

# Better Gov't CoP Meeting

## Collectively creating our future

May 23, 2017



## Agenda

# Better Government CoP Workshop

1

Principles  
Update

2

Leadership  
Team Update

3

Personas  
Review

4

Content  
Organization

5

Next Steps  
and Action  
Items

# 1: Principles



Everyone can (and should) innovate.



Keep the customer/user at the center of your design.



Embrace change: experiment & seek feedback to lessen risk of failure.



Collaborate, communicate, & share with partners in government and beyond.



Let data drive decision-making and be a key part of your story.



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

# 2: Leadership Team Update



# Landscape Analysis

## **Who and Where Is Innovation Happening?**

1. Innovation Labs (Lab@OPM) Meeting Findings
2. GSA + OMB Communities of Practice
3. WH Leadership Development Program Support

# Governance Plan

Comprised of three smaller plans:

1. Content Management (and Release)
2. Marketing and Communications
3. Scaling Innovation (Ambassadors Plan)



# Design-a-Thon

Wednesday, June 21

GSA Headquarters

12-5 p.m.

(Invites went out this morning)



# Three “Tracks”

## 1. Toolkit Content

Online resource for the 5 Ws of innovation in the government. Created by innovators for innovators.

Personas:

- Leadership
- Mid-Level Manager
- Newcomers to Gov't

## 2. CoP

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

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

## 3. Ambassadors

Amplify and evangelize innovation within government.

Awareness → Understanding → Adoption

Persona: Established change agents

**MVP**

**Beta**

**Live**



July 31

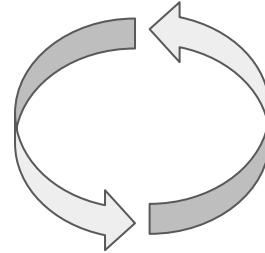
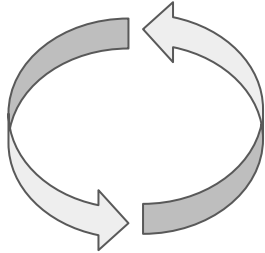
Sept. 30

Fall/Winter

Limited  
Release

Wider  
Release

Full  
Release



# 3: Personas Review

## IDENTIFYING OUR USERS

# About Proto-Personas

In order to identify our key users and to ensure alignment among the team during all of activities, we will create proto-personas.

### **Proto-personas are:**

- A variation of personas used to develop early design hypotheses
- An encapsulation of the organization's beliefs about who is using their product or service and what is motivating them to do so
- Used to initiate and reinforce awareness of the user's point of view during strategic planning

### **Proto-personas are not:**

- A substitute for heavily researched personas based on feedback from actual users of the product
- Validated representations of the organization's target audience

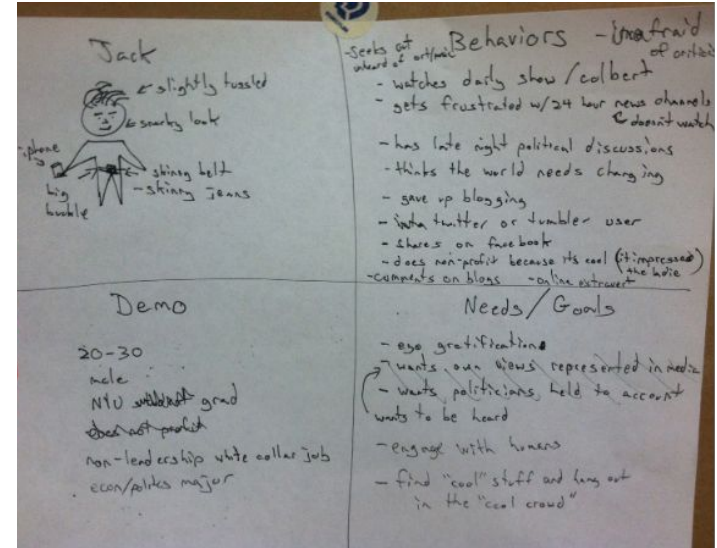
# Refining Personas

Name and Sketch

Demographic Information

Needs and Goals

Behaviors and Beliefs



*Example proto-persona.*

# SAM CHEN, 42

Deputy Director

MID-LEVEL MANAGER

*Single father of one, Marine Corps veteran with 12 years in government.*

## Goals & Objectives

- Needs to recruit outside talent to his team
- Wants to tap into innovators in government
- Driven to improve efficiency within his department
- Aiming for a promotion in the next few years

