

SESSION
Design Thinking for Inclusivity

Frontiers

of social innovation

INCLUSIVE MARKETS—INCLUSIVE SOCIETIES



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Michelle Risinger
Innovation Lead,
Pact



What We Will Cover

- What is Design Thinking?
- Workshop a Problem
- Applied cases in philanthropy and the nonprofit sector
 - Programs, services, and experiences
 - Strategy
 - Organizational culture

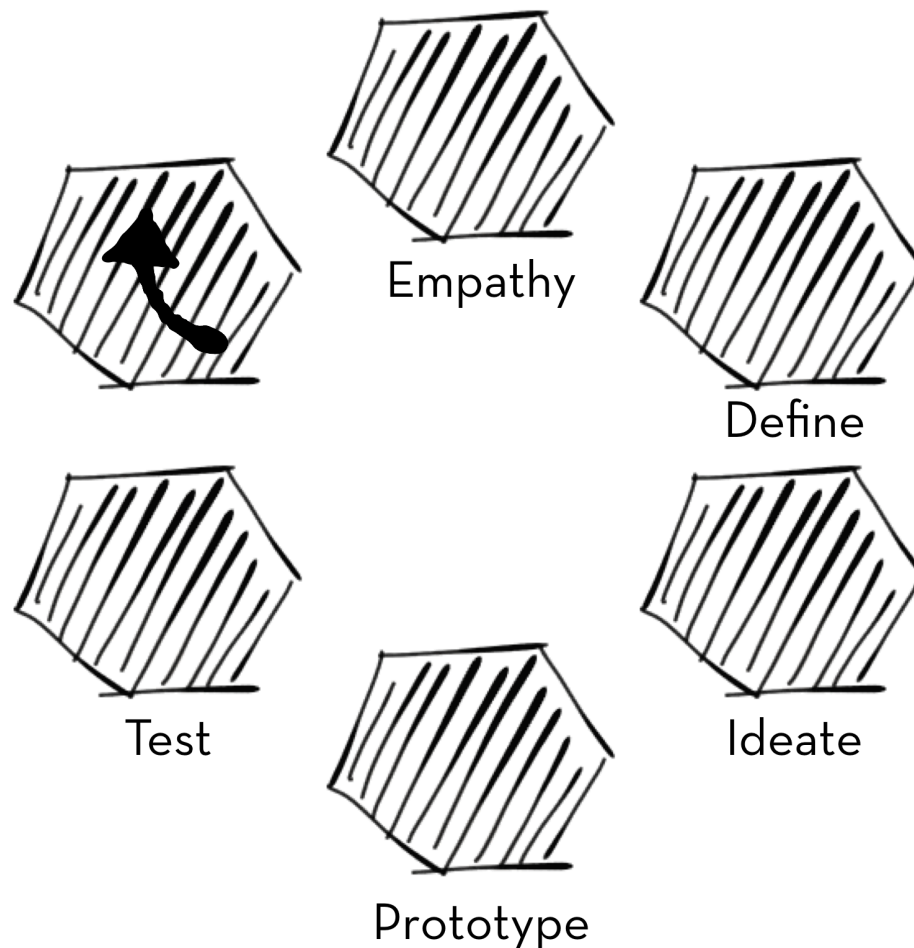
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What is Design Thinking

