Human Centered Design for Social Innovation and Impact

IMPACT WITHOUT BORDERS

THE DESIGN ACADEMY

Innovation Capacity For Nonprofits

Diagnostic survey baseline results

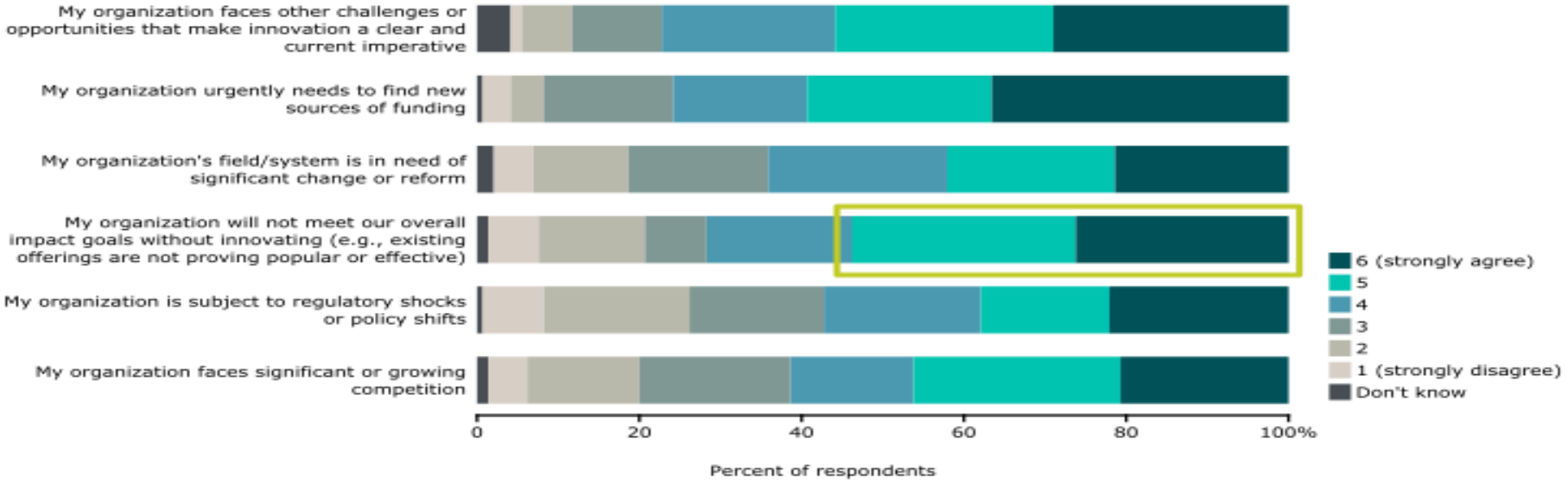
The ROCKEFELLER FOUNDATION

The Bridgespan Group

More than half of respondents think their organizations will not meet their impact goals without innovating

Diagnostic Question

Building **innovation capacity is urgent** for organizations that face challenges in achieving their impact goals, either because of changes in their external environment or limits to their existing approaches. On a scale of 1 to 6, where 1 is "strongly disagree" and 6 is "strongly agree", how much do you agree with the following statements?

