

CREATIVITY AND INNOVATION

DESIGNING BETTER PUBLIC SERVICES



notosh

OUR SPRINT TIMELINE

BEING MORE CREATIVE. GAINING BETTER DIRECTION. STRETCHING THOSE AROUND YOU.

SESSION #1 KICKOFF
BE MORE CREATIVE

SESSION #3 FOCUS
CREATIVE DIRECTION

SESSION #5 SIMPLIFY
WORDS MATTER



SESSION #2 FIRST MOVES
OPEN TO POSSIBILITY

SESSION #4 PROTOTYPE
TESTING IDEAS

SESSION #6 CELEBRATE
BEYOND A WORKSHOP

An aerial photograph of a rugged mountain landscape. A winding road snakes through the valley, flanked by steep, grassy slopes. Several small lakes are nestled in the valleys. The sky is filled with soft, purple and pink clouds, suggesting a sunset or sunrise. The overall tone is serene and majestic.

#6

ORGANISATIONAL CREATIVITY

FINDING SPACE FOR IDEAS TO THRIVE

Q&A

LANGUAGE MATTERS

IDEAS **SPREAD** WHEN PEOPLE UNDERSTAND THEM

Accurate recording of street data

We can locate each asset

Use unique references for other services to mark their data against

We use data for network analysis and routine

IDEAS ARE **STORIES**

IDEAS SPREAD WHEN PEOPLE CAN **REMEMBER AND SHARE THEM**

We make an accurate recording of street data. For example, we use a computer system to show where roads are precisely on a digital map. And because every line is connected, we're able to help people find the fastest or safest way from A to B. That helps the buses run on time, and helps make sure that the right roads get dug up for all our other services.

We can find every thing that the road department put in the road: from traffic lights and pedestrian crossings, to secret sensors under the road.

Every street gets given a unique number - no other street in Great Britain has the same code. It's like a fingerprint. It's really useful. For example, when a traffic light breaks down they can use this number to pinpoint to the inch where the problem is.

DEVELOP A PROTOTYPING CULTURE

AGILE DOESN'T MEAN YOU DON'T HAVE A PLAN.
IT DOES MEAN YOU HAVE
A CULTURE OF EXPERIMENTATION.



