

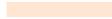


Welcome

Co-design program session 1



**But first let me
share a story**





Icebreaker



1. Select a picture card that resonates with your co-design journey



What's your Co-Design story?

1. Who you are?
2. Which card did you pick and why?
3. What are you bringing into the room today?

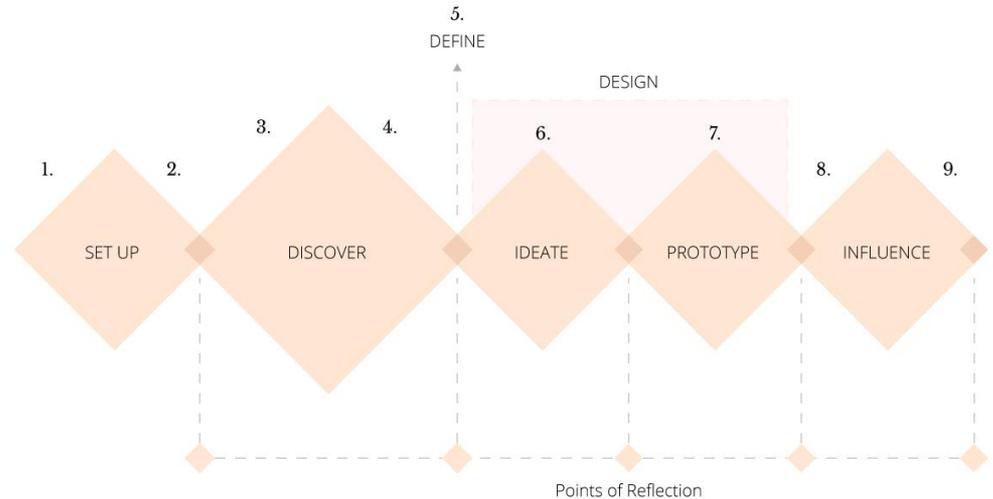




Program Overview

By utilising deep reflection and practical application we can work to immediately apply our skills into real world projects.

Each 2.5 hour sessions, we will learn essential co-design skills and tools and between the weeks, we will apply our learnings to our real world projects.

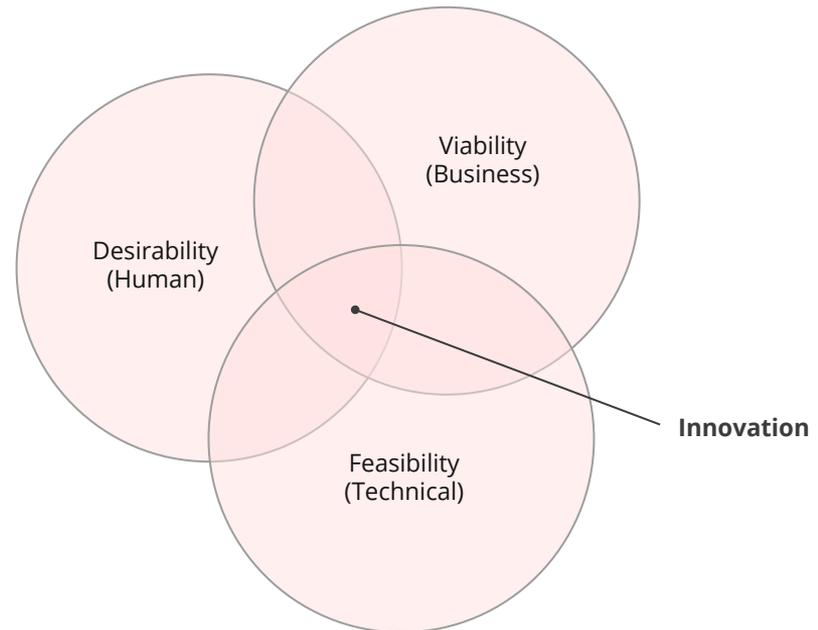




Innovation Framework

The co-design program is not only about generating a solution.

You will come up with a solution, and the hope is that you come up with a better solution using this process, but there will be limits on how ready the solution is for implementation





Participant Outcomes



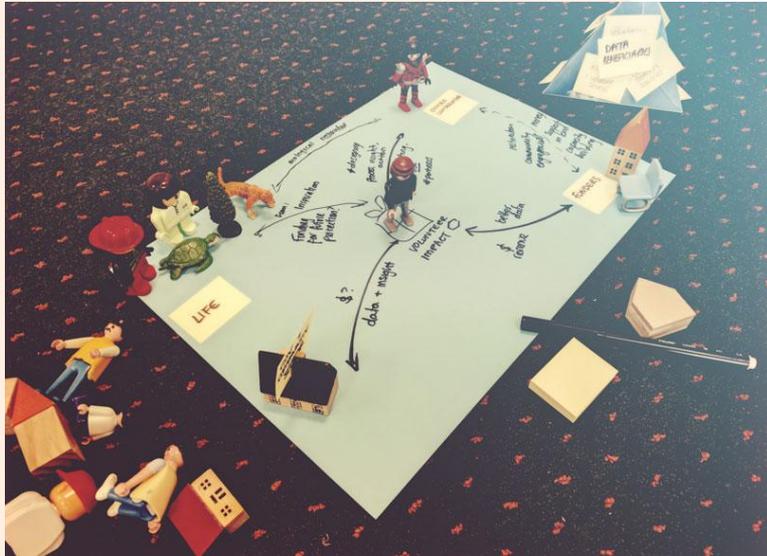
Our aim is to help you develop capability to confidently facilitate design processes with people with lived experience so you can deliver initiatives that reflect real needs.

