

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 #4 SIMPLIFY
WORDS MATTER

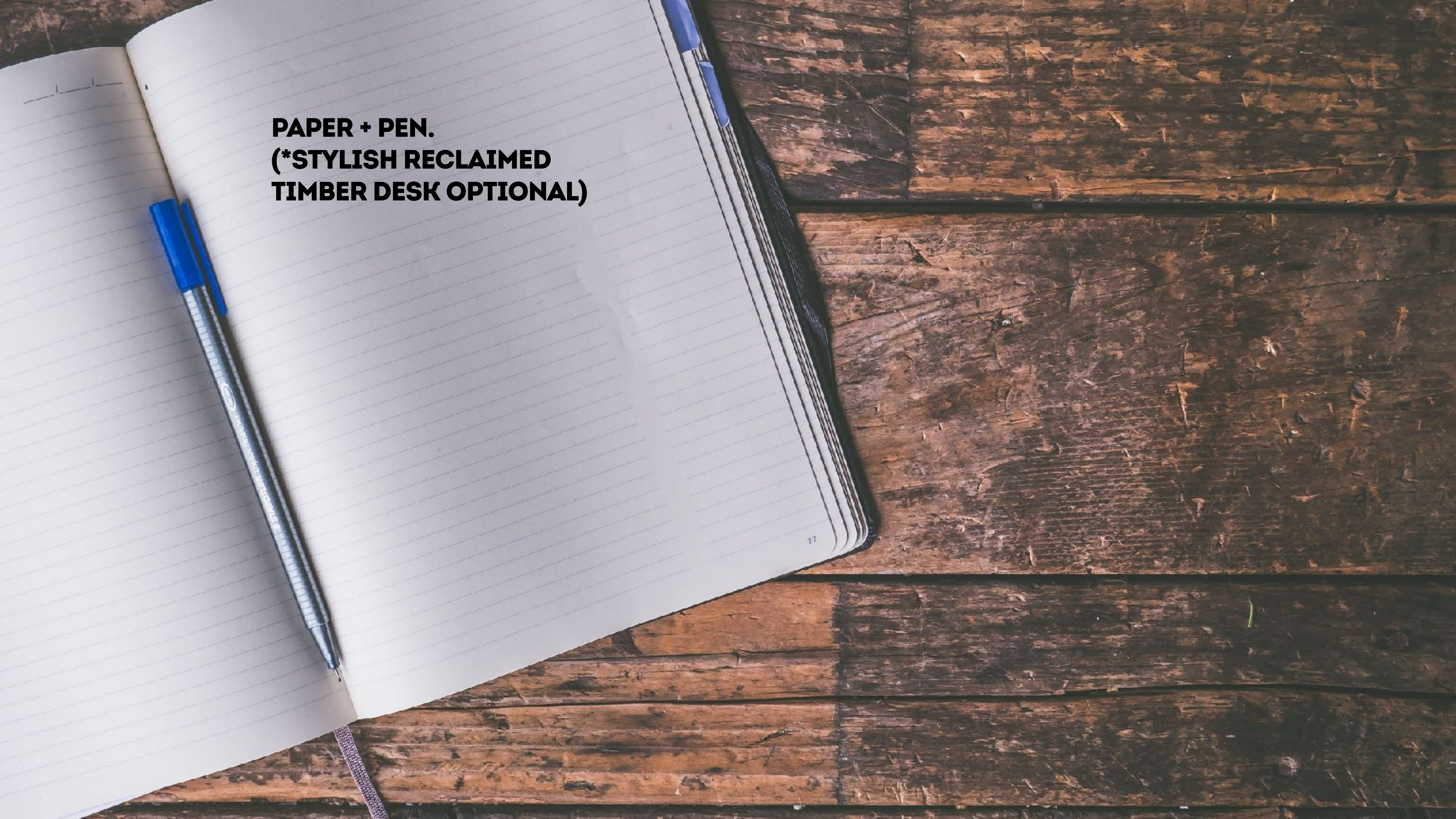


SESSION #2 FIRST MOVES
OPEN TO POSSIBILITY

SESSION #4 PROTOTYPE
TESTING IDEAS

SESSION #6 CELEBRATE
BEYOND A WORKSHOP

PAPER + PEN.
(*STYLISH RECLAIMED
TIMBER DESK OPTIONAL)



NoTosh Design Thinking + Stra

learn.notosh.com/products/creativity-and-innovation-to-improve-public-services

AppsNTFAWorkflowOpenJobsFBJPGMOVHookMCKJMCClassOther BookmarksReading List

is.
improvement service

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Creativity and Innovation to Improve Public Services

Learn the tips and habits to become even more creative in your work, your life and everything you do.