5,126

5,127



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1



2

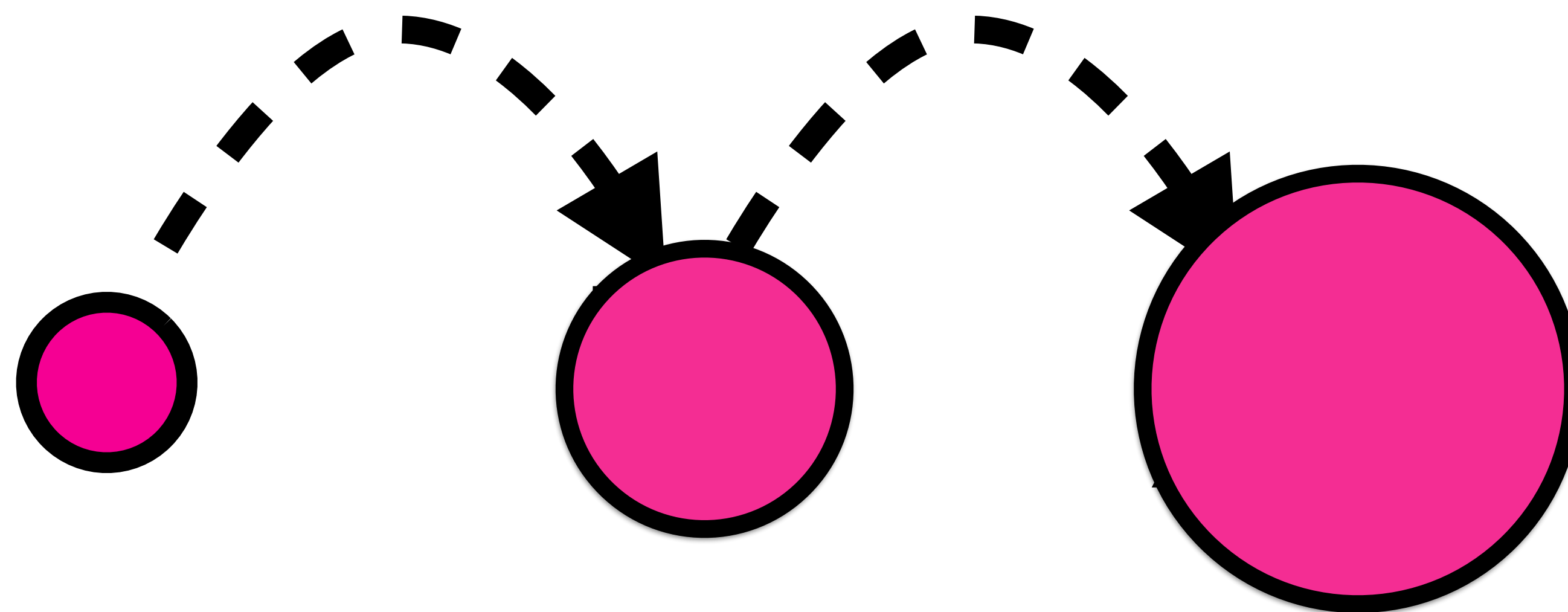


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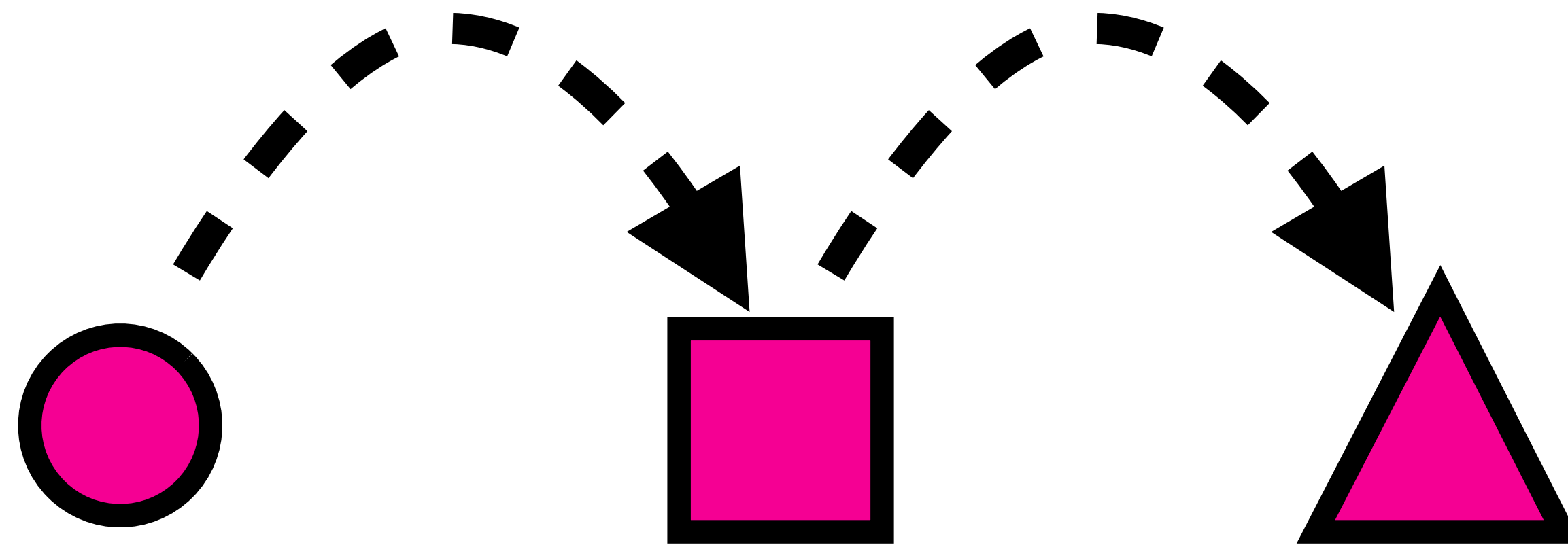
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DRAFTING