- Iterative, collaborative, human centered problem solving method

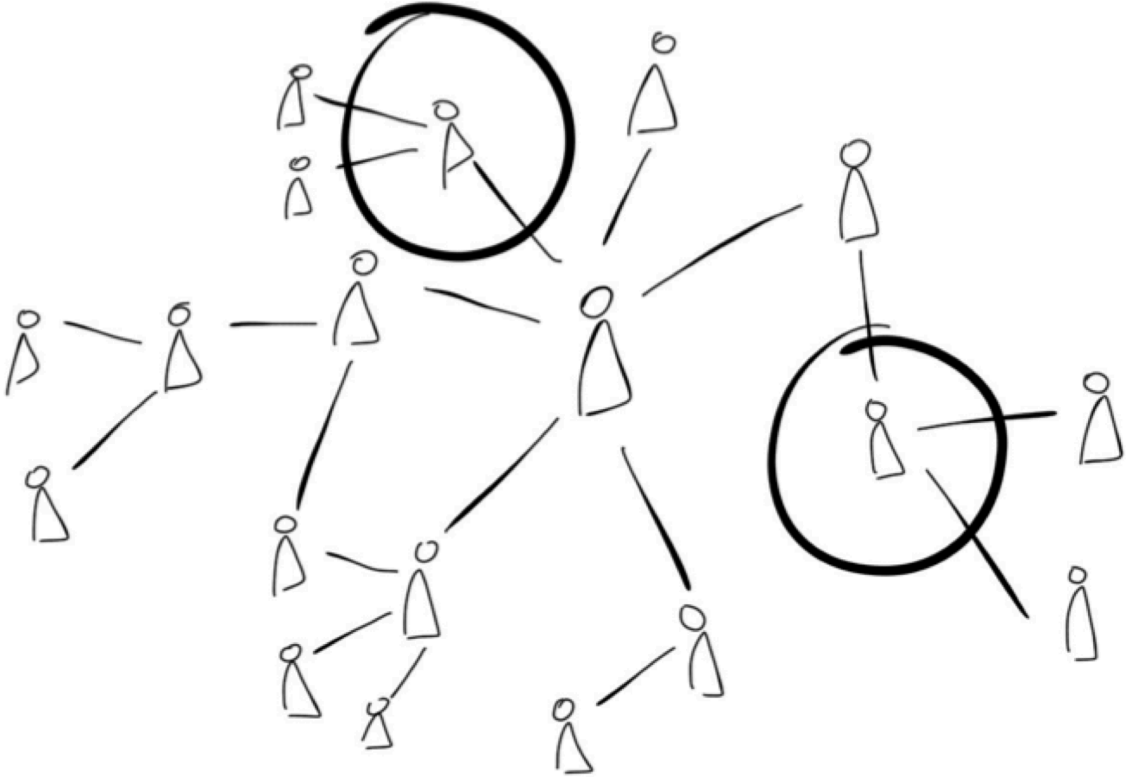


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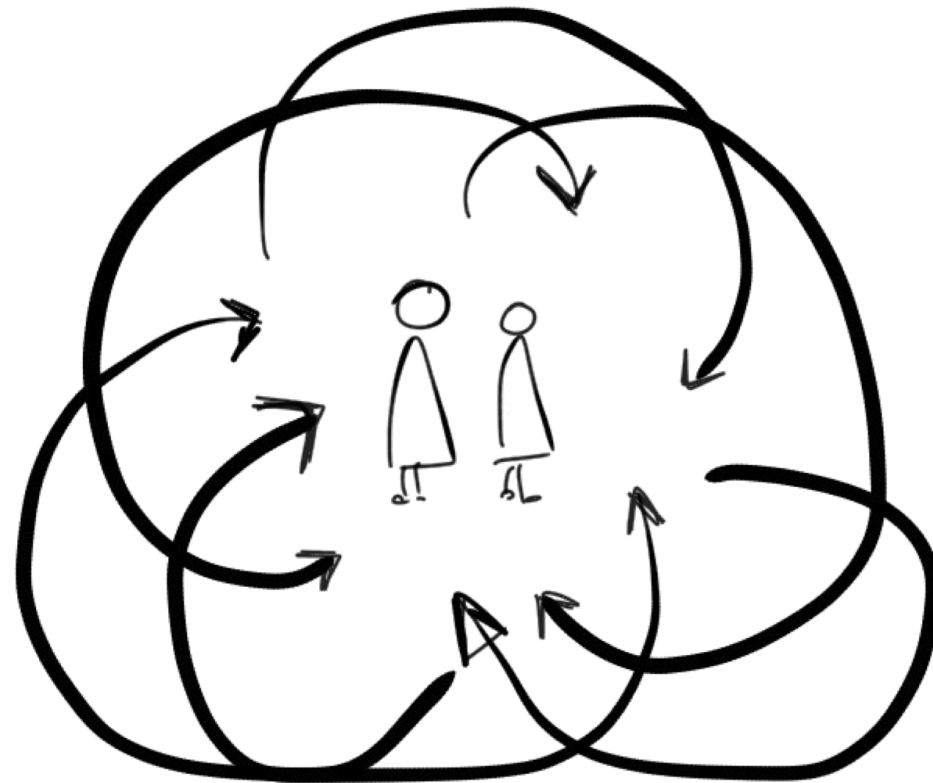
What is Design Thinking



