



# INNOVATION TOOLKIT

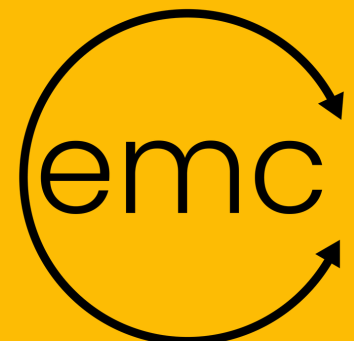
KICKSTART THE CURIOSITY

**Prepared For :**

Community Schools

***Community Schools by Design***

Knoxville, TN



essential. meaningful. collaborative.

# PROBLEM STATEMENT

WHO, WHAT, WHEN, WHERE, WHY



## INSTRUCTIONS

What problem are we trying to solve for? \_\_\_\_\_

- Do we know this is a problem? \_\_\_\_\_
- What have I/we witnessed related to the issue? \_\_\_\_\_
- How urgent is the issue? \_\_\_\_\_

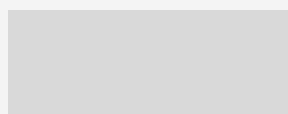
**Who** is experiencing the issue? \_\_\_\_\_

**What** exactly is the problem? \_\_\_\_\_

**When** and **Where** is the issue most prevalent? \_\_\_\_\_

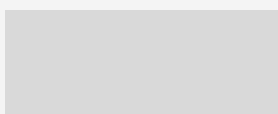
**Why** is it important to the user? \_\_\_\_\_

**Why** is it important to the organization? \_\_\_\_\_



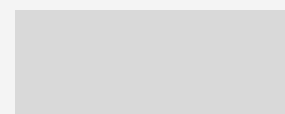
User/Customer/Persona

**needs a way**



Verb

**because**



Surprising Insight

### Example:

We need a way to attract and retain employees because turnover rates are rising.

# FIVE WHYS

IDENTIFYING ROOT CAUSE



## INSTRUCTIONS

1. Write your Problem Statement
2. Ask yourself, "WHY?" Why is this statement true? Then capture it in the box.
3. Repeat this step again for Box 2 & capture your answer in the third box.
4. Continue until you have revealed the Root Cause of the problem. May be more than five 'Whys'.
5. Utilizing the newly understood Root Cause, this now becomes your new Problem Statement.

<b>PROBLEM STATEMENT</b>
<b>WHY?</b>
<b>WHY?</b>
<b>WHY?</b>
<b>WHY?</b>
<b>WHY?</b>

# FIVE WHYS

FOR STAKEHOLDERS



## INSTRUCTIONS

1. Write your Problem Statement
2. Insert your stakeholders under the appropriate column.
3. Ask yourself, Why is this statement true for this stakeholder? Then capture it in the “Why” box.
4. Repeat this step for all stakeholders.
5. Does this Problem Statement touch all stakeholders?

STAKEHOLDER	PROBLEM STATEMENT
	WHY?
	WHY?
	WHY?
	WHY?
	WHY?