## Behaviors

- Balances 60 hour weeks and care of 16 year-old son
- Uses technology and reads TechCrunch
- Frustrated with team's engagement to innovate
- Loves trying new things, but fears failure

## Traits



# ANGELA MARTIN, 55

National Director

SENIOR EXECUTIVE

*Driven, married with two daughters, nearing retirement*

## Goals & Objectives

- Career federal employee with 30 years of service
- Wants to improve public perception of agency
- Needs to secure funding for her agency
- Wants to establish a legacy before retirement

## Behaviors

- Works 60 hour weeks, but feels less accomplished than her peers
- Loves Facebook, generally technologically aware
- Serious at work but likes to hike with her dogs on the weekend

## Traits





# KELLY SMITH, 32

Program Analyst

NEW TO GOVERNMENT

*Tech-savvy, embraces design thinking, frustrated with bureaucracy of government.*

## Goals & Objectives

- Wants to build better products and services
- Sees technology as the great equalizer
- Frustrated by bureaucracy in government
- Wants managerial support

## Behaviors

- Loves to network, social
- Inspired by time as Peace Corps volunteer in Kenya
- Wants government to improve lives through innovation
- Comfortable with risk
- Technologically savvy

## Traits



WHAT DOES SHE  
**THINK AND FEEL?**

What really matters to her?  
What occupies her thinking?  
What worries and aspirations does she have?



WHAT DOES SHE  
**HEAR?**

What are friends, family and other influencers saying to her that impacts her thinking?

WHAT DOES SHE  
**SEE?**

What things her environment influence her?  
What competitors is she seeing?  
What is she seeing friends do?

WHAT DOES SHE  
**SAY AND DO?**

What is her attitude towards others?  
What does she do in public?  
How has her behaviour changed?

**PAIN**

What fears, frustrations or obstacles is she facing?

**GAIN**

What is she hoping to get? What does success look like?

# Empathy Map for Government Innovator

## What does she think and feel?

- "I have so much I want to do"
- I'm worried I'm not going to succeed-that I'm going to fail.
- Worry: too warm and fuzzy
- Why is there such resistance to innovation?
- How can I use evidence/data to show people that investing in innovation is worthwhile (be it financial or human resources)?

## What does she see?

- Colleagues either trying to innovate with me or stifle innovation
- Lack of diverse workforce and wants more wanting diversity and inclusion
- Talented people leaving and going to private sector
- People around her are jaded and cynical
- Working harder than stereotypical government employee

# Empathy Map for Government Innovator

## What does she Say and Do?

- Always pitching ideas and looking for next big thing
- Encourages colleagues to think of the best way to tackle new innovations
- Open to involving new people
- Good listener and reliance on research
- Learned to be more strategic to avoid resistance from management

## What does she hear?

- "I wish I had your job"
- "I can't innovate" or "I wish I had more time"
- "We've always done it this way"
- How much does it cost?
- Silence (from administration, leadership)

# Pains & Gains for Government Innovator

## Pains

- Fear that effort to increase innovation will all fail and she'll look like an idiot
- Frustrated with lack of enough people who understand how to innovate
- Frustrated colleagues aren't working together towards common goal
- Feels bureaucracy poses a constant obstacle

## Gains

- I want to succeed in my career, get promoted

# Keisha Norton, 36

Product Manager

Government Innovator

*Newly married, just started working in agency's innovation lab after six years as product manager at sub-agency office*