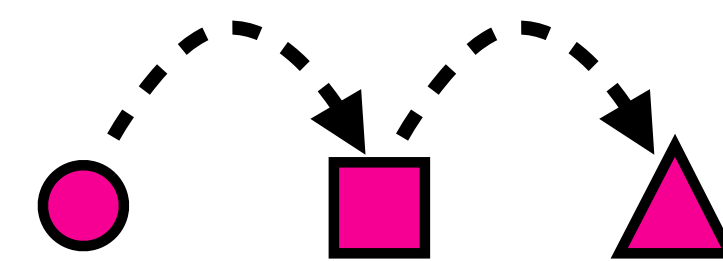
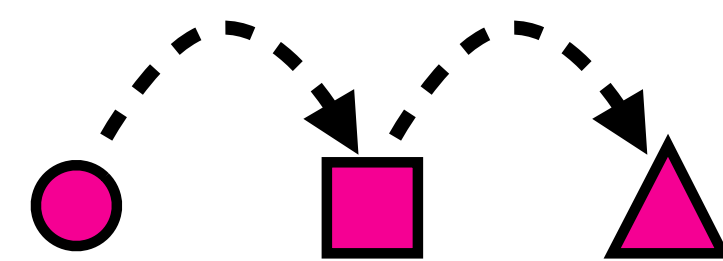
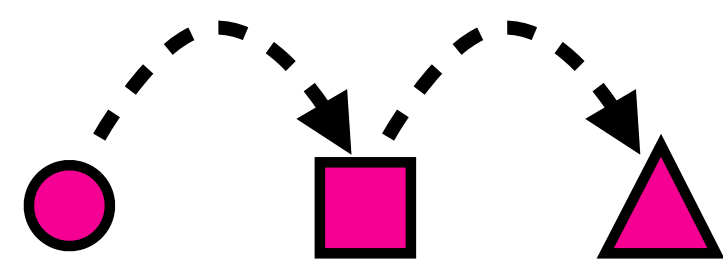
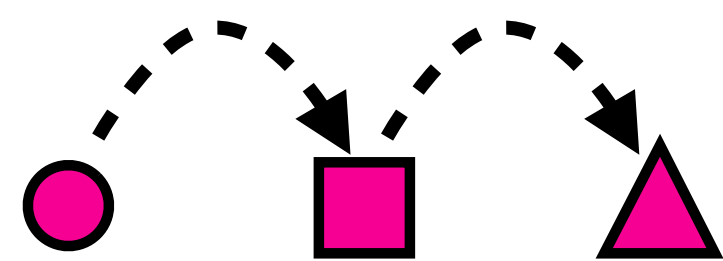
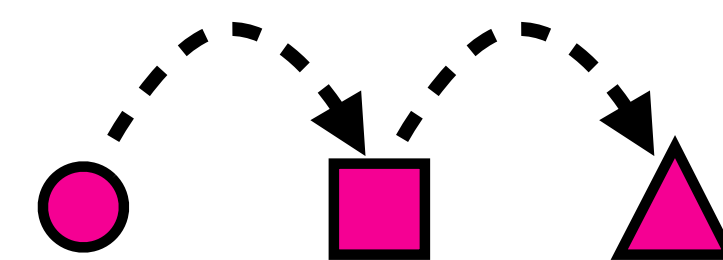
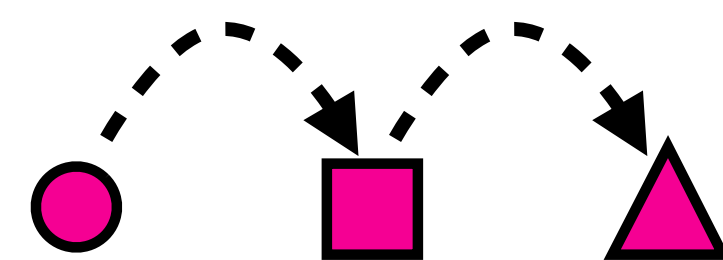
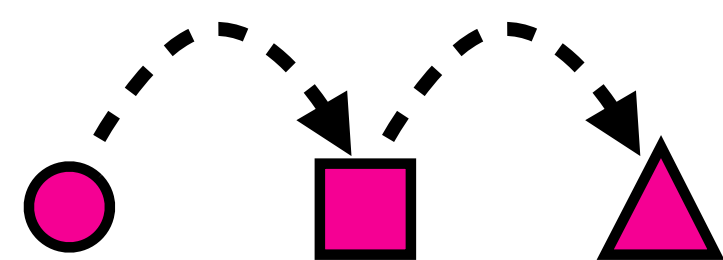
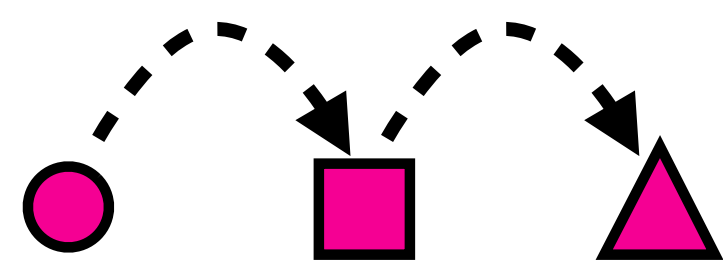
SAME IDEA, made BETTER

