

# Better Government Ambassadors Design Challenge

Ask Me Anything (AMA) | January 30, 2018

<https://innovation.gov>



# Who is this AMA for?

**Who Should Attend:** Those interested in learning more and/or participating in the Better Government Ambassadors Design Challenge

## **Goals:**

- Build awareness for the Design Challenge, get you to apply
- Inform members of possible avenues to participate (participant, mentor, teacher, facilitator)

# Goals and Rules of the AMA

Our goal is to be transparent, informative, and supportive to all Better Government Movement members. Learn more about the Movement and the Design Challenge at [Innovation.gov](https://www.innovation.gov)

## Rules

- Ask us any questions you have about the Design Challenge
- Include your name and agency so we know who's asking

# Ambassadors Design Challenge AMA Agenda

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What we're  
Creating!

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What we've  
designed

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Know

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Benefits of  
the Program

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Questions?

# What we're creating!

A free three-month-long facilitated team-based experience for impact, fueled by the principles of Human-Centered Design and Lean and Agile ways of working. Each 75-person cohort will become Better Government Ambassadors and create culture change from the inside.

**Goal:** Create a repeatable “innovation-in-a-box” mechanism to spread across government

## **Objectives:**

- To identify and validate what a federal government innovator needs
- To create government changemakers that gain momentum and small successes to amplify and evangelize innovation

# What we're creating! (continued)

- **Who:**
  - White House Leadership Development Program Fellows
  - CXO Fellows
  - Up to 40 additional members from the Better Government community
  - Better Government Movement mentors, coaches, facilitators, participants
- **What:** Cross-Agency Priority Goals (from Office of Management and Budget and Performance Improvement Council)
- **When:** March - June 2018 (Eight hours per week of work)
- **Where:** Throughout DC and Virtual (Learning). Note: for pilot, all attendees must be in the DC area.

# Three Innovation Ambassadors Challenge Parts

## Program Design

(Bethany Blakey + Joey Arora)

## Curriculum

(Julia B + Brian Sano)

## Storytelling & Measurement

(Amy Wilson + you?)

The structural and logistical things (e.g.: When/here are we holding the meetings) that we need to make the program happen

Determine what needs to be taught and tested over the course (Lean, Agile, Human Centered Design)