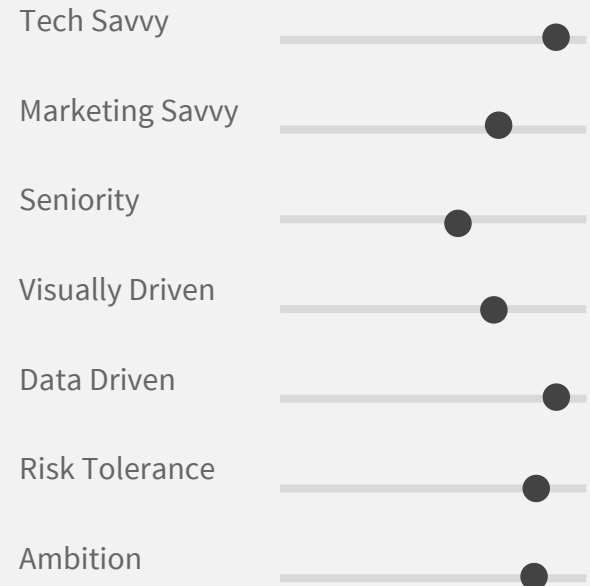
## Goals & Objectives

- Works to change how management views innovation
- Leads through consensus-building, listening, and research
- Balances tension between work and pursuing new ideas
- Works hard to stay positive despite colleagues' cynicism
- Focuses attention on lack of diversity and inclusion in workplace

## Behaviors

- Thinking about starting family and impact on career track
- Early adopter of agile/lean software development
- Known in the government innovators network
- Excited with new job in agency's innovation space

## Traits



# 4: Content Organization

# What is Card Sorting?

*Card sorting is a research technique for discovering how people understand and categorize information. You can use card sorting results to group and label your website information in a way that makes the most sense to your audience.*

[Card Sorting 101](#)





Corporate news

01 - 02

CEO blog

03 - 04

Company profile

Company vision

05 - 06

Expense form

07 - 08

List of departments

Share price

Staff directory

Buy & swap area

Vehicle

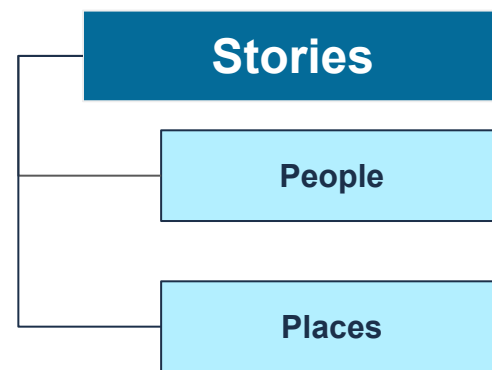
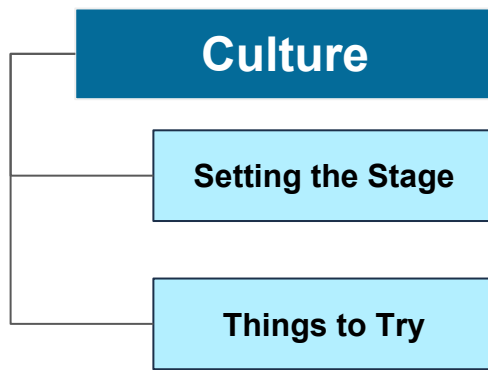
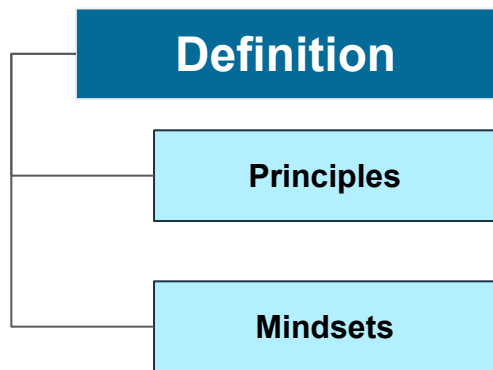
M&A forms

Terms

# Introduction to Trello Board

- [Toolkit Card Sort Board on Trello](#)
- Board = Toolkit Card Sort
- Lists = Categories for our content areas
- Cards = Topics we're organizing

# Content Map



# 5: Next Steps and Action Items