PROTOTYPING



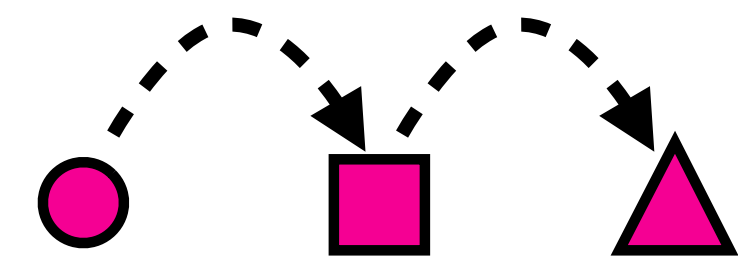
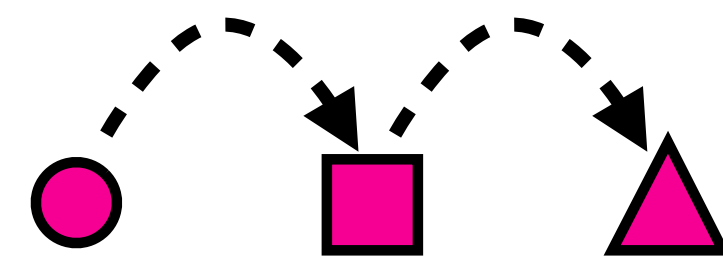
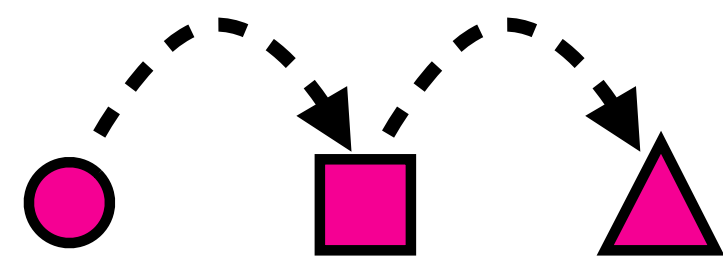
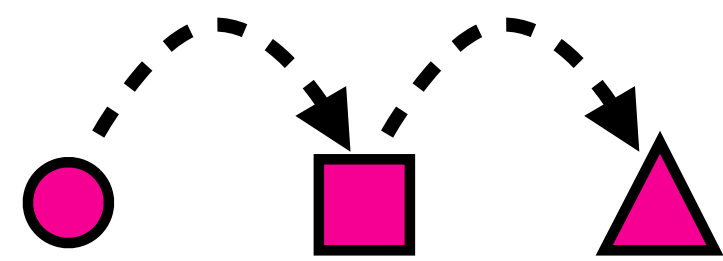
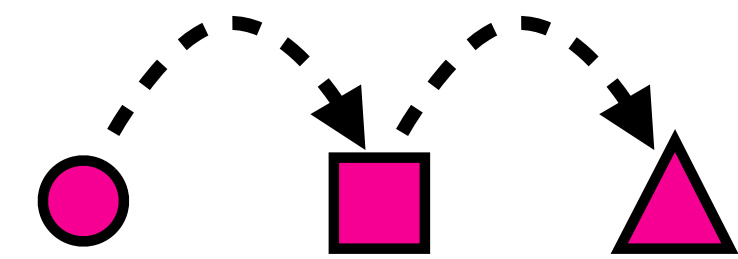
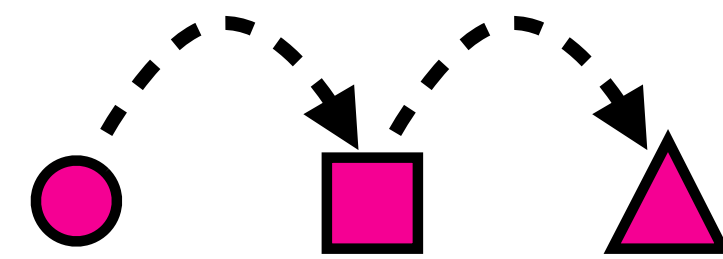
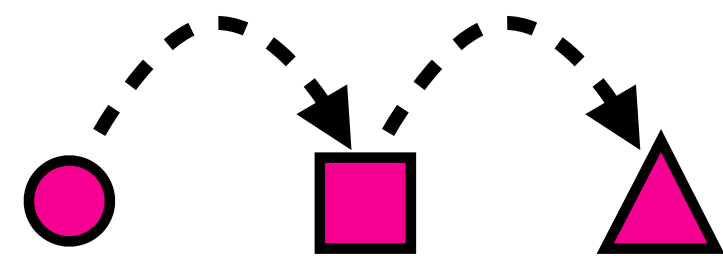
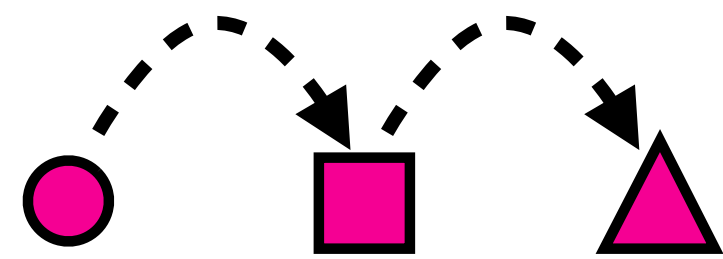
**DRAW then MAKE and
CHANGE**