Start Programme

Introduction

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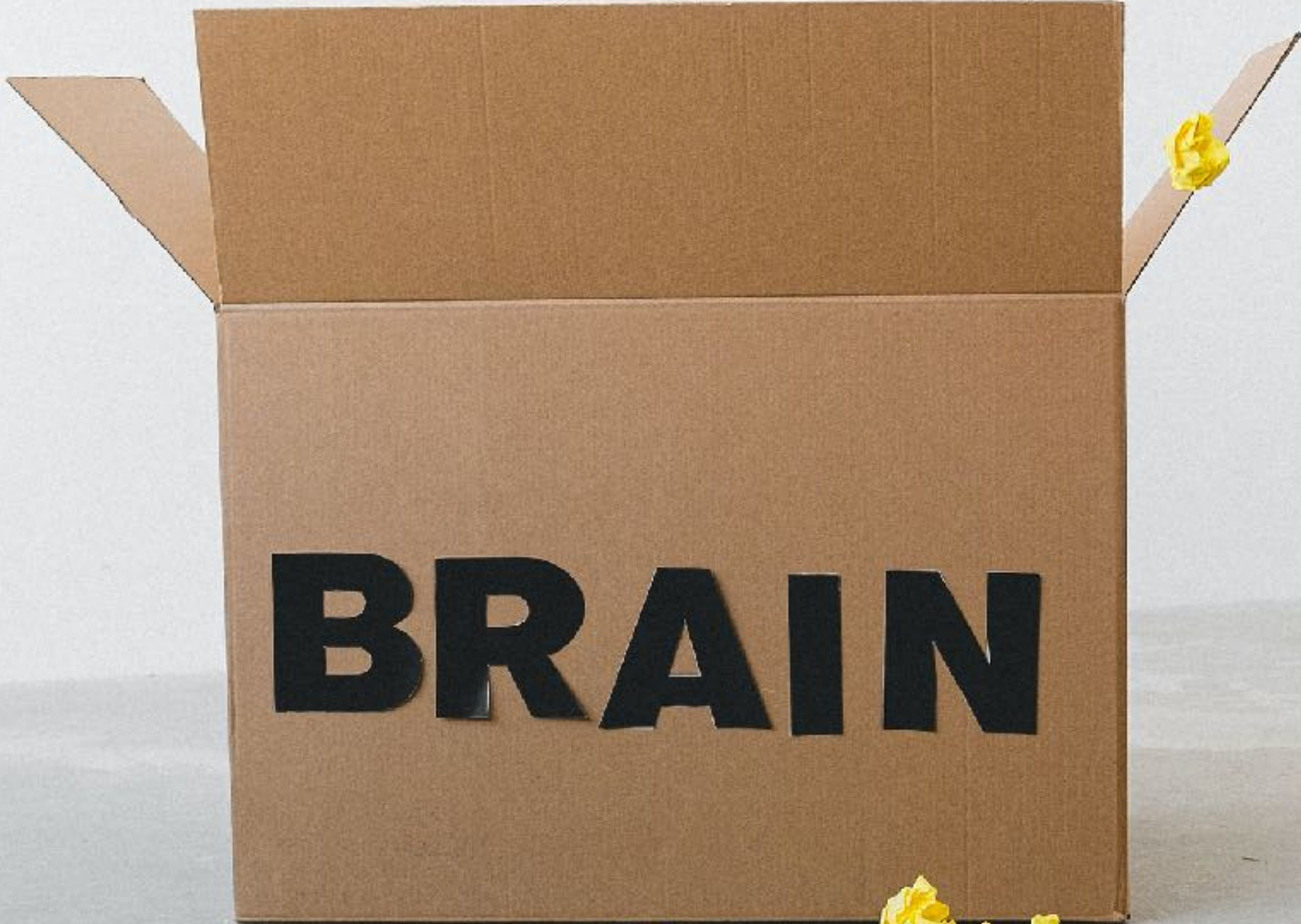
CREATIVITY