We will get to this point by learning how to:

1. Suspend judgement and assumption by not jumping to solutions too quickly
2. Facilitate diverse groups and hold multiple perspectives
3. Choose and apply the right co-design tools
4. Communicate the value of the co-design process and influence decision makers



Real world problems



We are working with real world problems, so you will be engaging with end users and key stakeholders along the way.

It is important to keep them engaged so that you might:

1. Form a shared understanding of the problem area with your end-users and stakeholders
2. Develop a shared ownership of solutions with your end-users and stakeholders
3. Present prototype solutions that represent real needs



Team Agreements

Take some time now to set some agreements for how your team will work together.



Break

5 mins





Demystifying Co-design

CO = Collaboration - deliberate and meaningful participation of a diverse range of people and perspectives

DESIGN = Application of design-thinking - a disciplined process of discovery, creation and design

Co-design is a process of genuine collaboration aimed at creating lasting solutions to complex problems with, rather than for, end-users and stakeholders.



Demystifying Co-design

CO = Collaboration - deliberate and meaningful participation of a diverse range of people and perspectives

DESIGN = Application of design-thinking - a disciplined process of discovery, creation and design

Co-design is not consultation, stakeholder engagement or co-production where typically advice and views are exchanged, but end-users and stakeholders have little control over the final design or solution (WACOSS, 2016).



The Value of Co-design...

Traditional models of problem solving or service design in public purpose usually involve top-down or centre to periphery decision-making

- Limited end-user input or participation
- 'Expert' input from the usual suspects
- Little to no examination of viability, testing or refinement until implementation completed



The Value of Co-design...

Co-design:

Solution generation and decision making is bottom-up and collaborative

Values all kinds of experiences and acknowledges that the wisdom needed to solve the problem lies with end-users and stakeholders

- Makes space for diverse perspectives, new interpretations and creative solutions
- Lean process and low/no cost
- Anchors the creative process with the people most impacted by the problem
- Generates shared understandings, local ownership and agency
- Gives legitimacy to the output - creates an army of advocates
- Makes the transition to implementation more seamless



Bringing people together

CO = Collaboration - deliberate and meaningful participation of a diverse range of people and perspectives

We always start with the CO in Co-Design

'Designing meaningful and innovative solutions that serve your constituents begins with understanding their needs, hopes and aspirations for the future'

(IDEO HCD Handbook pg29)



Bringing people together

Just knowing who to talk to isn't enough.

Co-design challenges is to identify the people we need to collaborate with to deeply understand and creatively solve complex problems

End-User:

- A person who is most affected by the problem, service, policy, plan product or program
- Has a direct lived-experience of the problem
- Has the most to gain from solving the problem

Stakeholders:

- Knowledge of your problem area
- Direct involvement in service delivery in your problem area
- have some stake in the problem being solved



Tool: Stakeholder mapping

Tips:

Be as specific as possible - rather than writing DHHS or EPA, right a specific unit, role, or person if you know them

You may like to differentiate somehow between stakeholders and end-users

Activity Instructions:

Part 1 - 15 mins

- Write your problem area in the centre of your butchers paper
- Generate a very broad list of problem stakeholders and end users
- Draw, write or represent the person on your paper
- Label them

Part 2 - 15mins

- Draw lines to connect stakeholders or end-users where appropriate
- Write a label on the line to describe the connection
- Write a speech bubble to represent their mindset
- Circle and label any related groupings



Reflect

In your groups, debrief for 5 minutes on the mapping task you just completed:

1. What did you notice?
2. What did you find challenging?
3. What didn't come naturally for you and your team?
4. What was easy about it?
5. How might this tool be valuable in my practice?





Bringing people together: Theory

Build a collaborative team consisting of the most optimistic, forward-looking and empathic individuals. Make sure the right people with the right skills or knowledge are engaged across phases and milestones.

(IDEO, Designing for Public Services, 2017)

1. By modelling a strong collaborative approach and a commitment to design practice during setup you will begin to cultivate optimism.
2. If we set up the co-design process well, the positive impact of co-design begins immediately



Key behaviour: Divergent thinking

'When you put off a task, you give yourself time to engage in divergent thinking rather than foreclosing on a particular idea'

Adam Grant, Apple

Casting a wide net to identify people who are related to the problem, especially end-users, is the best way to lay a strong foundation for collaboration



Essential Mindsets

The lens of personal experience can influence what we focus on... a beginner's mindset is critical when entering an environment without carrying assumptions.

(IDEO Design Toolkit 2009)

Shifting from Expert to Beginner's Mindset:

- 1.** Co-design works best when all participants' ideas and insights are valued equally
- 2.** Be open to insights and solutions from a range of people in organisations and communities



Next session



Continue to lay the foundations for co-design

- Continue to explore set-up phase
- Explore established models of practice in more detail
- Apply a tool for assessing the complexity of our problem
- Set our practice principles



Homework

Between now and our next session, it's time for you to apply your learning to your real world project:

Use your stakeholder map to:

1. Identify key end users and stakeholders, then prepare to invite them to collaborate. You will be working with end users and stakeholders at these points:

- Empathy - between week 3 & 4 (19th-26th October)
- Ideation - between week 5 & 6 (2nd-9th November)
- Prototype - between week 7 & 8 (16th-23rd November)



Homework

Schedule to meet with your team 15 minutes before the next session to conduct the following reflection.

2. Do this reflective exercise with your team:

- How are you progressing?
- How are we feeling?
- What questions are we walking into the next session with?





Check out



1. Check out in your teams
2. Share how your team is feeling
3. What is your team leaving the room with