PROTOTYPING



ONE PROBLEM,
MANY SOLUTIONS

PROTOTYPING



OVER TIME, THE
STRONGEST SURVIVE

EISENHOWER MATRIX

IMPORTANT

PLAN FOR IT

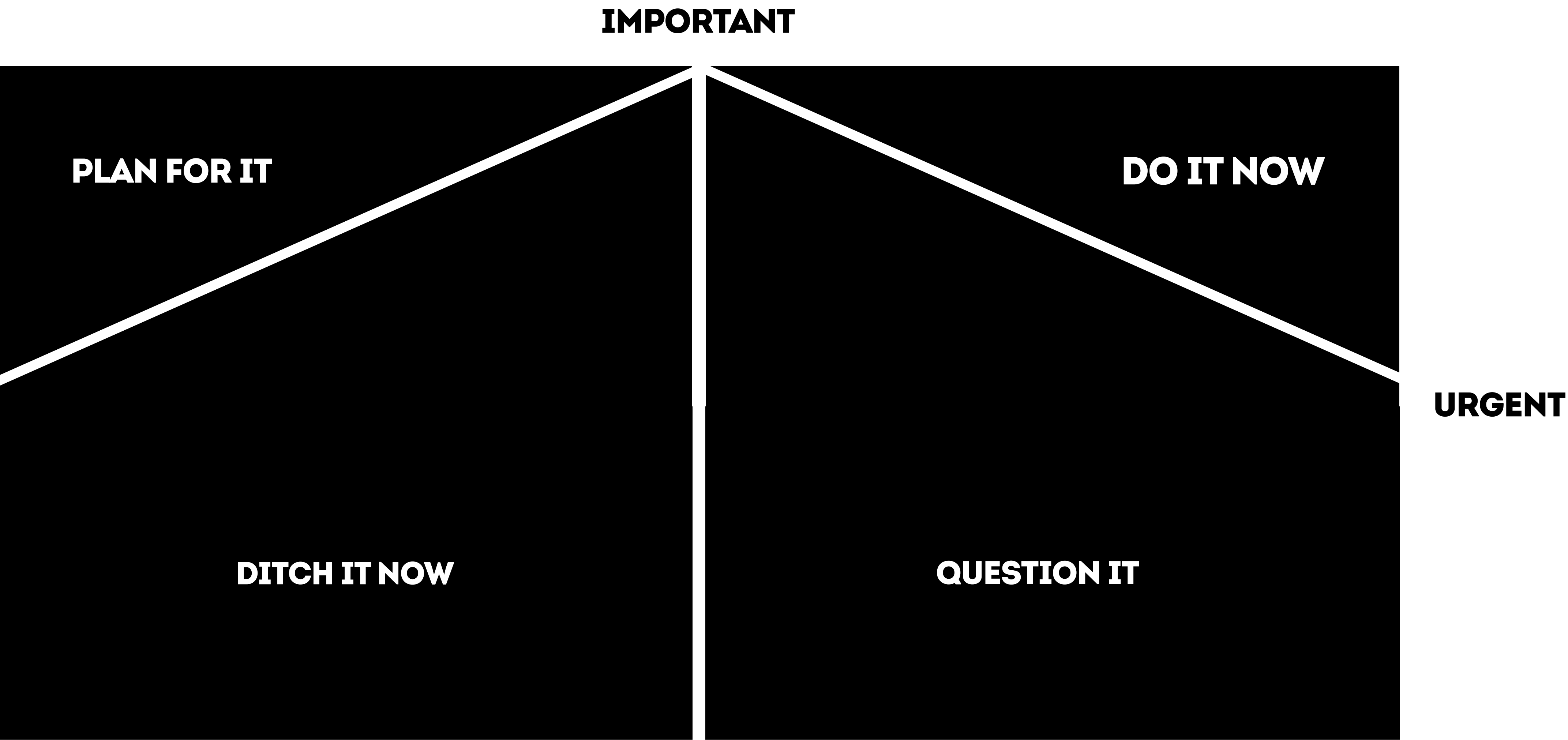
DO IT NOW

URGENT

DITCH IT NOW

QUESTION IT

ORGANISE THE LONG BACKLOG OF ACTIONS FOR FOUR WEEKS



JUDGING AND PRIORITISING YOUR IDEAS

IMPOSSIBLE TO
IMPLEMENT



YELLOW IDEAS

ideas for the future
dreams, challenges
stimulation for the brain
tomorrow's red ideas

HOW?

EASY TO
IMPLEMENT



BLUE IDEAS

easy to implement
low risk
high acceptability
done before

NOW!

NORMAL IDEAS



RED IDEAS

innovative ideas
breakthroughs
exciting ideas
can be implemented

WOW!