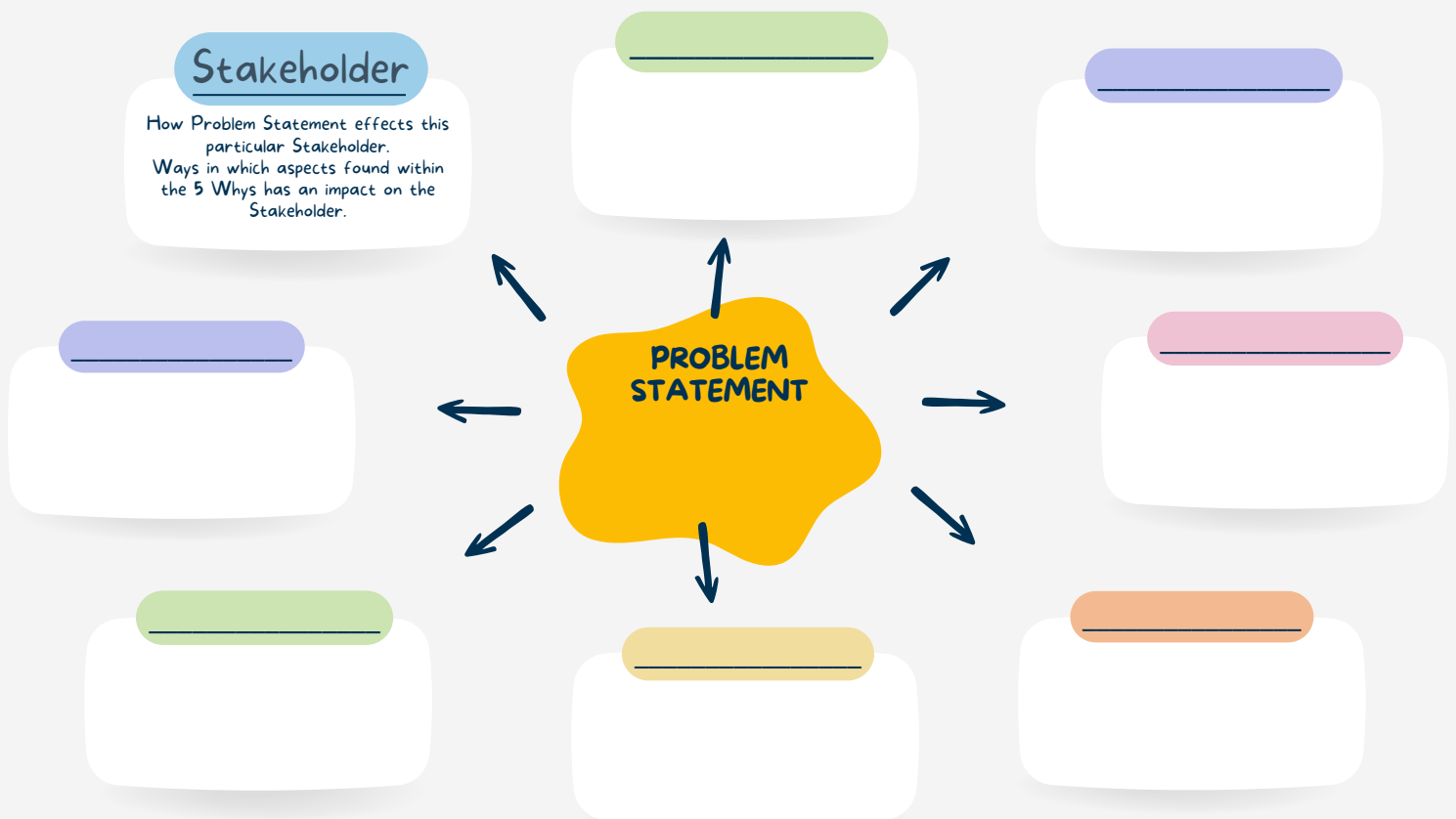
# MIND MAPPING

OUR 5 WHYS



## INSTRUCTIONS

1. Write your Problem Statement in the middle.
2. Capture the Stakeholders in each slot within the clouds.
3. Capture what makes the Problem Statement true for that specific Stakeholder
4. How does some of the various “WHYS” within the 5 Whys have an impact on that Stakeholder.
5. What new information did you identify, if any?



# HOW MIGHT WE...

FROM CHALLENGE TO OPPORTUNITY

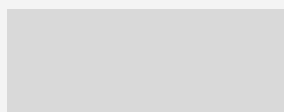


## WRITE DOWN THE IDENTIFIED CHALLENGE FROM PROBLEM STATEMENT:

- **How Might We (HMW)** Questions take a problem and assumes ‘there are solutions out there’, ‘our ideas might work or might not’, and ‘we are going to build on each others ideas as we work together’
  - Tim Brown, IDEO Chairman and former CEO
- Who or What is experiencing the problem or challenge? *Be specific in your persona.*
- Add a Desired Outcome to promote creativity. *specifies the behavior change or benefit we want to help the user achieve.*
- Generate many **HMW** Questions containing many different elements to ensure all potential challenges are addressed.
- No solutions are allowed within the **HMW** questions, only desired outcomes.

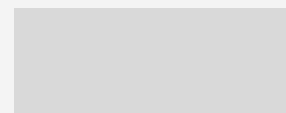
## HOW MIGHT WE...

HELP



Potential User

ACHIEVE



Desired Outcome

### Example:

How Might We **HELP** our frontline staff  
**ACHIEVE** buy-in?

# OUTRAGEOUS IDEAS

B R A I N S T O R M I N G   K I C K S T A R T



## INSTRUCTIONS

Let's solve the problem utilizing the most outrageous ideas you can think of.

- Ideas can be illegal, unethical, rude, etc. No idea is off the table.
- **Quantity over quality.** All outrageous ideas are accepted.
- It **MUST** solve the ***How Might We*** (HMW) Question.
- List at least 5-10 outrageous ideas.
- After all outrageous ideas are listed, circle the best outrageous idea.

