

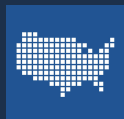
# Better Government Movement

## Community of Practice (CoP) Blue Sky Jam

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Innovation.gov

# Agenda

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outcomes

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The Better  
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Movement

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What we've  
learned, where  
we're going

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Problem seeing  
& Problem solving

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Share  
outcomes,  
CoP next steps

Better government  
through **innovation.**

[Playbook](#)[Toolkit](#)[Case Studies](#)[Design Challenge](#)[Join](#)

## Innovation.gov: Better Tools for a Better Government

Welcome to our Beta Site.

Innovation.gov may be a work in progress, but the Better Government Movement is not. We always look to engage new innovators.

[Tell Us About You](#)

# Purpose and Outcomes

## Purpose

- Connect and empower the “people” side of the Better Government Movement (BGM)
- Continue building momentum for the Movement
- Co-create the Community of Practice 2018 Plan

## Outcomes

- Review where Better Government Movement Community of Practice (CoP) stands
- Identify and reframe problems/ barriers to innovation as opportunities for the CoP
- Develop plans and next steps for CoP, guided by the Toolkit’s four verticals

# Who are we? Why do we exist?

- Connecting and empowering the “people” side of innovation.
- How to learn, share, and build better government together.
- Led by change agents, for peer-to-peer learning and sharing.
- Anyone can join. Anyone can participate.
- Innovation is everyone’s job.

# Introduction

# 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. The place to move past definitions and into the “doing”.

Anyone can join and participate.

## Ambassadors

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

Comprised of individuals within government and in partnership with others outside of government.

# What is Possible This Year?



## Innovators have access to a scaled network of integrated resources and people

**People:** Better Government Ambassadors solved government-wide problems and is recognized as program

**Process:** Thriving Community of Practice and ongoing User Experience Research

**Technology:** Innovation.gov is a government-wide platform and resource

## 2018 Priorities

Institutionalize the Better Government Ambassadors Design Challenge

Highlight stories of success and failure

Partner within + beyond government to scale the network

# Coming Soon: Design Challenges

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 scale across government

## **Objectives:**

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

# What we've learned

# Most wanted

- Innovation skills, methods, tools, strategies, best practices
- Building internal, external networks and partnerships, contacts
- Stories, case studies, lessons learned (successes and failures)
- Different ways to connect: regular (monthly), formal/informal, in-person/virtual meetups/meetings
- Collaboration opportunities: volunteering, mentoring, facilitating, learning, observing

# Future jams? - “the menu”



## Panel

Panel of experts on innovation, topic, experiences



## Lecture

Workshop, lecture on particular topic, area



## Book Group

Studying together topics, trends on innovation, culture



## Social hour (virtual/in person)

Ways for people to network, connect, learn from each other



## Design Challenges

Real life/hypothetical challenges to learn/observe, build experience



## Newsletter/blog

Ongoing source of news, articles on topics



## Slack/online collaboration space

Ways for people to connect, share ideas, network online



## Podcasts/videos

Interviews with experts from public/private sector



## Mentor/Coach

Someone with experience to help guide innovation

# Year-round activities/spaces?



**Book Group**



**Social hour  
(virtual/in person)**



**Support Group**



**Collaboration Space -  
In Person**



**Collaboration Space -  
Online**



# Today's Challenge



### Build a 21st Century Culture and Workforce

- Culture of Innovation
- Innovation Lab
- Chief Innovation Officer
- "Tour of Duty" Hiring
- Acquisitions and Procurement



### Improve Government Services Delivery

- Human-Centered Design
- Agile
- Lean Startup
- Evidence-Based Decision Making



### Solve Complex Problems

- Communities of Practice
- Grand Challenges



### Collaborate with Innovators

- Public Engagement
- Startup Engagement
- Prizes and Challenges
- Crowdsourcing and Citizen Science

**FY 2018 + FY 2019**

( April - June )

( July - Sept )

★  
( Oct - Dec )

( Jan - March )



### **Build a 21st Century Culture and Workforce**

- Culture of Innovation
- Innovation Lab
- Chief Innovation Officer
- "Tour of Duty" Hiring
- Acquisitions and Procurement

## **21st Century Culture and Workforce**

Government innovators need support at all agency levels to effectively introduce, test, and scale promising programs and solve challenging problems.

An innovative culture's ultimate goal is to learn and share the skills and capabilities that can help us do our work more efficiently and effectively, and promote experimentation.



### Improve Government Services Delivery

- Human-Centered Design
- Agile
- Lean Startup
- Evidence-Based Decision Making

## Human Centered Design (HCD)

HCD—sometimes called design thinking—is a discipline in which the needs, behaviors, and experiences of an organization’s customers (or users) drive the design of a solution to a particular problem.

## Agile

Agile methods support government in the iterative and responsive design, implementation, and ongoing management of both functional and mission-oriented projects

## Lean Startup

Lean Startup is a framework for developing user-centered solutions through small-scale tests, regular end-user engagement, and continuous iterations.



## Solve Complex Problems

- Communities of Practice
- Grand Challenges

## Communities of Practice

CoPs are designed to help their members reach beyond their agency and other traditional outlets.

## Grand Challenges

A grand challenge is an ambitious yet achievable goal that solves key problems on a large scale, usually capturing the public's imagination.



### **Collaborate with Innovators**

- Public Engagement
- Startup Engagement
- Prizes and Challenges
- Crowdsourcing and Citizen Science

## **Public & Startup Engagement**

Public-Private Partnerships and aligned commitments are important tools for engaging the public to help the government solve societal challenges through formal and informal agreements.

As budgetary cuts reduce available resources, government agencies can meet their mission goals engaging with small businesses and startups.

## **Prizes and Challenges**

Prizes and challenges are an approach to federal contracting that promotes innovation by offering a monetary or non-monetary reward upon completing a specific objective or task (i.e. a challenge)

## **Communities & Citizen Science**

Crowdsourcing and citizen science are tools that educate, engage, and empower the public to apply their curiosity and contribute their talents to a wide range of real-world problems.

# Future jams - “the menu”



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# Brainstorming Break Out Sessions



# IDEO's Brainstorming “Rules”



**Defer judgment**



**Encourage wild ideas**



**Build on the ideas of others**



**One conversation at a time**



**Stay focused on the topic**



**Be Visual**



**Go For Quantity**

# Sharing: Ideas & Next steps

# Reflection...

What's the one thing  
that will bring you the  
most value in 2018?

# Questions?

**Thank you!**

Join Us!

# Better Government Movement CoP

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