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What is Design Thinking



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What is Design Thinking



Problem reframing

+

Creative Problem Solving

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Let's Workshop a Problem



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General Electric MRI



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What Would You Do? (1 min)



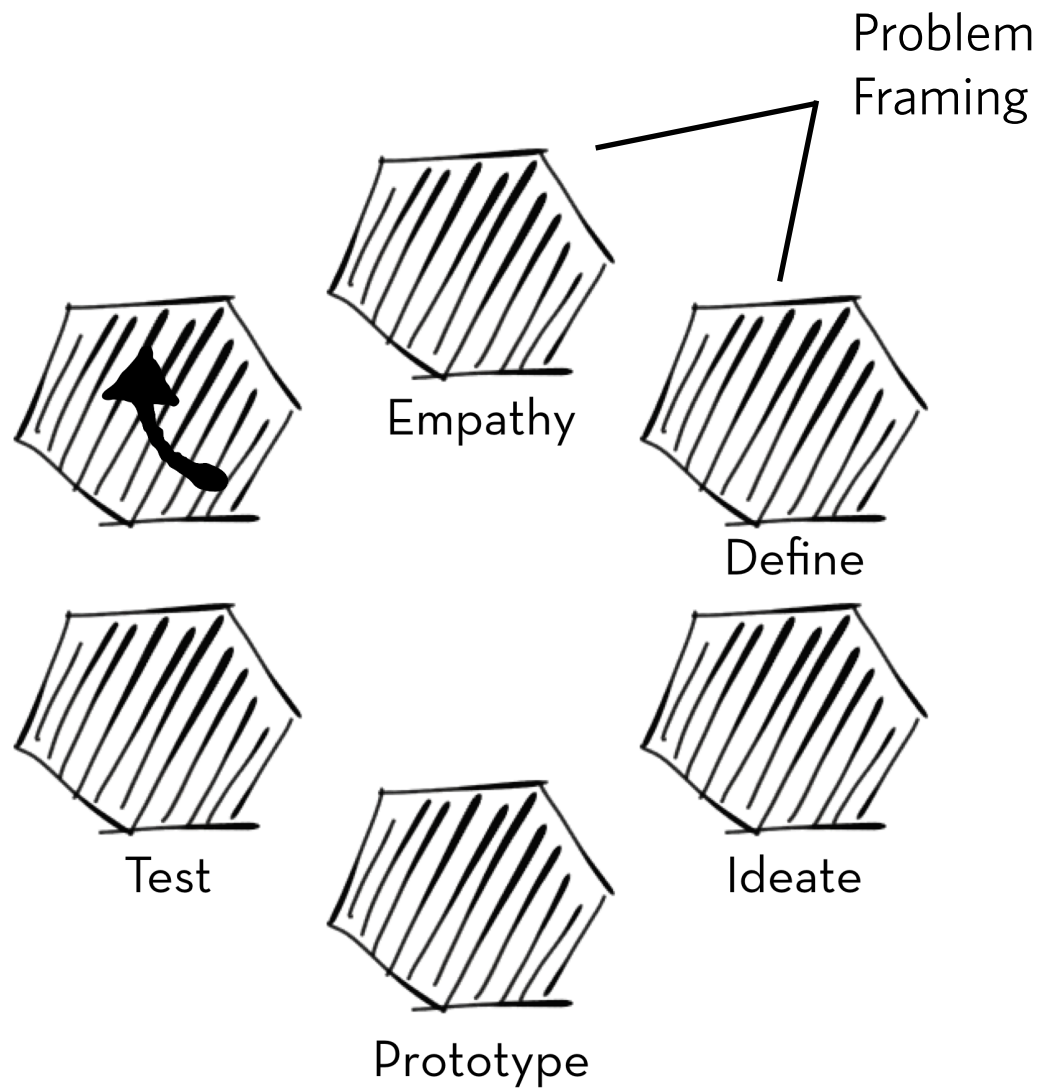
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Reframed Problem

- How might we capitalize on children's amazing imagination to transform the radiology experience into a positive and memorable adventure?