AND

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improvement service

#1 HOW TO BE MORE CREATIVE

THINKING TO DESIGN BETTER PUBLIC SERVICES



BRAIN

**A MOMENT OF WONDER.
EVERY DAY.**

GET OUT OF YOUR HEAD

**SOMETIMES IT'S THE
HAYSTACK
YOU NEED TO FIND,
NOT THE NEEDLE**

**SIT WITH THE QUESTION.
FRAME PROBLEMS AT QUESTIONS.**



What was it like the last time you saw...?

Why would someone else think that x or y might be better?

How does x compare with y?

What would the reply be to someone who says...?

What does it feel like?

What does it look like?

Describe a moment where...



**WHAT ARE
THE THREE QUESTIONS
YOU WOULD LOVE AN ANSWER TO
RIGHT NOW?**



What was it like the last time you saw...?

Why would someone else think that x or y might be better?

How does x compare with y?

What would the reply be to someone who says...?

What does it feel like?

What does it look like?

Describe a moment where...



**STOP TRYING TO
FIND SOLUTIONS.
START TRYING TO
FIND PROBLEMS.**

**FROM PROBLEM-SOLVING,
TO PROBLEM-FINDING:
LISTENING TO THE PEOPLE YOU SERVE.**



An aerial photograph of a massive open-pit mine. The mine is characterized by deep, terraced levels of reddish-brown earth and rock. Several winding dirt roads snake through the different levels of the excavation. In the background, a small town or village is visible, surrounded by green trees and fields. The sky is clear and blue. The overall scene conveys a sense of large-scale industrial activity and deep excavation.

THE FIVE WHYS:

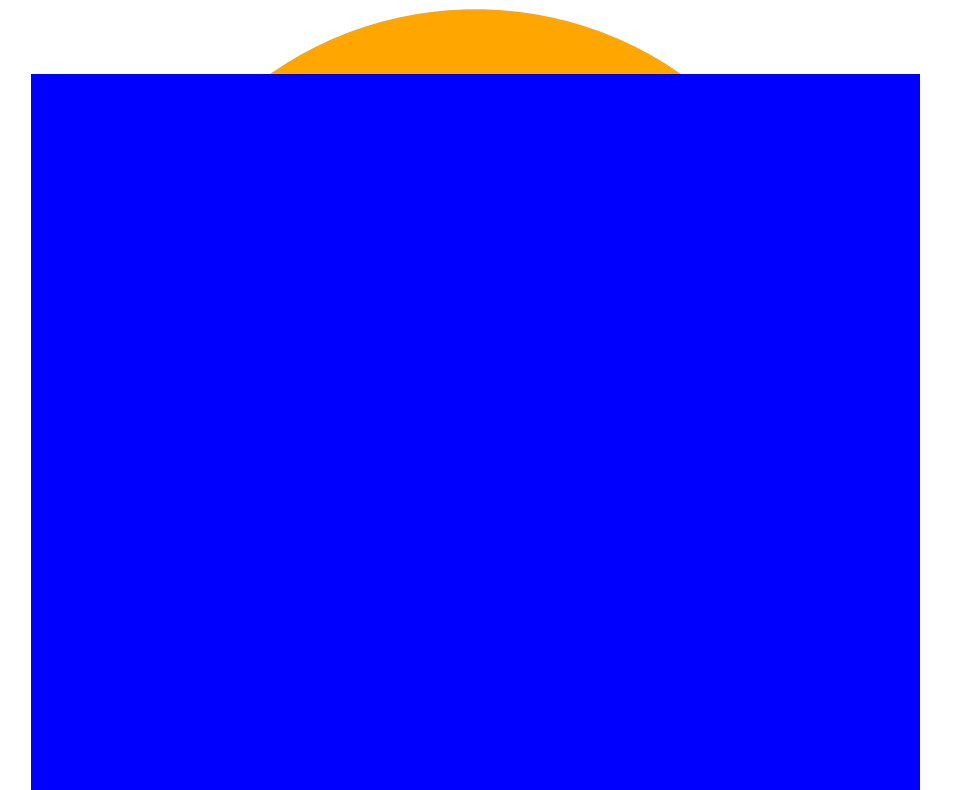
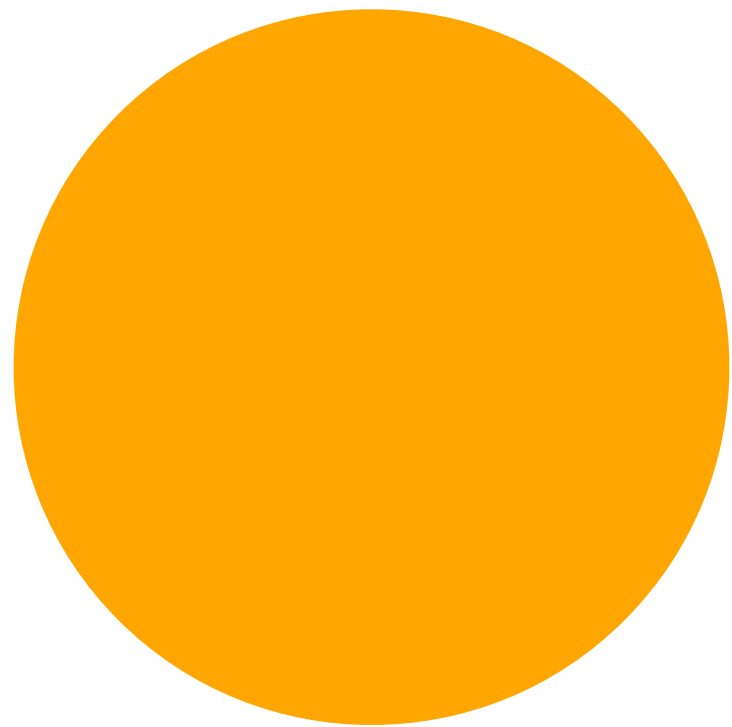
Dig deeper to find
the core truths