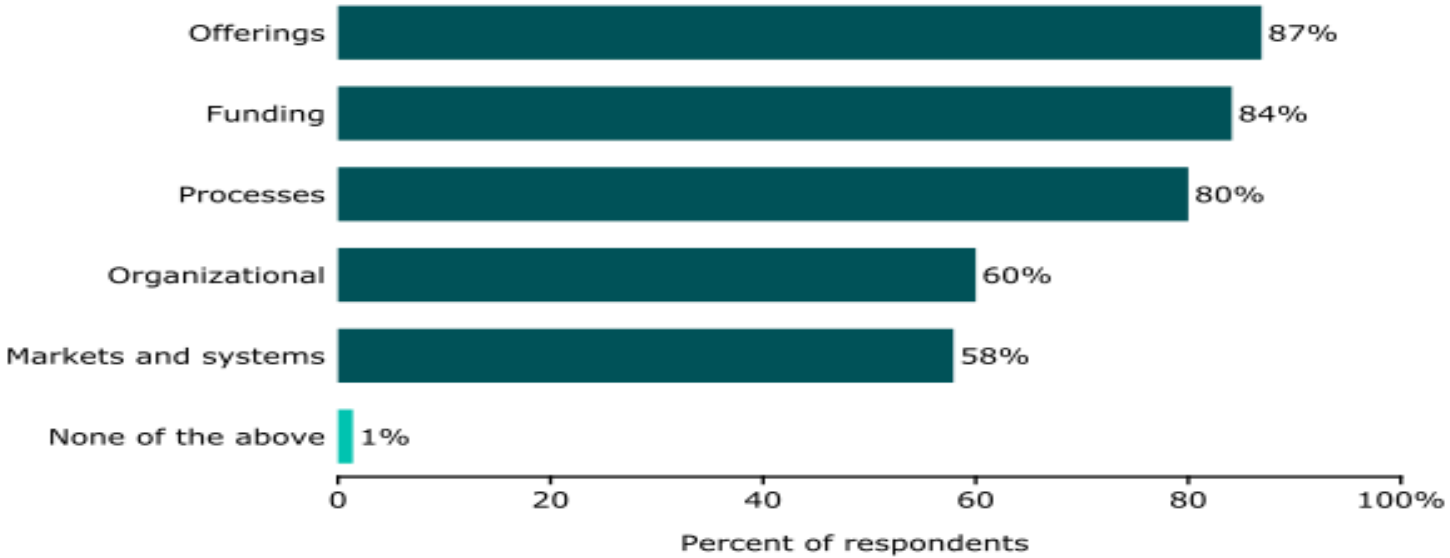


Source: Bridgespan analysis of data from the Innovation Capacity Diagnostic; N = 145

Respondents consider all types of innovation critical to their organization

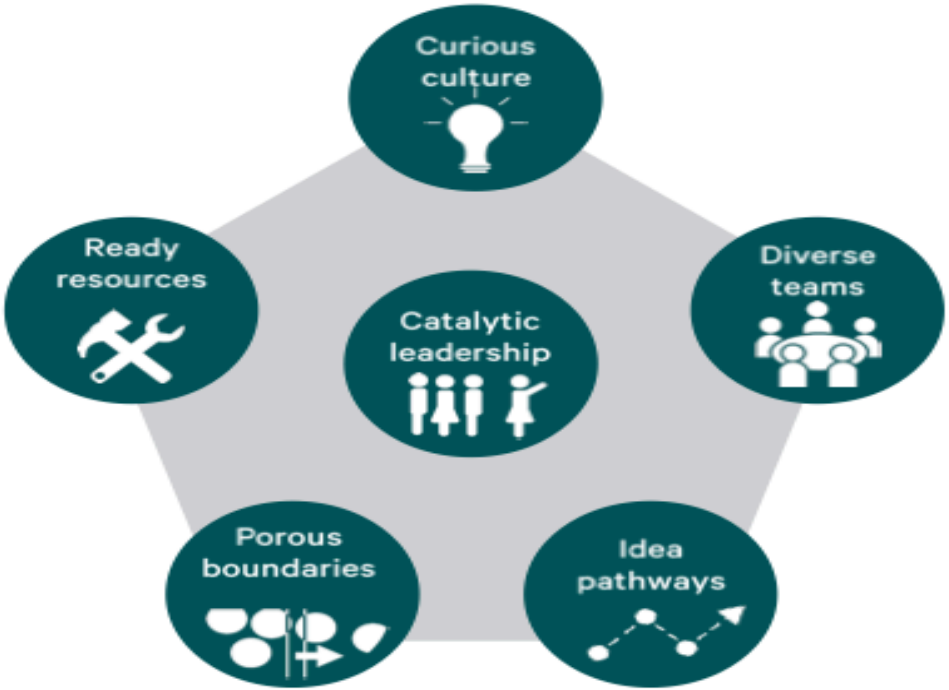
Diagnostic Question

Which of the following **types of innovation** are critical to your organization?
Please select all that apply:



Source: Bridgespan analysis of data from the Innovation Capacity Diagnostic; N = 145

We asked respondents to assess their organizations on six dimensions of innovation capacity