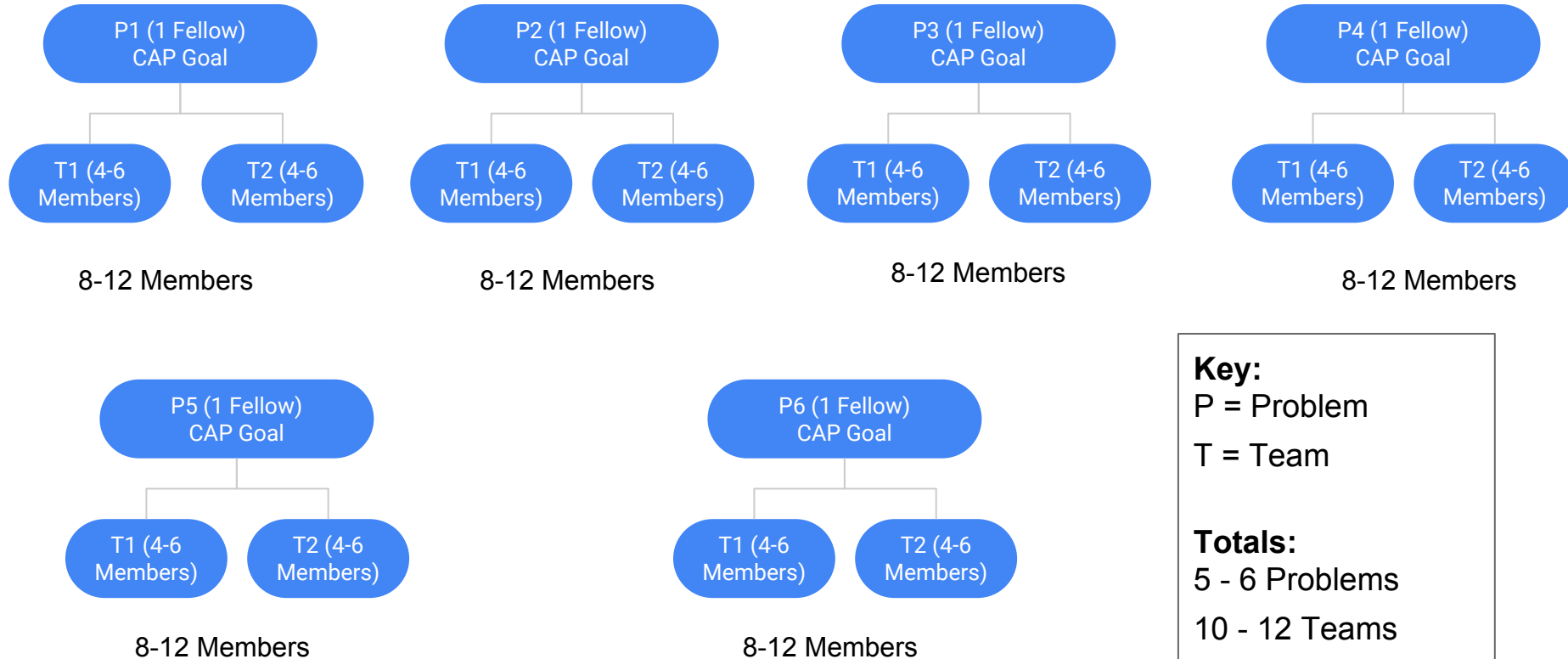
Scope out the timeline of the work and what actual things will the ambassadors be doing in addition or concurrent with the curriculum

Help build out the curriculum or pull the material together from existing sources

Focus on the people side:

- What is our value proposition?
- How do we get people to apply?
- How do we get feedback?
- How do we measure the effectiveness for the next iteration?
- What stories are we going to tell?