ORIGINAL IDEAS

NEWNESS

PERFORMANCE

CUSTOMISATION

GETTING THE JOB DONE

BRAND & STATUS

DESIGN

PRICE

COST REDUCTION

ACCESSIBILITY

RISK REDUCTION

CONVENIENCE

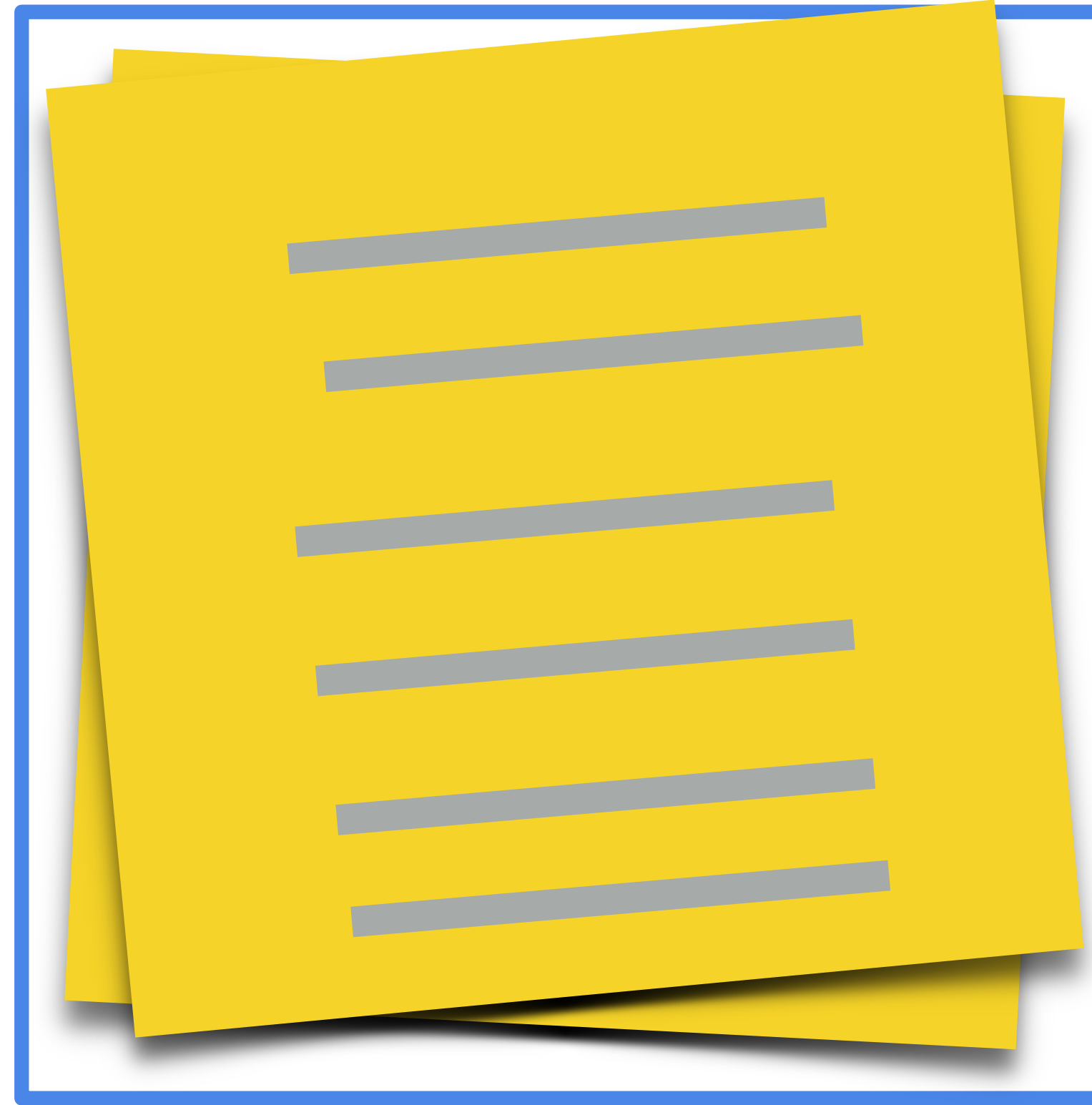
SOLICITING THE RIGHT KIND OF FEEDBACK

30%
feedback

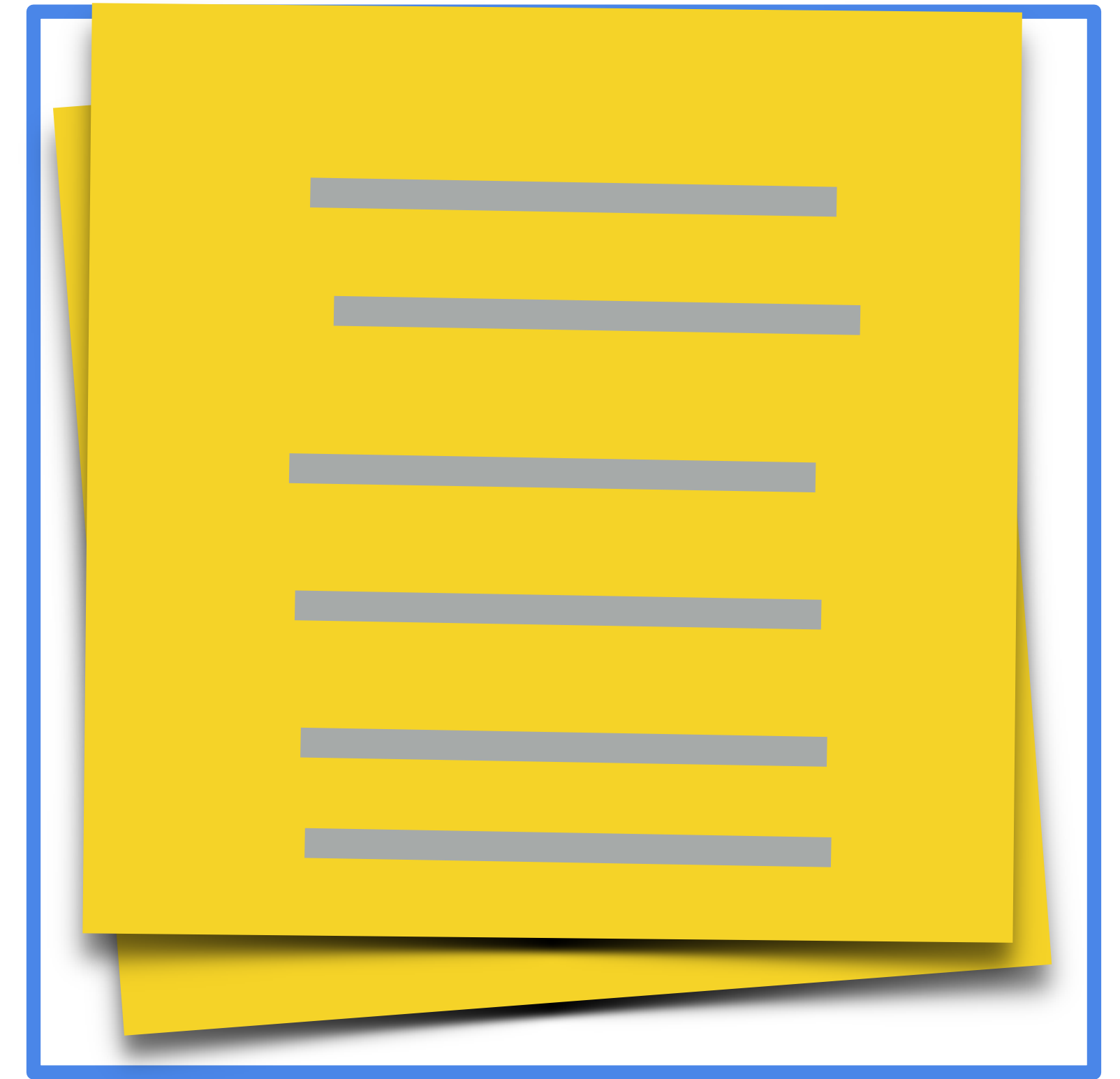
Prototyping Triptych - Draw your idea



1 Now (Problem)
it's like this



2 Next (Solution)
it will change like this



3 Then (Impact)
this is what it will be like

90%
feedback

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATERGORIES
Production
Problem Solving
Platform/Network

Value Propositions



What value do we deliver to the customer?
Which one of our customer’s problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
“Getting the Job Done”
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

Customer Segments



For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES
1. Awareness
How do we raise awareness about our company’s products and services?
2. Evaluation
How do we help customers evaluate our organization’s Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

Cost Structure



What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE
Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Revenue Streams



For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising	FIXED PRICING List Price Product feature dependent Customer segment dependent Volume dependent	DYNAMIC PRICING Negotiation (bargaining) Yield Management Real-time-Market
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AGILE VS CHAOS

I've been at places that were very slow to change. I have been on teams that proposed changes, measurable tasks and outcomes, and a plan to get there. The system stopped these initiatives in their tracks. An agile leadership would have moved things in the right direction.

I've also been at places that use response to change as a guide for everything. With an unclear direction or without systems to respond, pockets of iteration and innovation occur, but scaling and developing them to the organizational level is rare. This organization is more reactive than anything else.

Here's my question: how do we present an agile process to our teams in a way that culls the best of both?