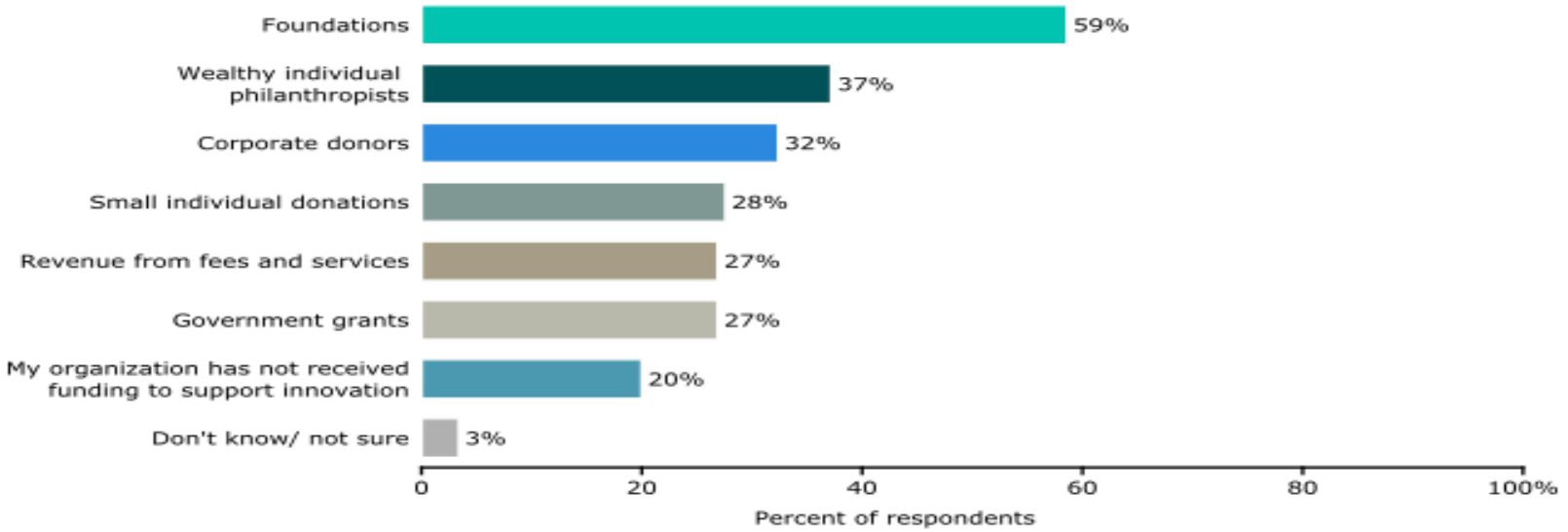


1. **Catalytic leadership** that empowers people to solve problems that matter
2. **A curious culture,** where people look beyond their day-to-day obligations, question assumptions, and constructively challenge each other's thinking as well as the status quo
3. **Diverse teams** with different backgrounds, experiences, attitudes, and capabilities—the feedstock for growing an organization's capacity to generate breakthrough ideas
4. **Porous boundaries** that let information and insights flow into the organization from outside voices (including beneficiaries) and across the organization itself
5. **Idea pathways** that provide structure and processes for identifying, testing, and transforming promising concepts into needle-moving solutions
6. **The ready resources**—funding, time, training, and tools—that are vital for supporting innovation work.

Foundations, individuals, and corporate donors are the leading innovation funding sources for the organizations in this survey

Diagnostic Question

What sources have provided **funding to support innovation** at your organization?
Please select all that apply:



Source: Bridgespan analysis of data from the Innovation Capacity Diagnostic; N = 145

The ROCKEFELLER FOUNDATION The Bridgespan Group

Log in Sign up

Innovation Capacity Diagnostic for Nonprofits

Understand your organization's capacity for innovation and identify improvement areas

Explore baseline results

Take diagnostic survey

Access learning resources

WHO THIS SURVEY IS FOR

This survey is for people working at nonprofits who aspire to enhance their organization's capacity around innovation. You can complete the survey as an individual, or create a team page and invite colleagues to receive and share aggregated results.

WHY TAKE THIS SURVEY

This survey is free and takes just 20 minutes to complete. It will help you to understand your organization's current capacity as it relates to innovation and to identify priority areas for improvement.

WHAT THIS SURVEY GIVES YOU

View your individual or aggregated team results immediately. For your areas of improvement, review learning modules to improve your overall innovation capacity.

Human-centered design / design thinking.

Human-Centered Design is the practice of creating solutions **that lead to** improved outcomes **that are driven by the needs, desires and context** of the **people for whom those solutions impact.**

