. Lunch & Learn
3. Survey, Monkey Questions
4. Google Forms
5. Choose 'preference' fun product
Small Bets: Moving Insights Into Action
(What will we “do on Monday?”)

☐ Review and select one or more concept solutions from the lab to prototype. Launch a project team to develop and test the prototypes. Engage other key stakeholders and users who weren’t at the lab to validate your assumptions.

☐ Develop next-resolution prototypes and begin testing with users over the next 30 days. The goal of "small bets" in short testing cycles is to produce “small wins” to move insights into action and to highlight these wins to build momentum.

☐ Schedule a 30-day check-in to review progress from tests. Validate assumptions, iterate the design, and test again.

☐ Continue to build internal capacity for rapid innovation skills, tools and mindsets through additional labs and/or training and certification in rapid innovation methods.
What We’re Reading

- **Creative Confidence**
  - By Tom Kelley
  - Understanding the creative potential within us all
  - With David Kelley
  - Phaidon

- **It’s Not How Good You Are, It’s How Good You Want to Be.**
  - The world’s best selling book by Paul Arden.
  - Phaidon

- **Improv Wisdom**
  - Don’t Prepare, Just Show Up
  - Patricia Ryan Madson

- **A More Beautiful Question**
  - Warren Berger

- **Mindset**
  - By Carol S. Dweck, Ph.D.
  - The new psychology of success

- **The Back of the Napkin**
  - By Dan Roam
  - Solving problems and selling ideas

- **Essentialism**
  - By Greg McKeown
  - The disciplined pursuit of less

- **Little Bets**
  - How breakthrough ideas emerge from small discoveries
  - By Peter Sims
SMALLIFY’s Five Tools of Rapid Innovation™

**Think Big** → **Fearless** → **Open Up** → **Say Yes** → **Make Stuff** → **Bet Small** → **Go Big**

**Experiment**  **Empathize**  **Generate**  **Prototype**  **Test**

We offer the SMALLIFY Rapid Innovation Lab in different sizes, plus training and certification

**Nano Bet**
2 hours to ½ day

Hands-on introduction to:
- Design thinking
- Rapid innovation tools
- Entrepreneurial mindset
- Idea generation techniques
- Rapid prototyping methods
- Results -- Concept solutions to your innovation lab challenge

**Small Bet**
1 to 1 ½ days

Nano Bet, plus:
- Problem finding and definition
- Evaluating ideas (impact x doability)
- Designing experiments, testing and validation
- Portfolio of prototype solutions addressing your custom-defined business challenge

**Accelerator**
3 days or longer

Small Bet, plus:
- Methods to run experiments, measure results, and leverage small wins to build momentum
- Business models
- Scaling methods
- Implementation strategies

**Smallify Inside™**  Training and certification programs to embed design thinking and rapid innovation skills, tools and mindsets inside your organization’s people and processes.
Bet Small. Go Big. Fast.™

www.smallify.it
betsmall@smallify.it

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