# High Level Design



**Key:**  
P = Problem  
T = Team

**Totals:**  
5 - 6 Problems  
10 - 12 Teams  
48 - 72 Members

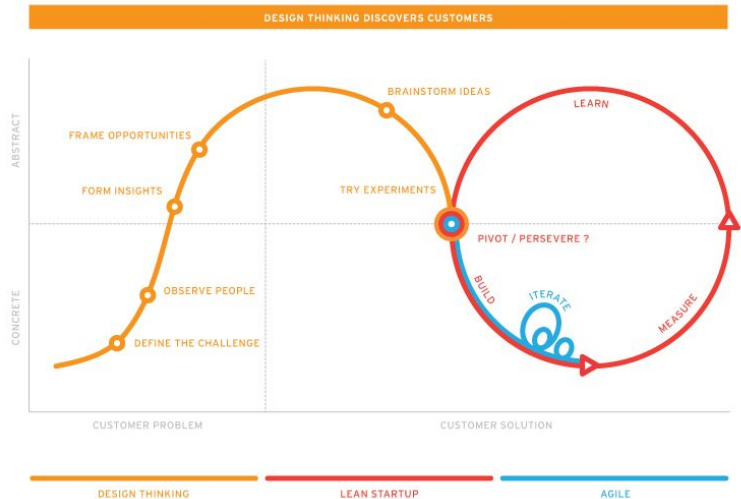


<div>Key</div> <div>M = Mentor/Coach</div> <div>W(T) = Workshop with Trainer</div> <div>V = Virtual learning (written, reading)</div>		Mentor (30 Minutes)		Mentor (30 Minutes)		Mentor Mid Point Check In (1 Hour)		Mentor (30 Minutes)		Mentor (30 Minutes)		
Sprint (2 Weeks)	S1		S2		S3		S4		S5		S6	
Theme	Understand		Empathize		Synthesize/Define		Prototype		Iterate		Present	
Phase	Understand the Problem/Assumptions		Research + Explore		Ideation + Selection		Prototype + Test				Share + Sustain	
Workshop or Virtual?	W(T)	V	W(T)	V	W(T)	V	W(T)	V	W(T)	V	W(T)	W
Topics/ Activities	Define the Challenge	Empathy Map	Identify users	SAME	SAME	Mission Model Canvas	Paper Prototype / Presentation (B)	Get out of the building	Agency fit	Incorporate feedback (L)	Storytelling	Presentations
	Review data + background		Complete Interviews		Synthesis	OKRs	Collect feedback (M)	Collect feedback (M)	V2 Prototype Testing	Determine and build V2 Prototype	Deck Creation	Awards Ceremony
	Assumptions + Hypothesis		Surveys			Brainstorming	ID Testing subjects	Incorporate feedback (L)	Get out of the building	Determine Next Steps	Pitching	
	How Might We?					Prioritization		Determine and build V2 Prototype	Collect feedback (M)			
What to Teach	HCD/DT		Lean Startup		Agile		Prototyping		Change Management		Storytelling + Pitching	
Other Notes	Empathy Map 5 Ws		Value Proposition Canvas		Mission Model Canvas Agency Sponsor Required		B - M - L Loop		Change Management Desirability - Feasibility - Viability		Celebrating Success Smooth Transition	

# What we Know

## Storytelling & Measurement:

- Applications Open for ~40ish slots
- Incorporating a Human Centered Design, Lean and Agile concepts are the foundation
- Expressed interest from a variety of governmental agencies



# What we Know

## White House Leadership Development Program Fellows Team

February 23-March 22:

Cross Agency Priority or Government-wide  
Problem Scoping

## Required Events (11 out of 13 workshops, 4 of 5 online and 7 of 8 in person events) *Thursdays 6-9 p.m.:*

- March 22nd - In Person - Orientation, Kickoff, Introductions
- March 29th - In Person - HCD/DT
- April 5th - Virtual
- April 12th - In Person - Lean
- April 19th - Virtual
- April 26th - In Person - Agile
- May 3rd - Virtual
- May 10th - In Person - Prototyping
- May 17th - Virtual
- May 24th - In Person - Change Management
- May 31st - Virtual
- June 7th - In Person - Pitching
- June 14th - In Person - Pitch Presentations, Awards + Graduation

# Roles and Responsibilities

- **Trainer:** Subject matter experts versed in the technical know-how and teach 3-4 hour workshops on Human-Centered Design/Design Thinking, Lean Startup, Agile Project Management, Prototyping, Change Management, and/or Storytelling/Pitching
  - Time commitment: Depends; 20 hours of work per workshop (including leading session)
  - What's involved: Trainer orientation; workshop prep; giving workshop
- **Mentor:** Confidant and advisor who guide teams to success along the three months
  - Time commitment: 4-8 hours per month
  - What's involved: Orientation at beginning; 30-minute check in every 2-week sprint; 1 hour midpoint check in; open office hours
- Possible additional roles/responsibilities (depending on demand)
  - **Coach:** Skilled questioners helping others find the innovative solutions within themselves
  - **Facilitator:** Neutral conveners with the ability to move groups in discussion, problem identification, and solutioning

# Why Should You Participate?

- A unique real world experience to experiment, collaborate, and share a creative problem solving with others across the government! #Special
- Participants will learn the innovation processes as well as practice them! #Learning
- Get to know 75 other driven change agents within the Federal government #Connections4Lyfe
- Build a knowledge base to apply back at your agency #Knowledge
- Develop connections with mentors and teachers with deep knowledge bases around innovative practices #Innovation
- Become the change you want to see :D #BeTheChange
- It's free! #Winning

# Applications

## Participant Application:

<https://goo.gl/forms/vzquFFKyfJs9T2I62>

## Mentor, Coach, Trainer, Facilitator Application:

<https://goo.gl/forms/5zCD299Z7hcoMy0w1>

We are going to  
shift our **culture!**

# Questions?