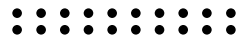




ASSOCIATIONS EVENT SUMMIT



MINI HACK WITH JOANNE JACOBS



SCOPE OF THE WORKSHOP

- » Four Actions Activity
Identifying and prioritising product or process issues using the ERRC model from Blue Ocean Strategy
- » Solution Building & Business Canvas
Brainstorming solutions and using the Shared Values canvas to demonstrate value for all parties
- » 2 minute pitches
Developing a pitch deck and pitching

TIMING

1:30 – 1:35 Scene setting and scope of the problems being addressed. Splitting up into teams of 4-5.

1:35 – 1:55 Four Actions. Using the Elimination, Reduce, Raise & Create method to explore a specific theme in teams, and develop consensus around a problem.

1:55 – 2:15 Solution brainstorming. Using the solution manifestation map, creative problem solving methods and paper prototyping, teams design a solution

2:15 – 2:20 Business Case overview. Detailing the scope of the one page business canvas to articulate the opportunity of solving a problem.

2:20 – 2:40 Build canvas with team. Working in groups, the canvas is developed, and made ready for pitching.

2:40 – 3:00 Pitches. Teams pitch their solutions based on the work developed throughout (2 mins per pitch – based on 10 teams)

The background is a white brick wall. Two black, dome-shaped pendant lights hang from thin black cords, one on the left and one on the right, framing the central text.

SCENE SETTING

“ A strong team can take any crazy vision and turn it into reality. ”

– John Carmack

PROBLEMS WORTH SOLVING

.....

WHAT MAKES A PROBLEM WORTH SOLVING?

- Intractable
- Tried to solve before and haven't got there.
- Economic benefit for solving
- Creates value for members

TEAM 'HATS'

- Designer (Hipster)
- Builder (Hacker)
- Storyteller (Hustler)
- Expert (Humanist/humanitarian)

PROBLEM SCOPE – BUILDING A USEFUL/VALUABLE AGENDA FOR A CONFERENCE BUILT AROUND AN ASSOCIATION OF ASSOCIATIONS

5 mins

The image features a white brick wall as the background. Two black, dome-shaped pendant lamps are suspended from the top of the frame by thin black cords. The lamps are positioned on either side of the central text. The text is centered and reads "FOUR ACTIONS" on the top line and "ACTIVITY" on the bottom line, both in a bold, black, sans-serif font.

FOUR ACTIONS ACTIVITY

“The first problem for all of us, men
and women, is not to learn, but to
unlearn.**”**

- Gloria Steinem

FOUR ACTIONS

.....



ELIMINATE

Activities or services that the business has long competed on, that should be eliminated