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Reframed Problem

- How might we capitalize on children's amazing imagination to transform the radiology experience into a positive and memorable adventure?

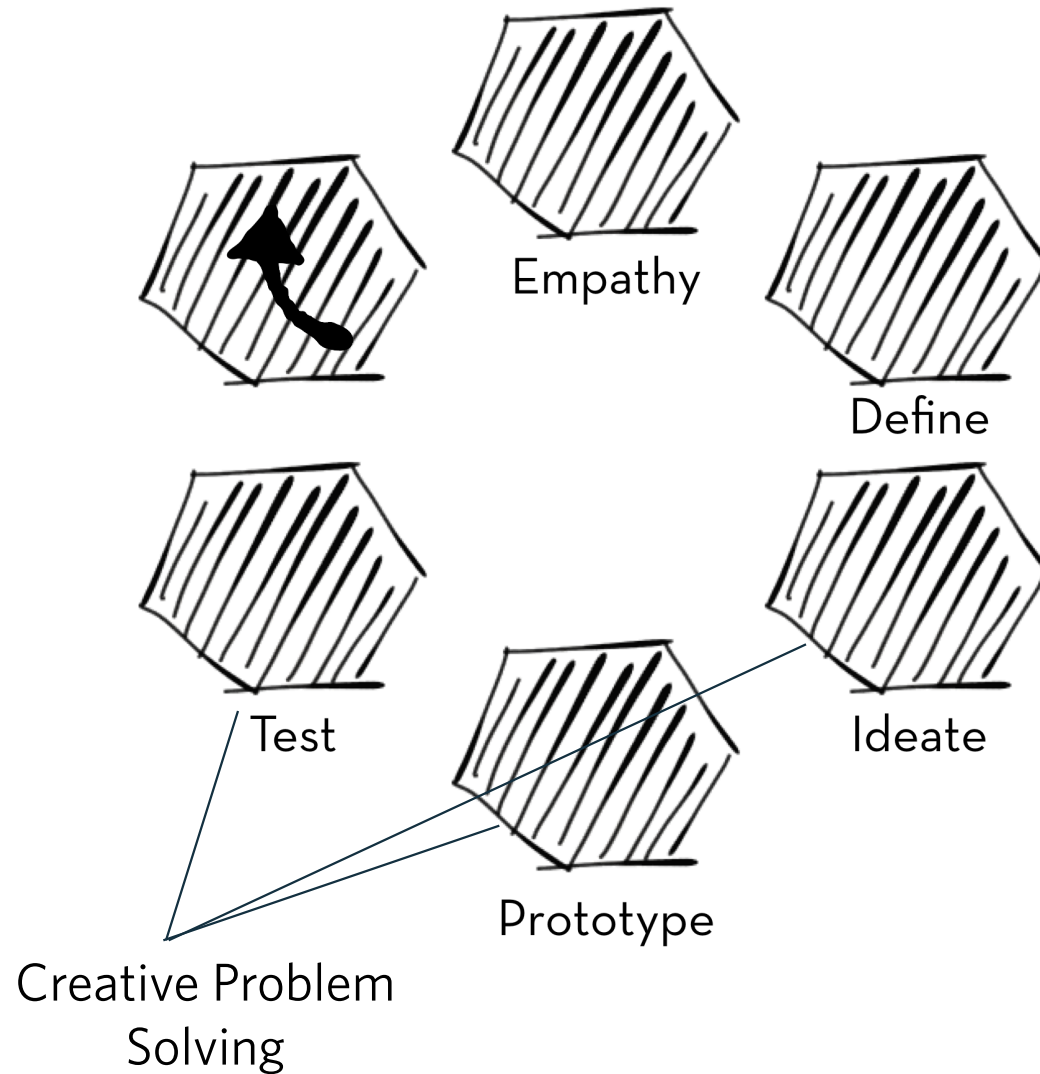
(1 min)

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Creative Problem Solving: Ideate and Prototype