## OUTRAGEOUS IDEAS

# INCREDIBLE IDEAS

I D E A T I N G



## INSTRUCTIONS

Let's solve the problem utilizing amazing ideas.

- It **MUST** solve the **How Might We** (HMW) Question.
- **Quantity over quality.**
- List as many incredible ideas as possible.
- After all incredible ideas are listed, time to categorize & prioritize.

**HMW Question:**

---

**INCREDIBLE IDEAS**



# RAPID ITERATION

C A T E G O R I Z E & P R I O R I T I Z E



## INSTRUCTIONS

It's time to take all of those amazing ideas and categorize them into a usable format and prepare for actionable items:

1. Looking at your list of ideas, group your ideas and list them in each associated box on the template below.
2. Take a look at the ideas/solutions in each box and pick the best one from each. Jot them down under "Best Ideas"
3. Take the best features or characteristics from the "Best Ideas" and combine them for a possible solution. This will become your working prototype.

<b>1.</b>	<b>2.</b>	<b>PROTOTYPE</b> <b>Best Ideas:</b>
		<b>1.</b>
		<b>2.</b>
		<b>3.</b>
		<b>4.</b>
		<b>5.</b>
		<b>6.</b>
<b>3.</b>	<b>4.</b>	<b>WORKING PROTOTYPE</b>
<b>5.</b>	<b>6.</b>	

# STRATEGY MAP

S I T E S T E E R I N G C O M M I T T E E



## INSTRUCTIONS

1. Align pillar with working prototype.
2. Capture identified External & Internal Assets from your Asset Mapping.
3. Which assets are missing from the Asset Mapping?
4. Capture your identified Priorities and Strategies to get it done.
5. Data- How do we know the objective is met?
6. Coalition Opportunities- Who can help us meet our objectives?

Pillar(s) That Align With Working Prototype:			
	1.	2.	3.
<b>External Assets: Identified from Asset Mapping</b>			
<b>Internal Assets: Identified from Asset Mapping</b>			
<b>Missing Assets: Identified from Asset Mapping</b>			
<b><u>SSC Priorities</u></b>	<b><u>Priority Title</u></b>	<b><u>Priority Title</u></b>	<b><u>Priority Title</u></b>
<b><u>Strategies</u></b> How do we get it done?	1. 2.	1. 2.	1. 2.
<b><u>Data</u></b> How do we measure? How do we know we have met the objective?	3.	3.	3.
<b><u>Coalition Opportunities</u></b> Who can help?			

# PRIORITY TRACKING

S I T E   S T E E R I N G   C O M M I T T E E



## INSTRUCTIONS

1. Write down your developed Problem Statement (HMW)
2. Write down the specific initiative you are creating a priority plan for. You will have one plan per initiative per category.
3. Indicate concrete milestones for implementation. These initiative milestones should be tangible.
4. What Data/OKRs are needed to track progress of the initiative AND evaluate ongoing needed adjustments to the plan?
5. Think through each step of your initiative and what needs to be done before moving on. Then, assign the step to someone that will be held accountable for this action to ensure completion. Assign a reasonable due date for the action.

**PROBLEM STATEMENT**

**PRIORITY**

**MAJOR MILESTONES**

**DATA/OKRs**

#	Key Activity	Who	What
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

---

# Next Steps



If you are ready to take Innovation to the next level with you and your team, then let's connect. Let's shift culture by empowering our amazing people, and arm them with the tools needed to Create a Culture for Sustainable Change. Let's build the future, together!

865-804-5312

[emccoaching.me](http://emccoaching.me)

[ayersemc2@gmail.com](mailto:ayersemc2@gmail.com)

# BONUS: 1-3-1 METHOD

TAKING ACTION



## INSTRUCTIONS

When you identify a problem that needs a quick solutions, focus on your 1-3-1: (also works to empower others by offering them this solution when they come to you with a problem):

- What is the 1 specific challenge? \_\_\_\_\_
- What are my 3 Viable Options? 1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_
- What is my 1 Recommendation? \_\_\_\_\_

**My challenge:**

**3 Viable Options:**

**My  
Recommendation:**

# BONUS: 30 CIRCLES

KICKSTART CREATIVITY



## INSTRUCTIONS

Turn as many of the blank circles as you can into recognizable objects in 3 minutes.

## 30 CIRCLES

