



A Tamarack Webinar

Designing What's Next

With Cameron Norman and Liz Weaver

Gratitude & Acknowledgement

We begin this workshop by acknowledging that we are meeting on Indigenous land. As settlers, we are grateful for the opportunity to meet, and we thank all the generations of Indigenous peoples who have taken care of this land.

As settlers, this recognition of the contributions and historic importance of Indigenous peoples must be clearly and overtly connected to our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our communities.

Please share in the chat box your name and location.

Technical Considerations

- **We've got you covered** - You will receive a full recording of the call, the slides as well as a collection of links & resources.
- **Join the conversation** - Use the Q&A panel on your Zoom client to submit and vote for questions you'd like us to discuss.
- **Technical Support** - You can use the chat panel to ask for technical support throughout the webinar.



Cameron Norman



Liz Weaver

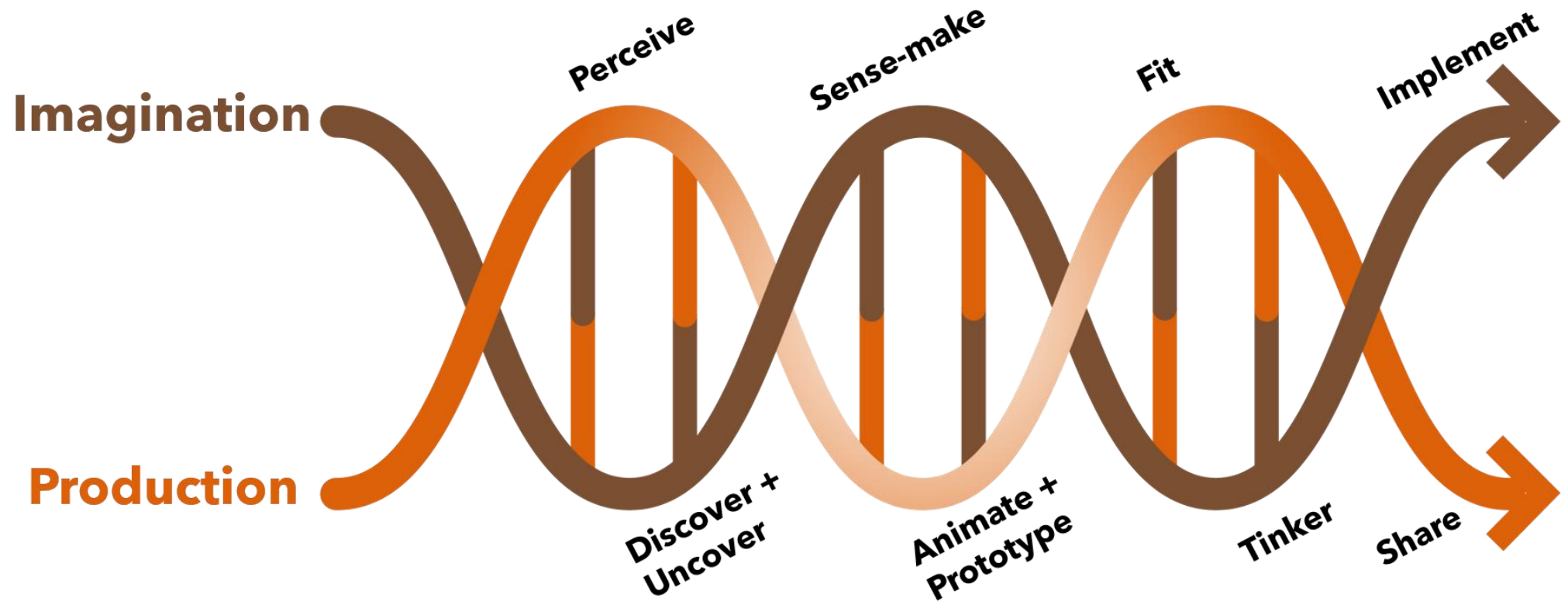
Poll

What best describes your organization's experience of the past 18 months?

1. We need to refocus our energies and rebuild.
2. We lost resources and staff and are worried about the future.
3. We are entering a strategic planning process.
4. We are launching a new initiative.
5. We are just trying to survive and get through what happens next.

The Design Helix

How is the design helix a helpful framework for designing what's next?





Simplifying Design

There are four phases to the design process: sensing, sensemaking, production, and evaluation. How do these phases align with the design helix?

Fit for Purpose Design

What is fit for purpose design and what do we need to consider when applying this design idea?

Sense and Sensemaking

What happens if you miss these phases and just jump into solutions?

Creative Confidence

How can we build creative confidence in ourselves, our organizations and our teams?

Designing What's Next Workshops

What will we cover in the two Designing What's Next workshops? What will we be able to apply?

Closing Poll

Where are you with respect to designing your next?

1. Not even thinking about it
2. Considering designing a change in the next **six months**
3. Considering designing a change in the next **six weeks**
4. Pulling together what we need to make a change happen **right now**
5. **Already started** doing design work

QUESTIONS?



DESIGNING FOR WHAT'S NEXT

USING DESIGN THINKING TO NAVIGATE A
CHANGING WORLD

SEPTEMBER 23, 2021
OCTOBER 21, 2021

WORKSHOP 1 - SEPT 23



LEARN TO FIND, PERCEIVE AND DESCRIBE
SITUATIONS AND PROBLEMS THROUGH A DESIGN
LENS



DEVELOP IDEA GENERATION AND PROTOTYPING
SKILLS TO APPLY IN PRACTICAL DESIGN
TECHNIQUES

WORKSHOP 2 - OCT 21



LEARN TO REFINE, EVOLVE AND SCALE STRATEGIES
FOR THE INNOVATION AND DESIGN OF
PROTOTYPES



UNDERSTAND HOW AND WHEN TO APPLY
DEVELOPMENTAL EVALUATION STRATEGIES TO
EVALUATE PROTOYPES

Designing What's Next Workshops

Workshop 1: Applying Innovation and Design for What's Next

Date: September 23, 2021 – 1:00 – 4:30 pm ET/11:00 – 2:30 pm MT

From perceiving to prototyping, this first workshop in the two-part series will focus on the early stages of the innovation and design process. We begin with learning how to find, perceive and describe situations and problems through a design lens. From problem finding, we move toward the discovery and sensemaking stages. This workshop will help you ask better questions to get more useful answers. The Innovation and Design process enables participants to dive deeply into the problem and start shaping ideas for how to address it in ways that have a meaningful and lasting impact.

Workshop 2: Applying Innovation and Design for What's Next

Date: October 21, 2021 - 1:00 – 4:30 pm ET/11:00 – 2:30 pm MT

Participants will bring their prototypes to this workshop. Through a share and steal session, we will learn about what is working, what barriers and hurdles presented themselves and what lessons have been learned. In addition, during the workshop participants will learn how to evaluate prototypes through the application of developmental evaluation approaches. We will also learn about refining, evolving and potentially scaling strategies for the Innovation and Design prototype.

Register Here: <https://events.tamarackcommunity.ca/2021-designing-whats-next-workshop-series>



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THANK YOU