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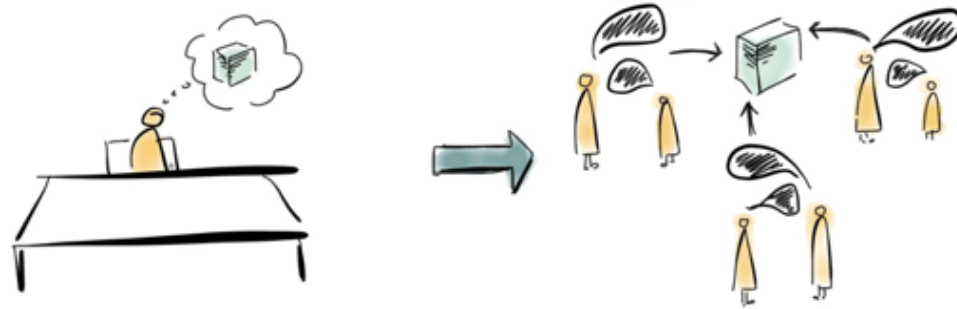
Creative Problem Solving: Ideate and Prototype

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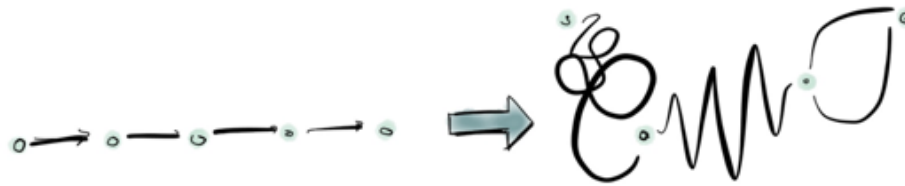


Applying Design Thinking to Philanthropy and Nonprofits

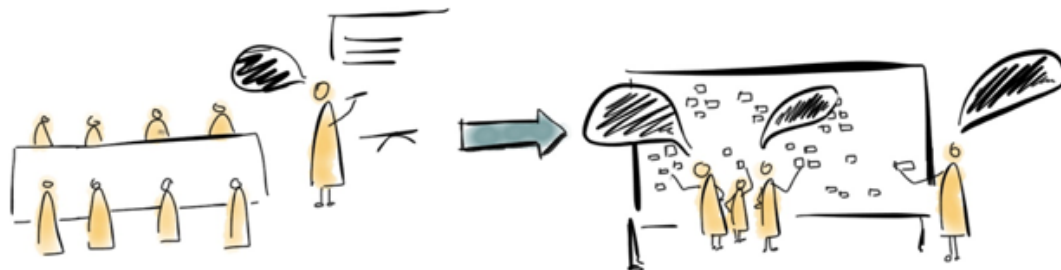
- Designing programs, services, experiences



- Design or refine a strategy



- Creative iterative organizational learning culture



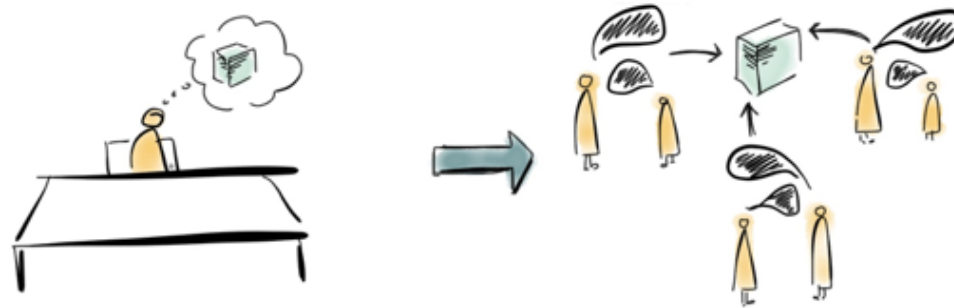
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Applying Design Thinking to Philanthropy and Nonprofits