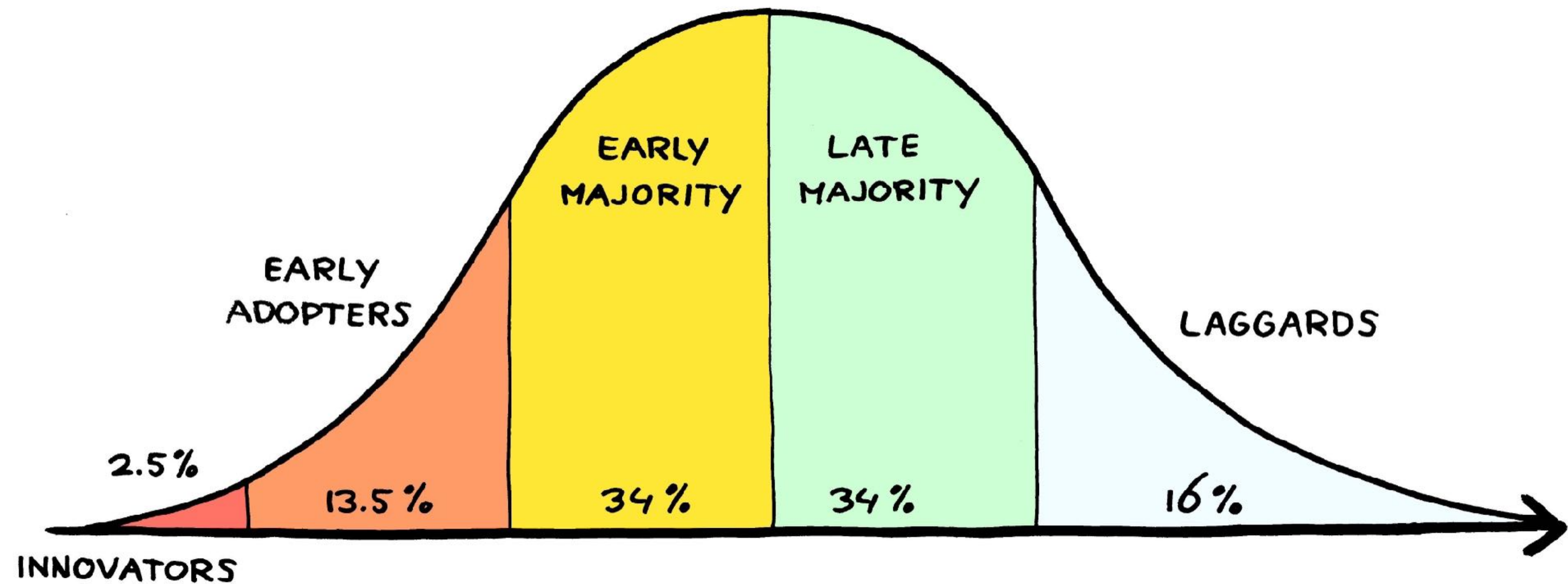
giladtiefenbrun
linnproducts



you choose
your customer

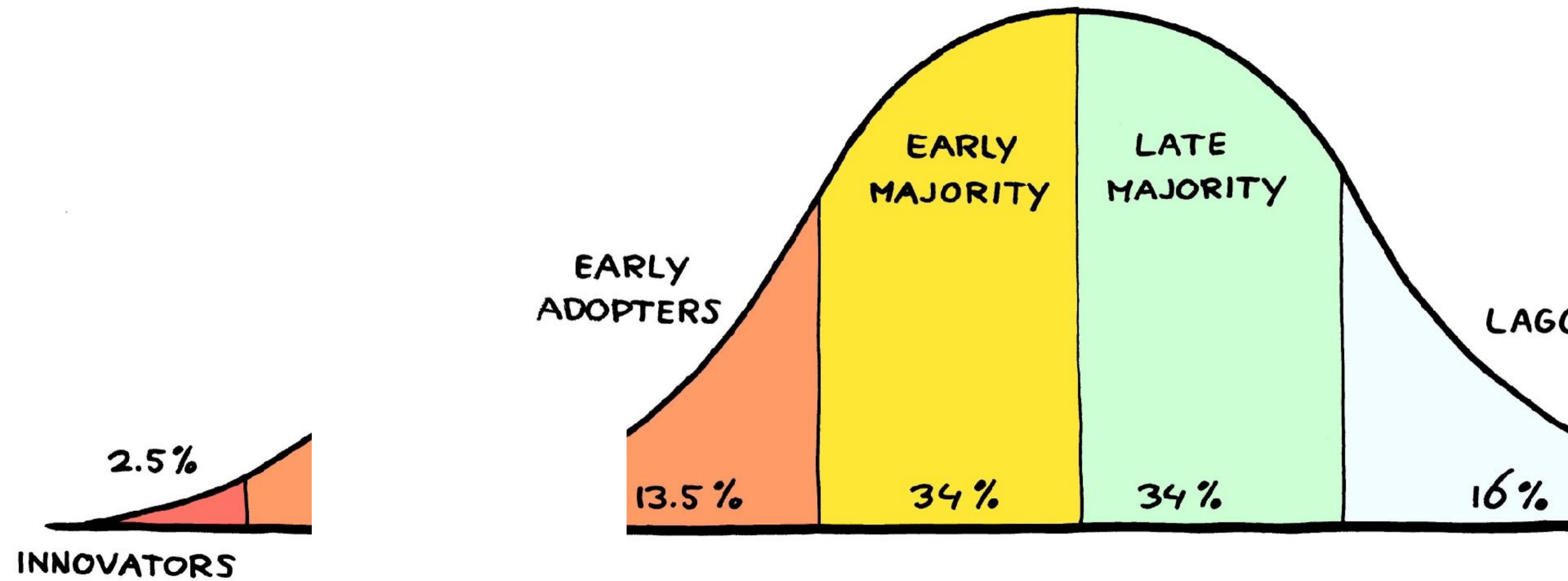
A man in a light blue button-down shirt stands on the left side of the frame, facing a group of people seated around a large wooden table. He appears to be leading a meeting or presentation. The room is bright, with large windows in the background showing green trees outside. Several people are seated at the table, some looking towards the speaker. On the table, there are water bottles, papers, and colorful sticky notes. The text "you choose your team" is overlaid in large white letters across the center of the image.

you choose
your team



Crossing the Chasm, Geoffrey Moore

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Crossing the Chasm, Geoffrey Moore

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Start Programme

Introduction

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WE HELP PEOPLE
THINK DIFFERENTLY
AND
CHOOSE THE WAY THEY WORK

 @ewanmcintosh @drjezza
@NoTosh

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