Physical

Digital

Service

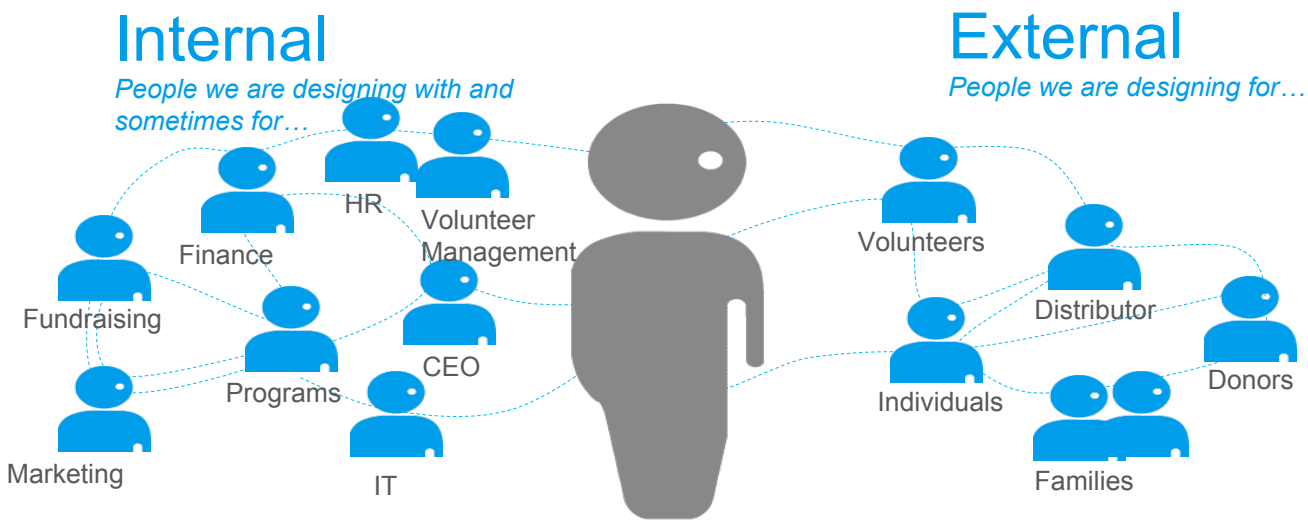
Process

Policy

EMPATHY

… relies on the active engagement of stakeholders

People = Stakeholders



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Methodology

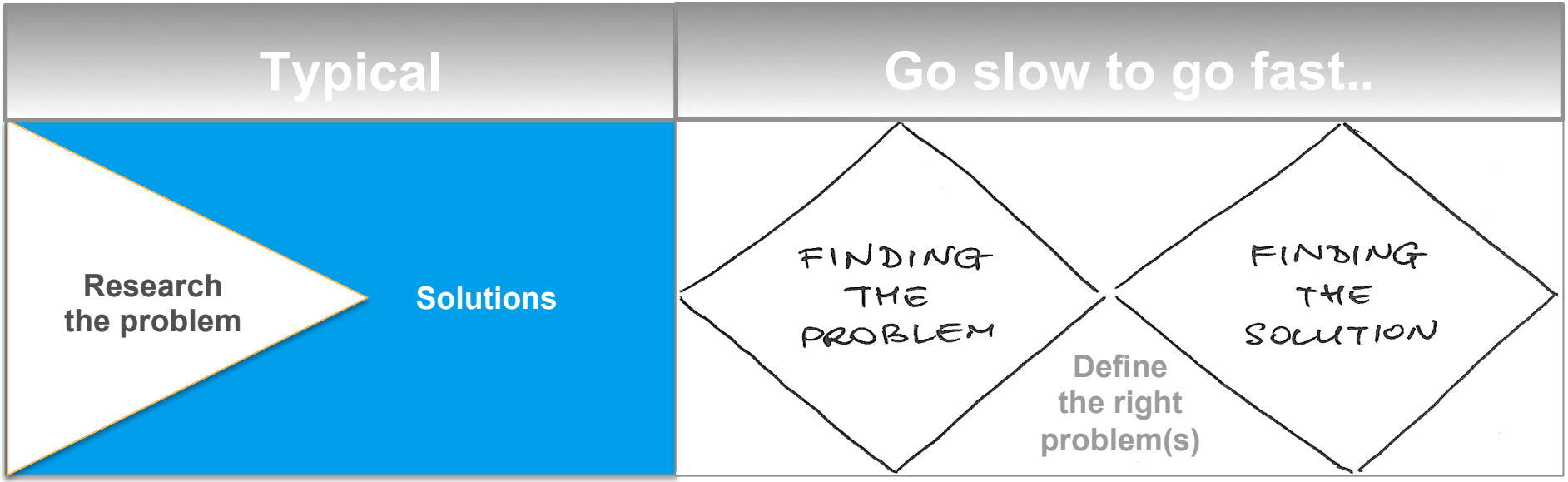

Image credit://https://www.smashingmagazine.com/wp-content/uploads/2016/06/double-diamond-process-large-preview-opt.png

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.. Human-centered design can benefit nonprofits...

- Provide innovative and meaningful solutions
- Improve effectiveness and efficiencies
- Create collaboration between divisions, as well as disciplines
- Make quicker decisions through a deeper understanding of emotional needs

Image Source: https://www.councilofnonprofits.org/sites/default/files/resources-tools/images/strategy-feature.jpg

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.. and the individuals and families nonprofits serve.

