EVERYDAY INNOVATOR: HOW TO USE THE POWER OF IMPROVISATION AND DESIGN THINKING TO CREATE SHARED UNDERSTANDING

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What assumptions will help you make meaningful connections? How can you apply that today?
THE POWER OF EMPATHY

The Interview

• Start with easy questions to help both of you get comfortable:
  – What brought you to the conference?
  – What are some things you are hoping to get out of the day?
  – Focus on your user, don’t make assumptions

• Then ask at the extremes:
  – What’s the best part of your day?
  – When is a time you’ve felt most in your element?
  – What drew you to the work you do? How is it different than you expected?
  – What’s the biggest challenge you face in trying to do your work?
  – Tell me about a time you really saw the benefit of hard work
  – Listen for emotion – “love” “hate” “best” “worst” – dig deeper as appropriate

• Tips:
  – Listen to nonverbal cues, they say a lot
  – Get the person telling stories... “tell me about a time you...”
  – Try to frame questions in the “what...?” format
  – Follow up if you ask questions with yes/no or numerical answers
  – Avoid suggesting answers to your own question
  – Don’t fill silence with talk, let the person think and answer
  – Don’t read prepared questions
POINT OF VIEW STATEMENT

The goal of the Point-of-View Statement is to define your user’s assets, limitations, motivations, actions and desired goals

Take 1

- Who is your user? List their characteristics.

- What needs does your user have?

- To what end?

Example:
Sara, the active, ambitious, mid-career community leader, transplant to Minnesota, married mother of two needs a way to find professional training opportunities for her three staff members so that they will grow in their careers, support their departmental objectives and stay longer in their jobs!
POINT OF VIEW STATEMENT

The goal of the Point-of-View Statement is to define your user’s assets, limitations, motivations, actions and desired goals.

Take 2

- Who is your user? List their characteristics.
- What needs does your user have?
- To what end?

Example:
Sara, the active, ambitious, mid-career community leader, transplant to Minnesota, married mother of two needs a way to find professional training opportunities for her three staff members so that they will grow in their careers, support their departmental objectives and stay longer in their jobs!
Without practice and weaving the learning points you have gleaned today, no real change will happen. Best way to personalize and internalize the lessons are to teach someone else.

- How can you use the Mindset of Discovery in your work?

- How can you use Empathy in your work?

- What is one thing you learned today that you can practice at the conference?

- Who can you teach what you learned today? How can you make sure to use what you learned going forward?