The background features a series of wavy, concentric lines in shades of red and pink that emanate from the left side, creating a sense of depth and movement. Overlaid on these lines are numerous small, glowing dots in a similar color palette, which appear to be part of a larger, repeating pattern that recedes into the distance.

FIND, STORE AND JOIN THE DOTS

**MOST THINGS ARE
NOT EUREKA MOMENTS.
THEY'RE CUMULATIVE
SMALL BETS.**

DRAW ME A SUNSET

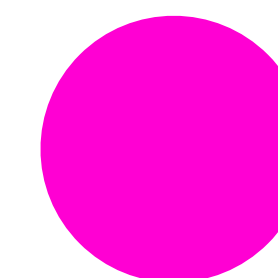
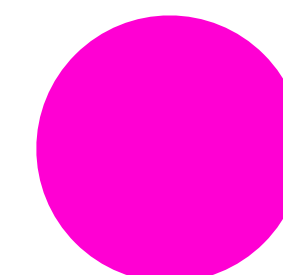
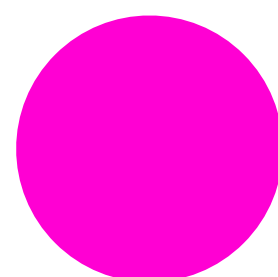
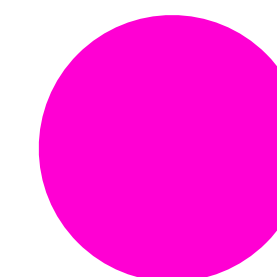
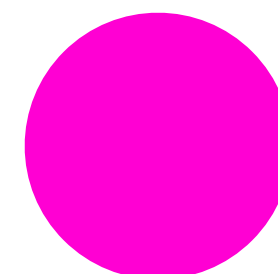
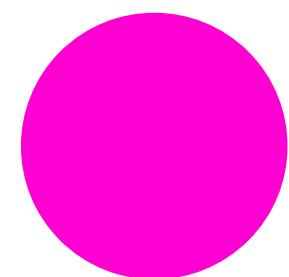