RAISE

Factors that should be raised well above the current practice



REDUCE

Factors that should be reduced well below the current practice



CREATE

New services or functions never before offered by the business

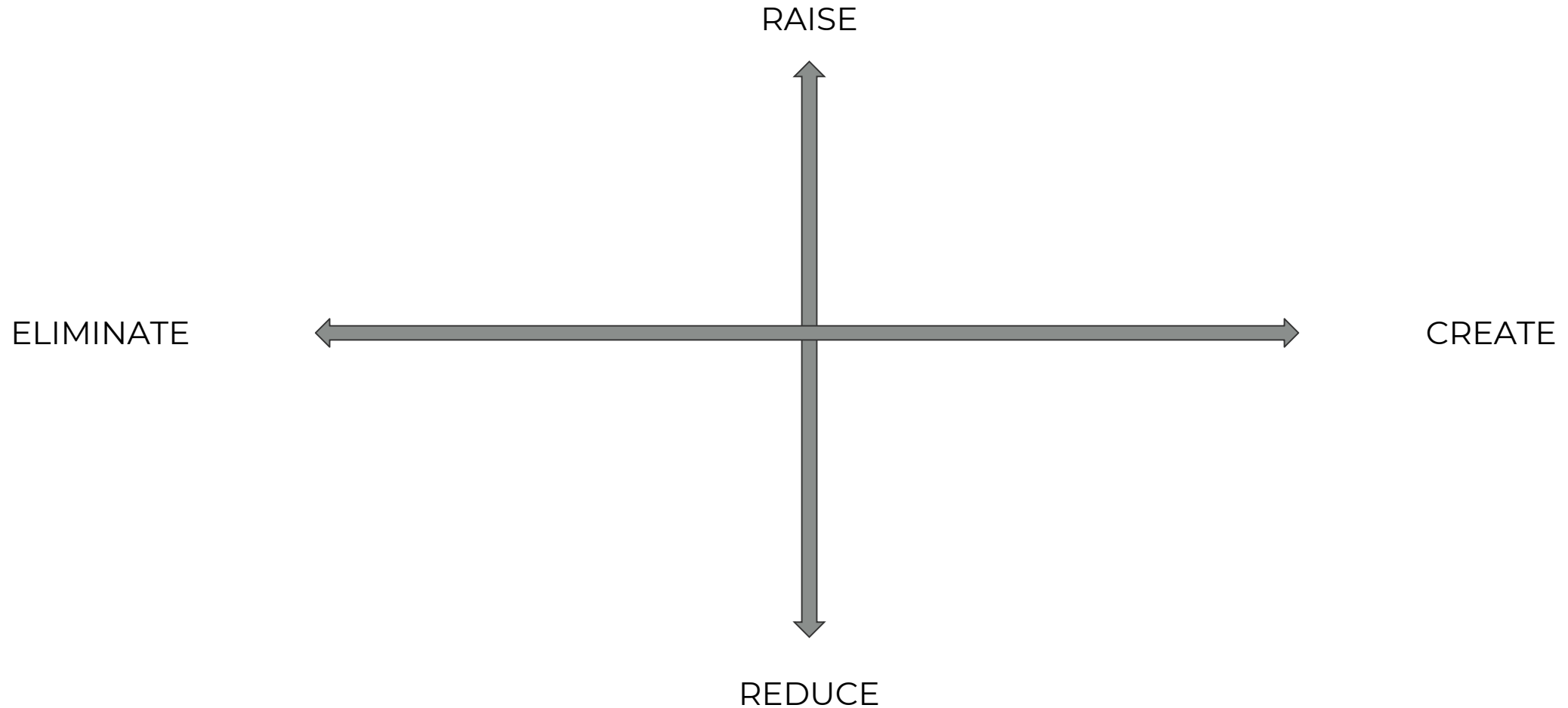


5 mins

DISRUPTORS

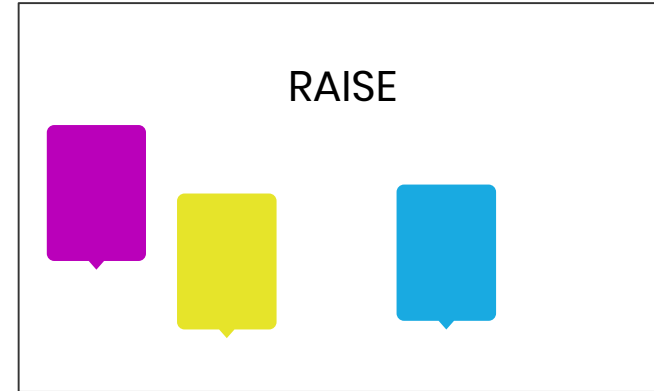
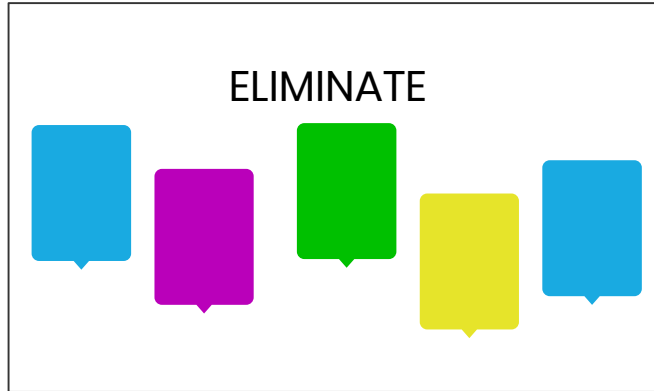
FOUR ACTIONS: IN YOUR STATIONS

