

Better Government Design Challenge

Ask Me Anything (AMA) | February 15, 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/organization so we know who's asking

Ambassadors Design Challenge AMA Agenda

1

Intro to Better
Government
Movement

2

What we've
designed

3

What we
know

4

Benefits of
the program

5

Questions?

What is the Better Government Movement?

We catalyze government culture change to **discover and understand the right problem before jumping to solutions, and solve the problems right**, unlocking barriers to innovation

Grassroots movement

Serve as a movement, not a mandate that is for the people, by the people

Practice what we preach

Be a microcosm of the change we want to see in the government

Solve government problems

Create impact by putting theory into practice and solving problems in the right way

Inclusivity

Create a space for belonging for all innovators

How Do We Get There?



Increase use of 21st century methods and approaches



Increase institutional support of innovative practices



Incentivize and reward innovative thinking



Improve enterprise-level policies and structure

Four Pillars of the Better Government Movement

User Research

Looking inward towards innovators in the government to determine their behaviors + needs and design products and programs for them.

Creates a framework and journey for the BG Archetypes:

- Dreamer
- Doer
- Champion
- Gatekeeper

Toolkit + Storytelling

Capturing codified knowledge and stories of public sector innovation, for inclusion on I.gov. In four verticals:

- Create a 21st century culture and workforce
- Improve government service delivery
- Solve complex problems
- Collaborate with innovators

Community of Practice

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

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

Anyone can join and participate.

Ambassadors

Network of change makers, working to amplify and evangelize innovation within government.

Provided by individuals within the government and in partnership with others outside of government.

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 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 change makers that gain momentum and small successes to amplify and evangelize innovation

What we're creating! (continued)

- **What:** Cross-Agency Priority Goals (from Office of Management and Budget and Performance Improvement Council)
- **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
- **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.

Innovation Ambassadors Challenge Teams

Program Design

(Bethany Blakey + Joey Arora)

Curriculum

(Julia Begley + Brian Sano)

Storytelling & Measurement

(Brooke Dine + Michelle Ramsden)

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

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

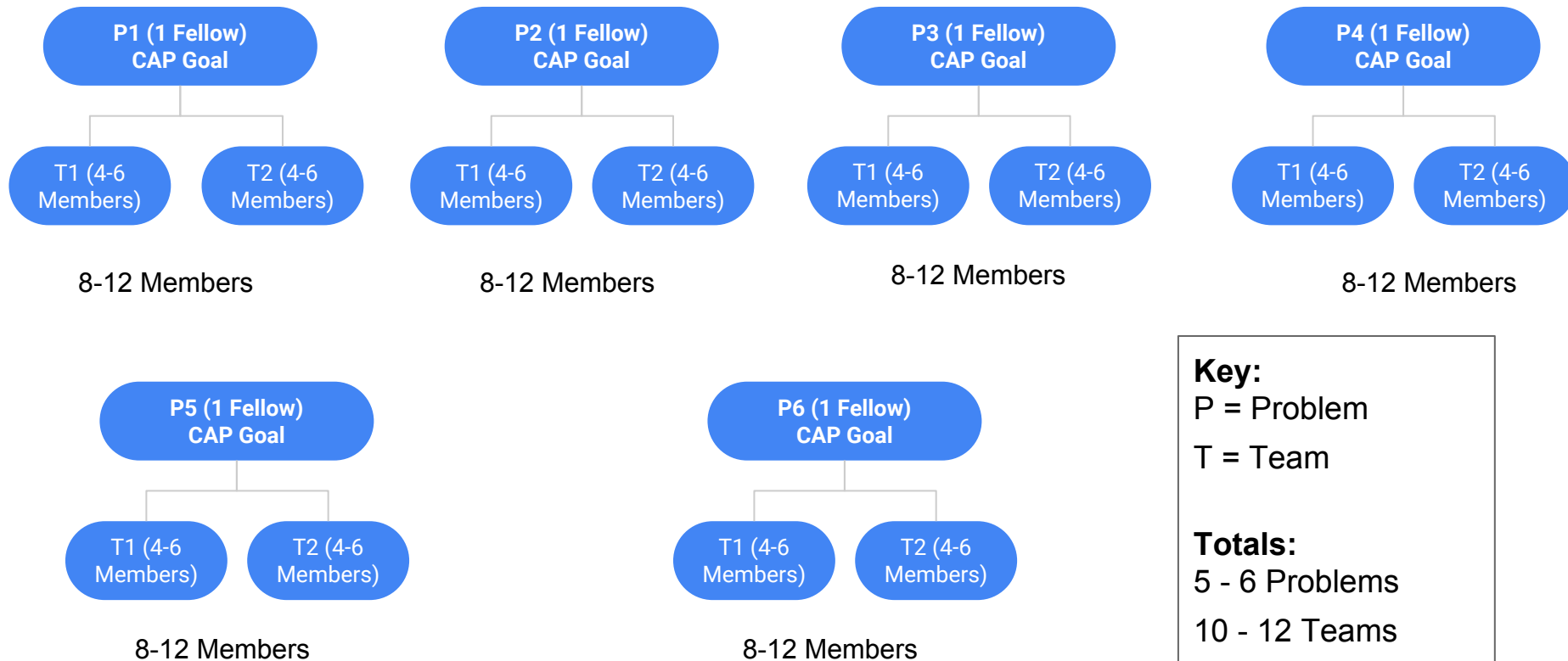
Determine what needs to be taught and tested over the course (Lean, Agile, Human Centered Design)