- Provides value by solving the REAL, and the RIGHT problems
- Provide cost effective solutions
- Aligns internal teams and speeds decision making

Image Source: http://spcs.richmond.edu/_KP4_content/images/spcs/degrees/programs/nonprofit-studies/masters/hero/masters-hero-720x240.jpg

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Donors and Funders?

As a group write down 3-5 words of what comes to mind when you hear the word Donors.

1 word per ORANGE stickie

Place on 1 sheet of flipchart paper

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Donors and Funders?

Break into pairs.

Tell each other a STORY that you have experienced or have heard that relates to Donating. (1 minute each)

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Donors and Funders?

As a group based on the stories you have heard what would you add to the stickies on the flipchart paper.

1 word per Light Pink stickie

Place on same sheet of flipchart paper

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The Design Academy Levels

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Where do I go from here?

- Challenge the status quo
- Put yourself in the shoes of the people you serve
- Read more on human-centered design / design thinking
- Learn the tools in our 2 day workshop

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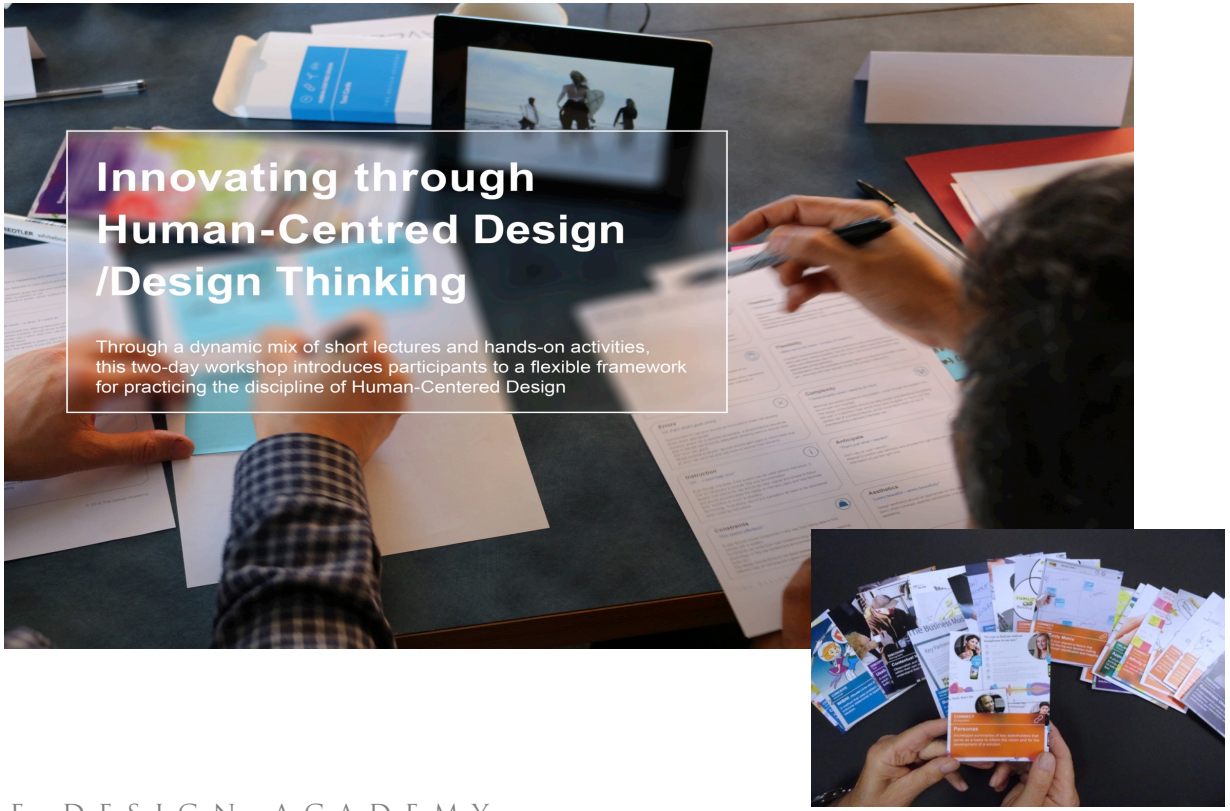
The Design Academy Workshop



- Understand the needs of the different stakeholders.
- Encourage frequent prototyping and sense-checking of ideas.
- Promote effective interdisciplinary collaboration.
- Provide teams with a repeatable way to innovate and provide the right solution.

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