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FOUR ACTIONS

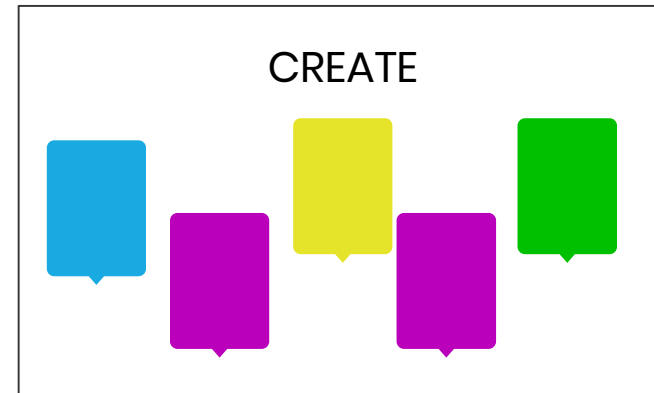
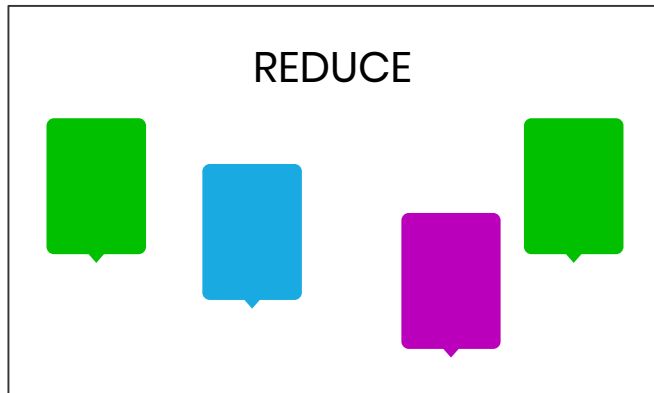
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AS MANY
IDEAS AS
POSSIBLE

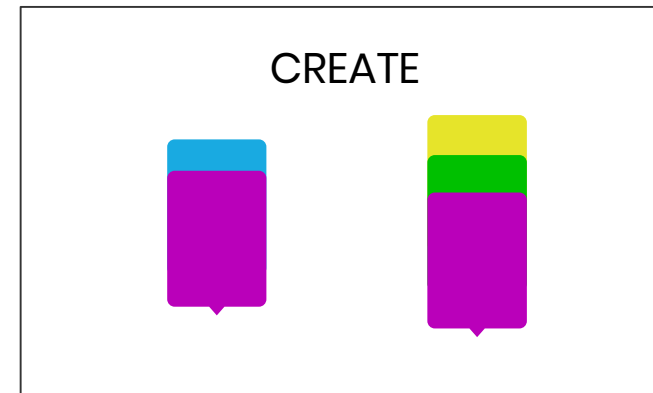
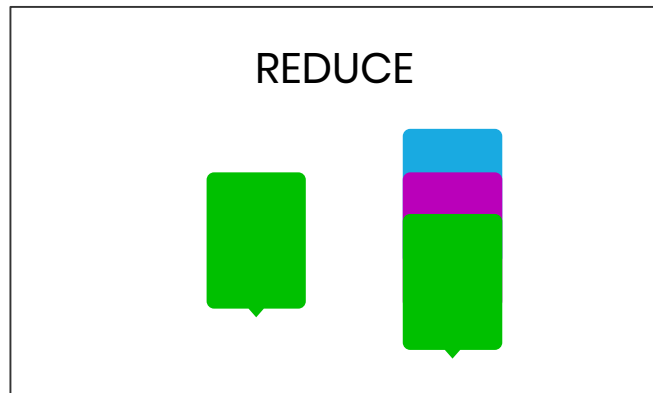
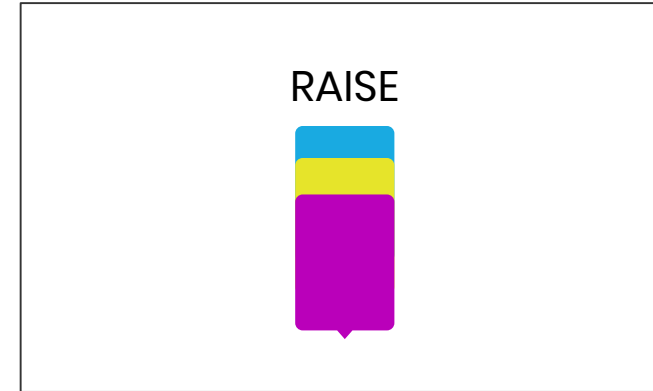
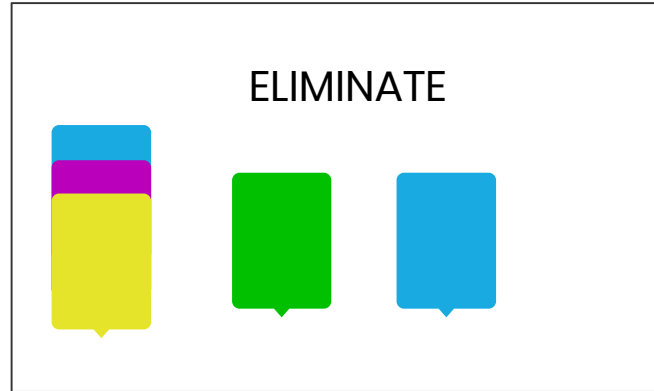
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MINUTES
IN SILENCE
INDIVIDUALLY