- Designing inclusive programs, services, experiences



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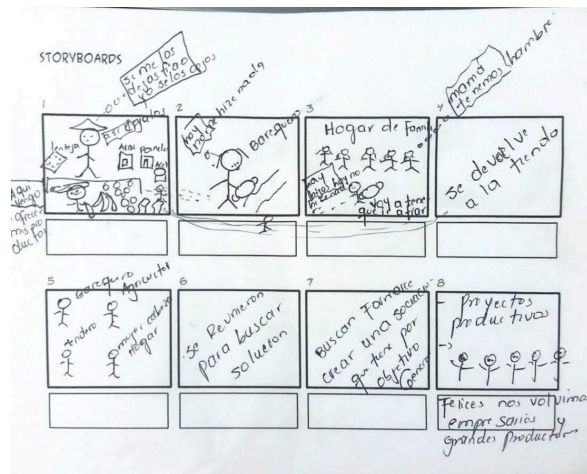


Inclusive Programs and Services

- Michelle Risinger, Innovation Lead, Pact



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Applying Design Thinking to Philanthropy and Nonprofits

Design or refine a strategy



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Design/Refine Strategy

- Don Howard, CEO, The James Irvine Foundation



MISSION

Expand Opportunity for the People of California



GOALS

- Economic Opportunity
- Political Opportunity



POPULATION

Families and young adults who are working but struggling with poverty

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Design/Refine Strategy

- PACS Hewlett Funded Case Study, Raikes Foundation



How can we help high net worth donors be more effective and achieve greater impact with their philanthropy?

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Design/Refine Strategy

- Case Study, Raikes Foundation

DONOR ARCHETYPES



Checkbook Philanthropist

- Reactive givers
- Not trying to solve a specific problem
- Most donations are to personal, friends and family causes



Do It Yourselfer

- Developing own decision making structure
- Spend a lot of time actively searching for information
- Often experienced entrepreneurs and engineers
- Build-to-learn approach
- Not comfortable outsourcing decisions



Personal Strategy Wrestler

- Early stage of philanthropy
- Have initial hypothesis of personal theory of change
- Lack strong network of philanthropic peers
- Looking for feedback on philanthropic strategy from peers and experts



Huddler

- Focusing on specific issue area
- Want a more complete understanding of the landscape
- Looking for others who are working on the same issue



Investor

- Data savvy
- Think in terms of bets and portfolios
- High tolerance for risk
- Looking to 'follow' leaders in the field



Advisor

- Advanced practitioners in effective philanthropy
- Receive multiple mentoring requests from younger philanthropists
- Not sure where to send mentees
- Want to be more efficient

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STANFORD PACS
CENTER ON PHILANTHROPY AND CIVIL SOCIETY



EFFECTIVE
PHILANTHROPY LAB

Jan-June Experiments

Problem Solving Philanthropy Workshop	Giving Compass	Issue Based Funds	Millennial Giving Calculator	Wealth Advisors, Tax Attorneys & Accountants
<p>Target user: Strategy Wrestlers</p> <p>HMW teach philanthropy strategy using a case study approach?</p>	<p>Target user: Active seekers</p> <p>HMW provide resources on effective philanthropy curated by a neutral and trusted source?</p> <p>HMW provide online support for high net worth philanthropists so they can easily find answers to some of their leading philanthropy questions?</p>	<p>Target user: Investors</p> <p>HMW provide investor-oriented philanthropists with people/organizations/experts to follow, where they can maximize their philanthropy impact on a particular issue?</p>	<p>Target user: All</p> <p>HMW inspire millennials to want to develop a philanthropic plan?</p>	<p>Target user: Intermediaries supporting Active Seekers</p> <p>HMW support wealth advisors, tax attorneys, and accountants so they can provide better resources for their clients to develop strategic philanthropy plans?</p>

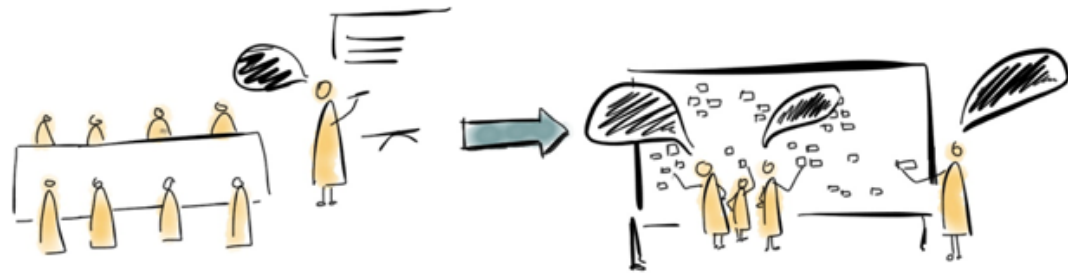
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Applying Design Thinking to Philanthropy and Nonprofits