You can't plant the seeds of tomorrow, tomorrow

1.	0.01	21.	10,485.76
2.	0.02	22.	20,971.52
3.	0.04	23.	42,943.04
4.	0.08	24.	83,886.08
5.	0.16	25.	167,772.16
6.	0.32	26.	335,544.32
7.	0.64	27.	671,088.64
8.	1.28	28.	1,342,177.28
9.	2.56	29.	2,684,354.56
10.	5.12	30.	5,368,709.12
11.	10.24	31.	10,737,418.24
12.	20.48		
13.	40.96		
14.	81.92		
15.	163.83		
16.	327.68		
17.	655.36		
18.	1,310.72		
19.	2,621.44		
20.	5,242.88		

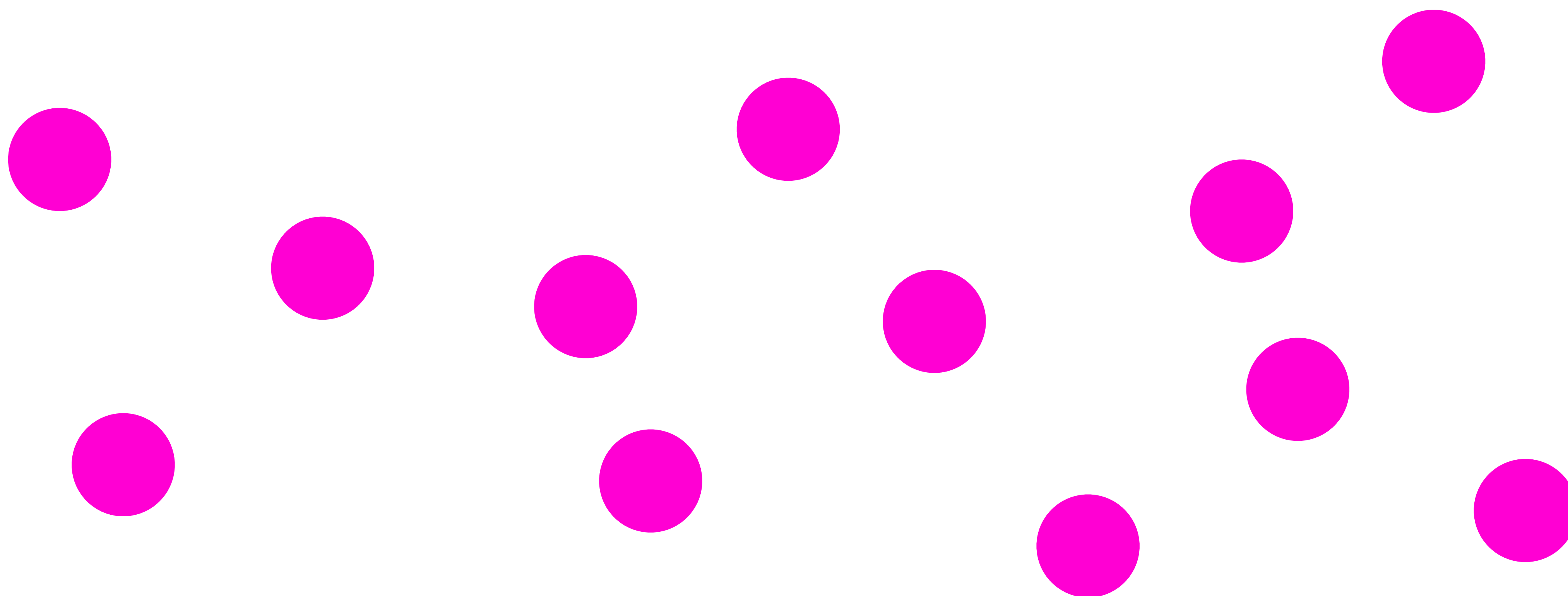
JOINING THE DOTS

SOMETIMES YOU JUST DON'T HAVE ENOUGH DOTS TO JOIN UP

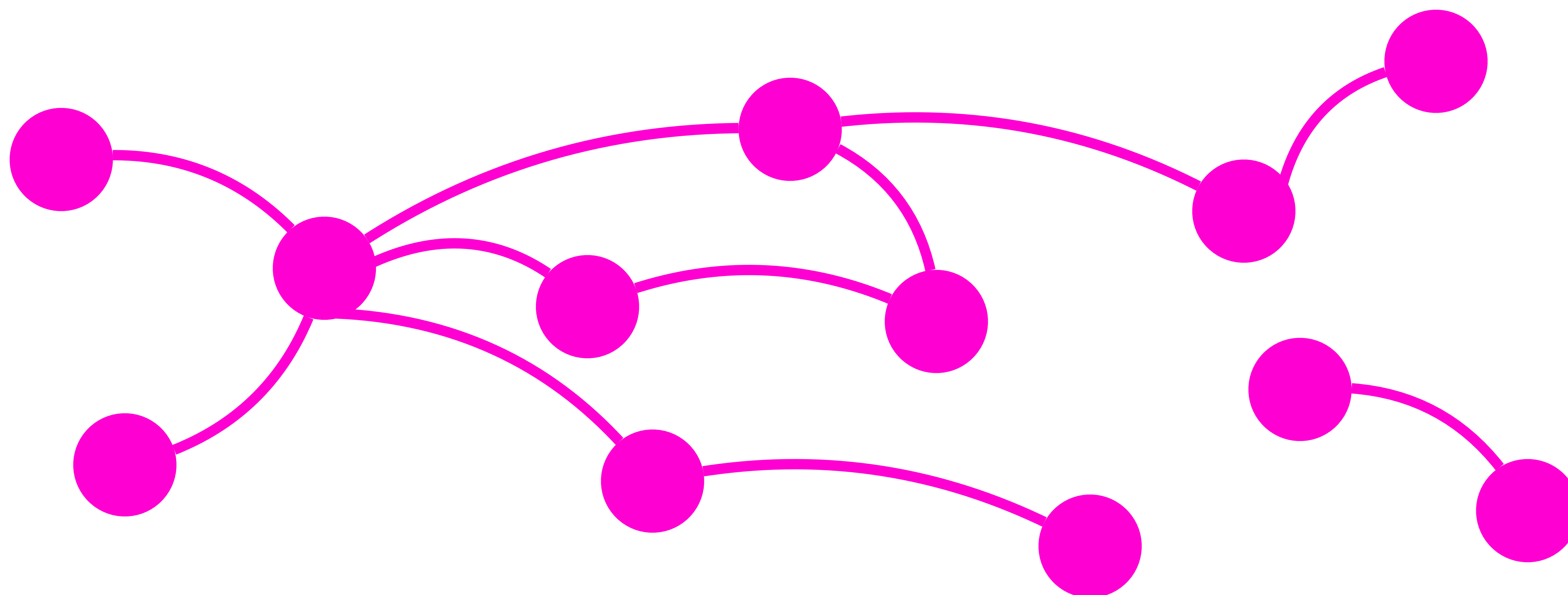


JOINING THE DOTS

ASKING QUESTIONS. CREATING AND FINDING NEW DOTS.