FOUR ACTIONS

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PUT SIMILAR
IDEAS
TOGETHER

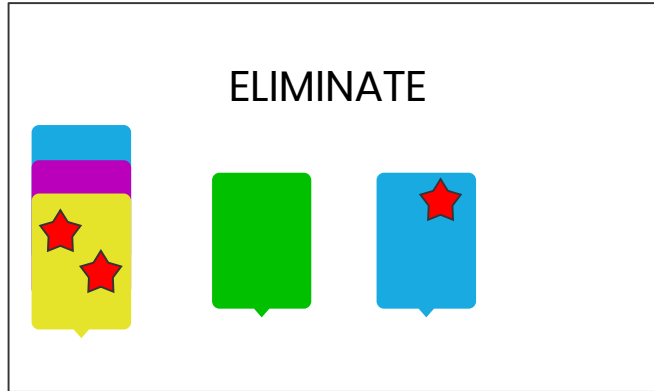
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MINUTES
DISCUSSION
BASED WITHIN
EACH TEAM

FOUR ACTIONS

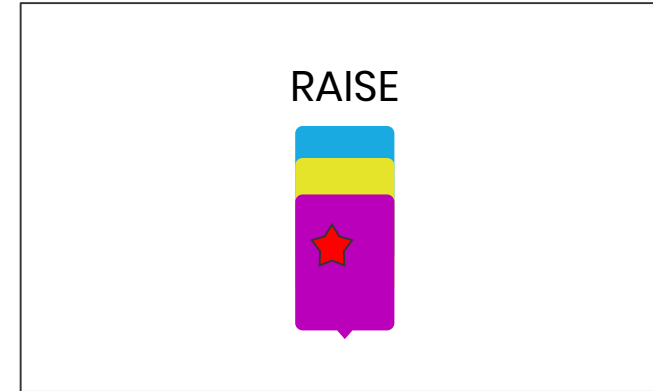
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ELIMINATE



The diagram shows three vertical stacks of colored blocks. The leftmost stack has three blocks: blue on top, purple in the middle, and yellow at the bottom. Two red stars are on the yellow block. The middle stack has a single green block. The rightmost stack has a single blue block with one red star on its right side.

RAISE



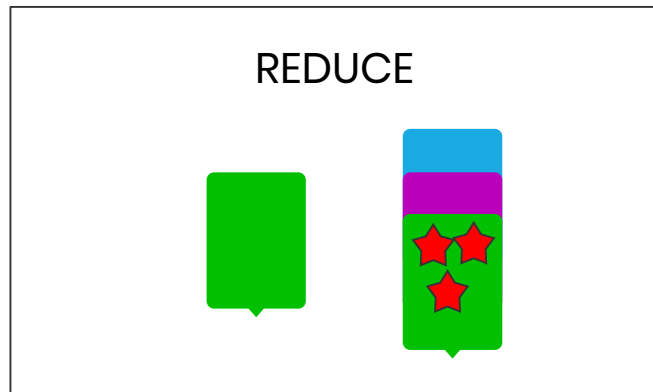
The diagram shows a single vertical stack of three colored blocks: blue on top, yellow in the middle, and purple at the bottom. One red star is on the purple block.

VOTE ON
IDEAS

5

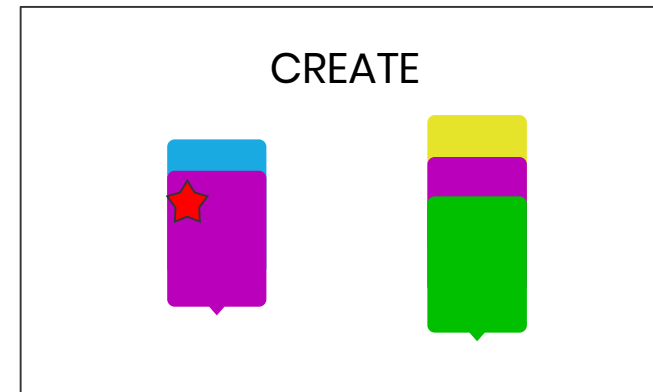
MINUTES

REDUCE



The diagram shows two vertical stacks of colored blocks. The left stack has a single green block. The right stack has three blocks: blue on top, purple in the middle, and green at the bottom. Three red stars are on the green block.

