innovation bootcamp for nonprofits

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This playbook was designed to accompany the Innovation Bootcamp as part of the Better Nonprofit Management Series at TSNE
"How Might We" (HMW) questions are short questions that launch brainstorms (d.School)

A good HMW question is a seed that is broad enough that there are a wide range of solutions but narrow enough that the team has some helpful boundaries.

Example from the d.School Challenge: Redesign the ground experience at the local international airport.

POV: Mother of three, rushing through the airport only to wait hours at the gate, needs to entertain her playful children because "annoying little brats" only irritate already frustrated fellow passengers.

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Empathize

Empathize using POV
Who is the **user**?
What are their **needs**?
What are some **insights**?
*look at the examples* 

_____ needs to _____ because ______!

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Think Big

Some Ground Rules
1. Focus on Quantity
2. Defer Judgment
3. Seek Unusual Solutions
4. Build on Solutions
5. Have Fun

Questions to help you...
1. What is the wildest possible solution?
2. What’s a stupid-unrealistic solution to this problem?
3. Look at the solutions your peers placed. What would you add to them?
4. Write words that come to mind when you look at the problem. What solutions come to mind with these words?

If it's on your mind, put it on a sticky note!
Rethink
while wearing the "hat" of your user - generate and evaluate possible solutions

Themes & Connections
1. Are there any ideas that can be grouped or merged?
2. Are there components of an idea you want to keep?
3. What ideas are outliers?

CRITICAL Step -
Connections are the root of innovation!

To help select - is your idea:
1. Most Rational - Possible and feasible with your collective understanding of what’s feasible.
2. Most Delightful - Exciting, new, and will please a large audience.
3. Most Darling - Emotionally attached.
4. Moon Shot - Great idea, but seems outlandish given technology, resources, what’s humanly possible, etc.

Ultimately the ideas you decide to move forward are up to you.

You should use the categories above and your own metrics to inform your decisions.

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What are all the factors - people, places, timing, parallel efforts - that are needed to make your solution come to life?

Quickly sketch your idea!!!

Always center your muse - your personas!

How will this solution actually work? Create it! Draw it out! Do an interpretive dance about it!

What elements are absolutely necessary for your solution?
Box It!

What if your solution could be packaged in a box?

What would it say?

Where can it be found?

Online

Is there a digital component?

What would be the warnings?

What are your listed benefits?

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Observe your “human” interacting with your product/service.

Feedback Grid
Adapted from the IDF

Questions
Likes
Ideas
Criticisms

Test

1. How would you want this solution to work for you?
2. Does your current solution do what the user wants it to do?
3. How would the user fix it?

Issues - No idea is perfect. What can be improved. Phrase in "How to..." or "How might..."

New Thinking - How would you solve for the issues?

Pluses - What’s good about this solution? What can be improved. Phrase in "How to..." or "How might..."

Adapted from New&Improved Innovations developed by lilo altali