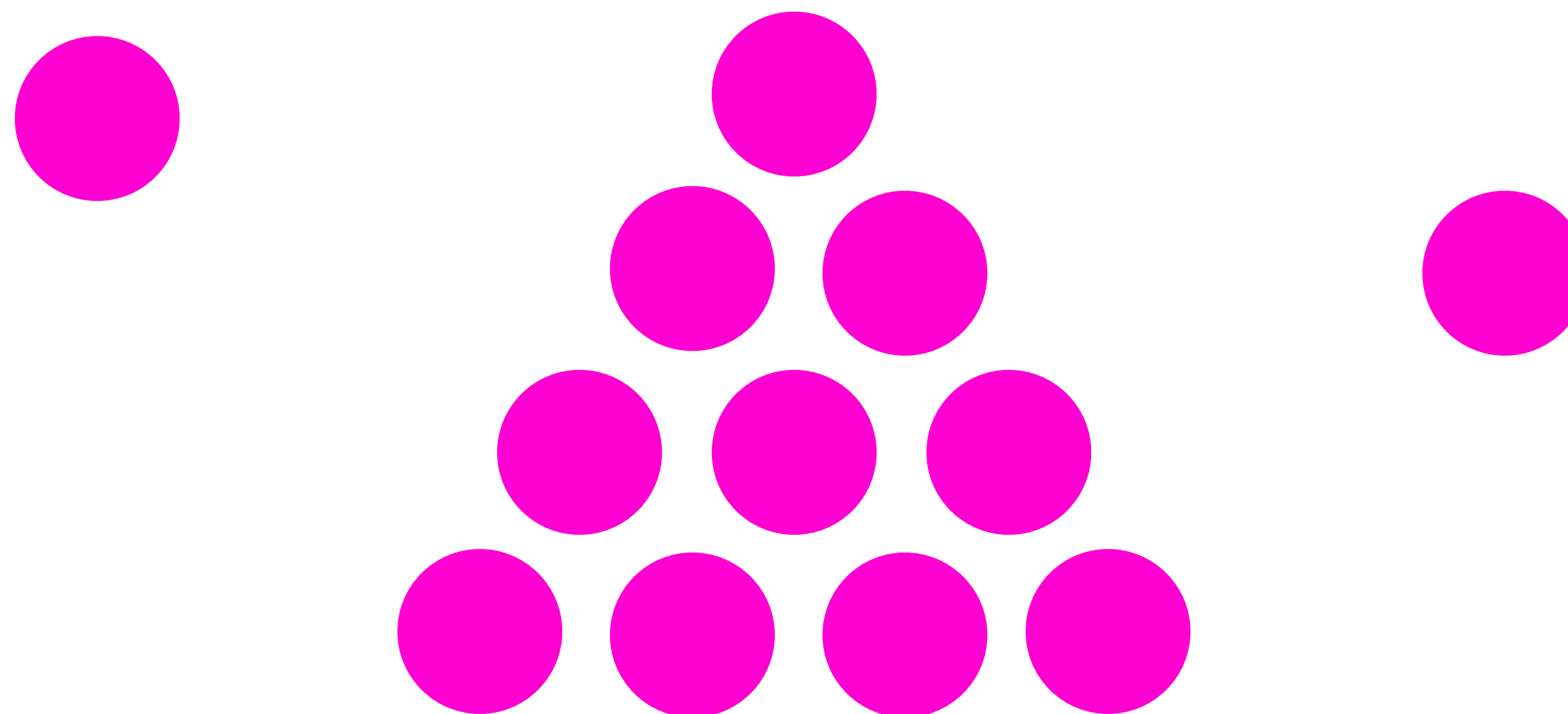


MAKING CONNECTIONS WITH WHAT WE CAN SEE



JOINING THE DOTS

FORCING CONNECTIONS TO SEE WHAT EMERGES





Nanjing International School



08:30	Breakfast + Register
09:00	#ideation Generation
09:30	Filtering
10:00	Developing
10:30	#prototyping Rapid making of an idea
11:00	☕
11:30	#feedback Critique + prototyping cycles
12:00	
12:30	Ross Mahon Prototyping Culture
13:00	Teams refine for pitch/launch
13:30	49
14:00	Teams pitch, get feedback
14:30	Mentors lead next st
15:00	Becky leads pinning
15:30	Final word - for
16:00	Mentor debrief

Google Teacher Academy Sydney, UK, Netherlands

THE KEYS:

WHAT WE DID

1. TAKE A BREAK

1. FIND A DAILY MOMENT OF WONDER
2. GET OUT OF YOUR HEAD

2. ASK QUESTIONS YOU DON'T NEED TO ANSWER (YET):

1. DON'T EVEN LOOK FOR ANSWERS, JUST SIT WITH THE PROBLEM
2. GATHER UP AS MANY DOTS AS YOU CAN BEFORE YOU TRY TO SPOT ANY PATTERNS

3. CREATE A SYSTEM FOR STORING YOUR DOTS

1. PATTERN RECOGNITION
2. EXPLORING FREELY

THE WORK BEFORE THURSDAY'S SESSION:

GET LOST (30')

1. WEDNESDAY OR THURSDAY MORNING, BEFORE YOU 'START WORK', CARVE OUT 30'.
2. CHOOSE SOMETHING YOU KNOW NOTHING ABOUT.
3. GO AND FIND OUT WHAT YOU CAN ABOUT IT IN JUST 20 MINUTES **WITHOUT USING THE INTERNET.**
4. SPEND 10 MINUTES WORKING OUT WHAT YOU CAN STEAL TO ...
5. THEN APPLY IT TO A CHALLENGE YOU'RE WORKING ON TODAY.