CREATE

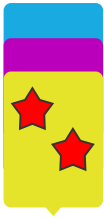


The diagram shows two vertical stacks of colored blocks. The left stack has three blocks: blue on top, purple in the middle, and purple at the bottom. One red star is on the middle purple block. The right stack has three blocks: yellow on top, purple in the middle, and green at the bottom.

VOTES CAN BE
ALL ON ONE
IDEA OR
SPREAD
BETWEEN
IDEAS

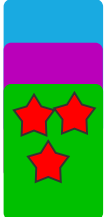
FOUR ACTIONS

.....



ELIMINATE

What needs to be eliminated as a statement



REDUCE


Activities / services to reduce, as a statement with a rationale

ARTICULATE THE OPPORTUNITY

5

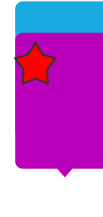
MINUTES

COULD BE IN ALL ACTION AREAS OR A SUBSET



RAISE

Activities / service level to create value for the business, as a statement



CREATE

New services or activities as a statement

The background is a white brick wall. Two black, dome-shaped pendant lamps hang from thin black cords, one on the left and one on the right, framing the central text.

CREATIVE PROBLEM SOLVING

“ Hackers often describe what they do as playfully creative problem solving. ”
– Heather Brooke

SOLUTION MANIFESTATION

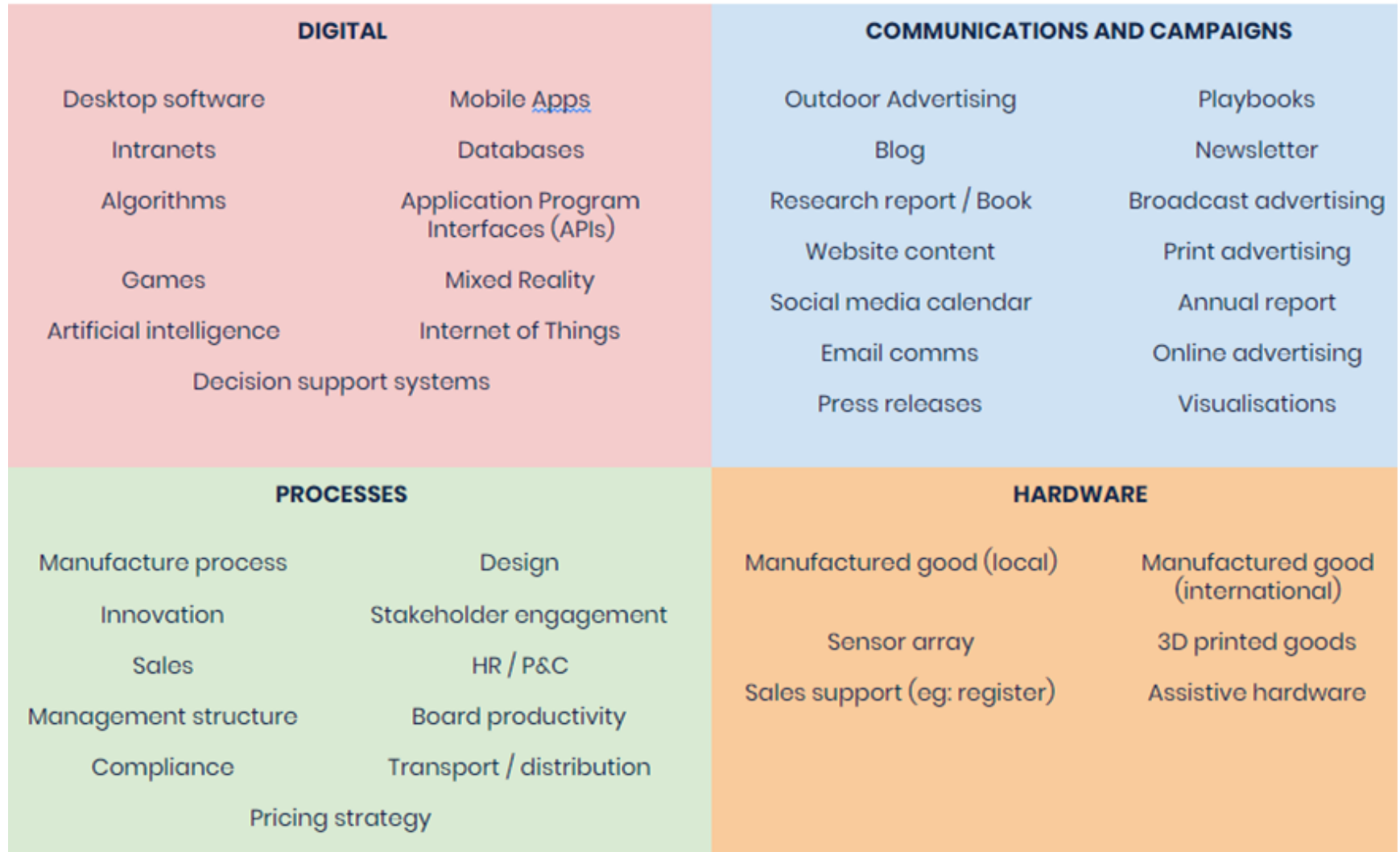


DEFINING THE SCOPE

Using the solution manifestation map, consider how your solution may manifest.

You will need to consider:

- Target consumer/user behaviours
- Organisational impact
- Environmental factors
- Team capabilities
- Speed of execution



SOLUTION DEVELOPMENT



DEFINING THE SCOPE

MUST HAVE:

Critical to user needs in the current delivery period, in order for it to be a success.

SHOULD HAVE:

Important but not necessary for delivery in the current delivery period. These are often not as time-critical, or there may be another way to satisfy the requirement.

COULD HAVE:

Desirable but not necessary, and could improve user experience or customer satisfaction for little development cost.

WON'T HAVE:

Agreed by stakeholders as the least-critical, lowest-payback items, or not appropriate at present.