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	
What to Teach	HCD/DT		Lean Startup		Agile		Prototyping		Change Management		Storytelling + Pitching	
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 Synthesis	Mission Model Canvas Objectives and Key Results Brainstorming Defining MVP Prioritization	Paper Prototype / Presentation (B) ID Testing subjects	Get out of the building Collect feedback (M) Incorporate feedback (L) Determine and build V2 Prototype	Agency fit V2 Prototype Testing Get out of the building Collect feedback (M)	Incorporate feedback (L) Determine and build V2 Prototype Determine Next Steps	Storytelling Deck Creation Pitching	Presentations Awards Ceremony
	Review data + background		Complete Interviews									
	Assumptions + Hypothesis		Surveys									
	How Might We?											
Important Topics to Cover	Empathy Map 5 Ws and H		Value Proposition Canvas		Mission Model Canvas Agency Sponsor Required		Build - Measure - Learn Loop		Change Management Desirability - Feasibility - Viability Triangle		Celebrating Success Smooth Transition	

What we Know

During this process we will/have:

- Incorporate Human Centered Design, Lean and Agile concepts as the foundation
- Keep applications open for up to 40 slots from the Better Government community
- Collect feedback and measure for continuous improvement
- Interest from a variety of government agencies and outside organizations



What we know

Cross Agency Priority Goal or Government-wide Problem Scoping

White House Leadership Development
Program Fellows Team

February 23-March 23

Required Events (13 out of 14 sessions, 5 of 6 virtual and 8 of 9 in person workshops) *Fridays 2-5PM:*

- March 23rd - In Person - Orientation, Kickoff, Introductions
- March 30th - In Person - HCD/DT
- April 6th - Virtual
- April 13th - In Person - Lean
- April 20th - Virtual
- April 27th - In Person - Agile
- May 4th - Virtual
- May 11th - In Person - Prototyping
- May 18th - Virtual
- May 25th - In Person - Change Management
- June 1st - Virtual
- June 8th - In Person - Pitching
- June 15th - In Person - Pitch Presentations, Awards + Graduation
- *June 22nd - In Person/Virtual - Hotwash of the course (retrospective)

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
- 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 experience with others in government! #Special
- Participants will learn the innovation processes as well as practice them! #Learning
- Get to know 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](#) (Due Friday, Feb 23):

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

[Mentor, Coach, Trainer, Facilitator Application](#)

(Due March 2):

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

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

Questions?