Creative iterative organizational learning culture



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Organizational Culture



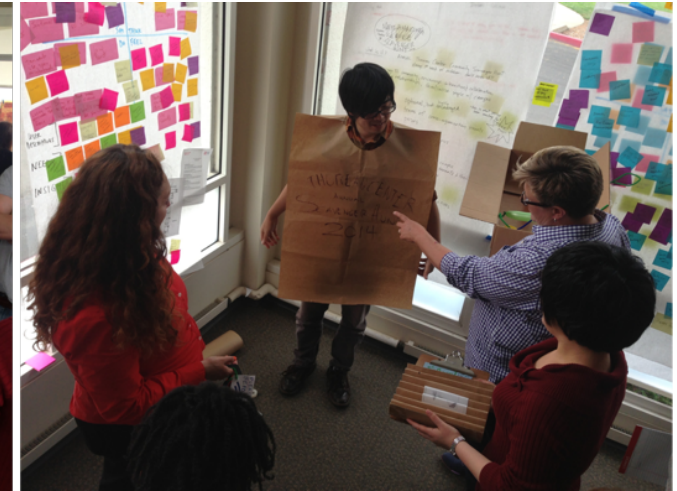
- Entire organization through design thinking workshop
- 4 workshops, 2 days each, 30 members per workshop
- Mixed levels, departments
- Provide staff with a tool (rather than applied towards a specific problem)

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Organizational Culture



TIDES DESIGN CHALLENGE: Redesign the Tides 'Work-day Break' Experience!

Context:

Being a productive and satisfied member of the Tides community involves a good work-life balance. This includes having a fulfilling life outside of the office, but the time spent on the Tides campus is equally important. One aspect of this delicate balancing act is the opportunity to break away from work duties in the middle of the day. This break is often used for a meal, and for many is simply called a 'lunch break,' but this is more than just a chance for sustenance.

Your challenge today is to use a human-centered approach to redesign an aspect of the mid-day (or work-day) break experience at Tides. This could be an opportunity to amplify a user's existing conditions or address a void in his/her current experience. Explore how they recharge and reboot, or address a need that cannot be fulfilled during the rest of their workday. In embarking on this journey, think about all the things one might do, or attempt to accomplish, with a 30-60 min pocket of time. Explore activities that users may do alone and/or with others. Explore the physical or virtual spaces where they go and what they do. Do users feel a need to detach from work during their break? If so, when/how does work creep into their break?

Note – you are not designing for what you think your user should do, but what you think will delight your user based on what you learn from them.

TIDES DESIGN CHALLENGE: Redesign the Tides Tenant Experience!



Context:

Tides has provided shared spaces and services for leaders, foundations and professions in the nonprofit space for years. These tenants seek out Tides and the community it provides in order to tackle their organizational missions and achieve impact in the world. **As Tides evolves with the needs of the organizations it serves, how might we provide the best experience possible for our tenants?**

Your challenge today is to use a human-centered approach to redesign an aspect of the tenant experience at Tides. This could be an opportunity to amplify existing conditions or address a void in the current experience. **In embarking on this journey, remember that being a tenant consists of many factors, including, but not limited to, the physical environment and spaces, the relationship a tenant has with Tides, and the relationship tenants have with each other.**

Note – you are not designing for what you think your user should do, but what you

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Organizational Culture



- Take-aways

- Offered during a time of transition - strong cultural signal to “break open previous sense of constraints”
- Deepening of “listening” and empathy skills for clients and across departments
- Broke through the siloed environment within the organization
- “Gave permission” for staffers to ask big questions and to look for commonality across problems in various departments
- Low stakes approach to prototyping made it easier to come forward with new ideas without fear of rocking the boat, risking too much, or offending anyone

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Audience Q&A



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