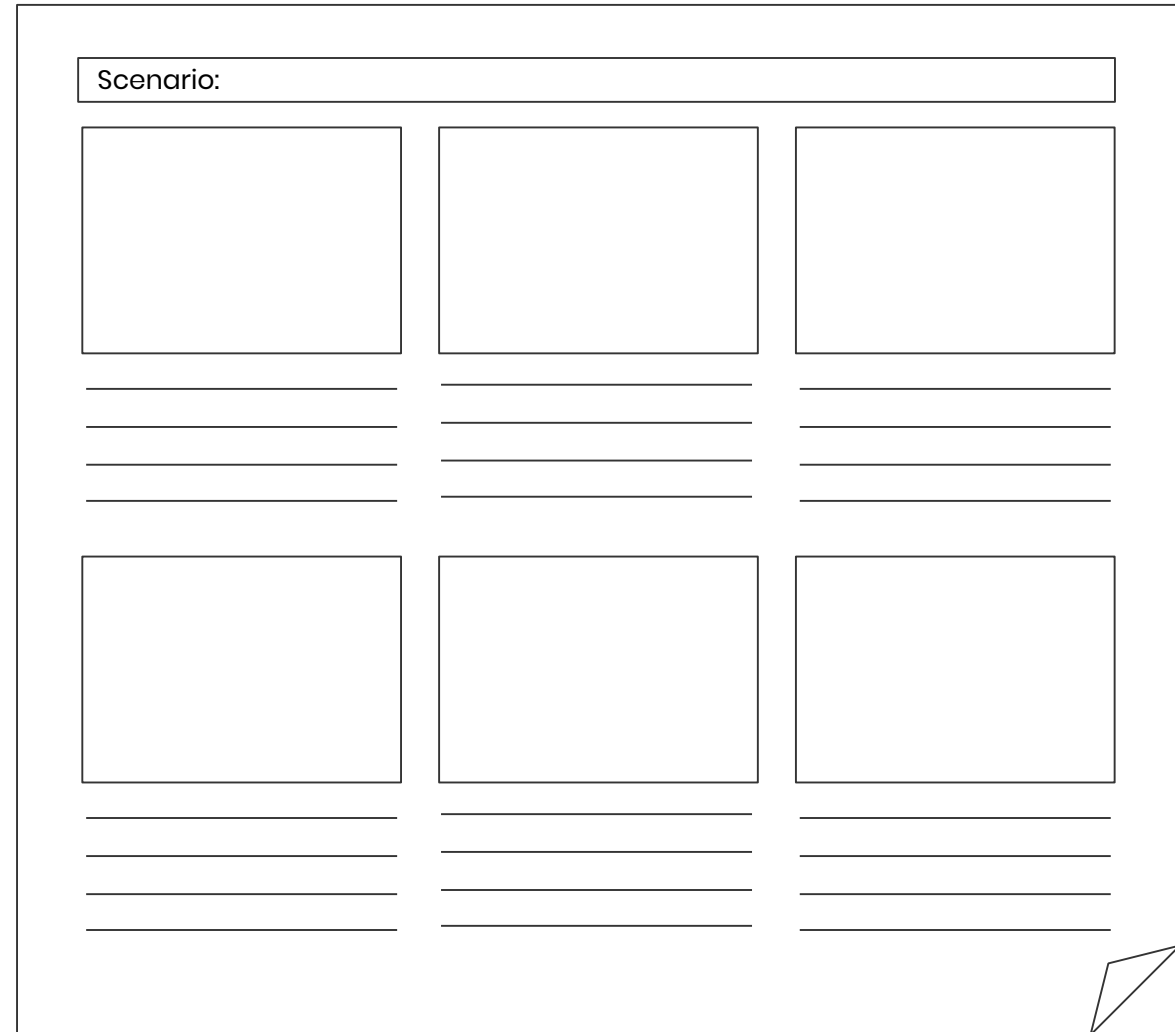
PAPER PROTOTYPING



USER EXPERIENCE

Even without technological or design expertise it is possible to build a paper prototype of any solution, whether it is a physical (tangible) product, a digital product or a campaign.

Using a storyboard template, or simple sketches, design your solution, and show the user experience over time.





PROBLEM BUSINESS CANVAS

“ Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow. ”

– William Pollard

DISRUPTORS CANVAS



DISRUPTOR'S CANVAS

A one page business plan for your products and solutions



PROBLEM What is the problem worth solving?	SOLUTION What is your solution?	UNIQUE VALUE PROPOSITION What is your 10-12 word pitch?	UNFAIR ADVANTAGE What have you got or what do you know that's better than everyone else?	CUSTOMER SEGMENTS Who are your customers? What do they look like and smell like?
	KEY METRICS How will you know your solution is successful?		CHANNELS How will you communicate with your customers?	
COSTS / EXPENSES How much will it cost to build your solution?			REVENUE How will you charge for your solution? What's the Return on Investment?	



DISRUPTORS CANVAS



BUILDING A BUSINESS CASE

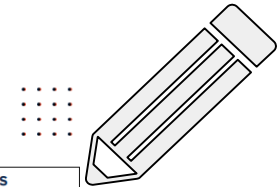
10 mins

In teams, and as briefly as possible, fill in as many of the boxes as you can, developing shared value canvas around one of your intended outcomes from the Four Actions exercise.

Be as tactical and precise as possible in the development of all statements.

DISRUPTOR'S CANVAS

A one page business plan for your products and solutions



PROBLEM What is the problem worth solving?	SOLUTION What is your solution?	UNIQUE VALUE PROPOSITION What is your 10-12 word pitch?	UNFAIR ADVANTAGE What have you got or what do you know that's better than everyone else?	CUSTOMER SEGMENTS Who are your customers? What do they look like and smell like?
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COSTS / EXPENSES How much will it cost to build your solution?			REVENUE How will you charge for your solution? What's the Return on Investment?	

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PITCH DEVELOPMENT

“ No one has ever raised capital because their pitch deck was pretty. A lot of people have raised capital because they were over-prepared, knew where their business was going, and were able to articulate that through a pitch alongside a pitch deck.

- Adam Draper

”

2 MINUTE PITCHES

- What is the problem you are solving? (<20 seconds)
- What is your solution? (40 seconds)
- Why is your solution better than alternatives? (20 seconds)
- How will you implement your solution? (20 seconds)
- What do you need to move ahead from here? (20 seconds)



ABOUT THE FACILITATOR



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Joanne Jacobs is an award-winning digital strategist and company director. She is a life-long educator and has published research on digital technologies and education. She is also an Industry Fellow at University of Technology Sydney (UTS).

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