

CREATIVITY AND INNOVATION

DESIGNING BETTER PUBLIC SERVICES



notosh



#4

PROTOTYPING CULTURE

LEARNING FROM FEEDBACK

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

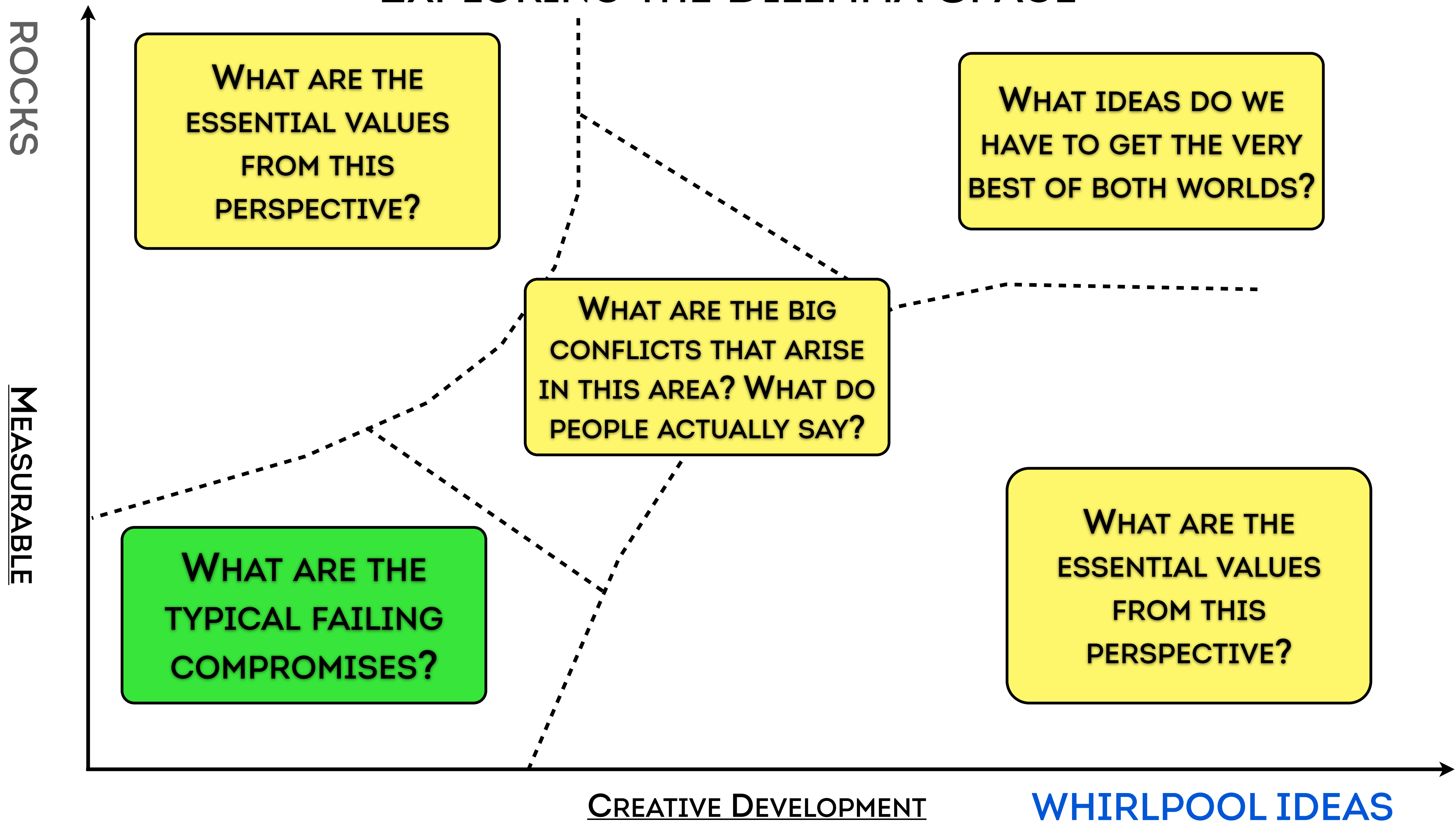


SESSION #2 FIRST MOVES
OPEN TO POSSIBILITY

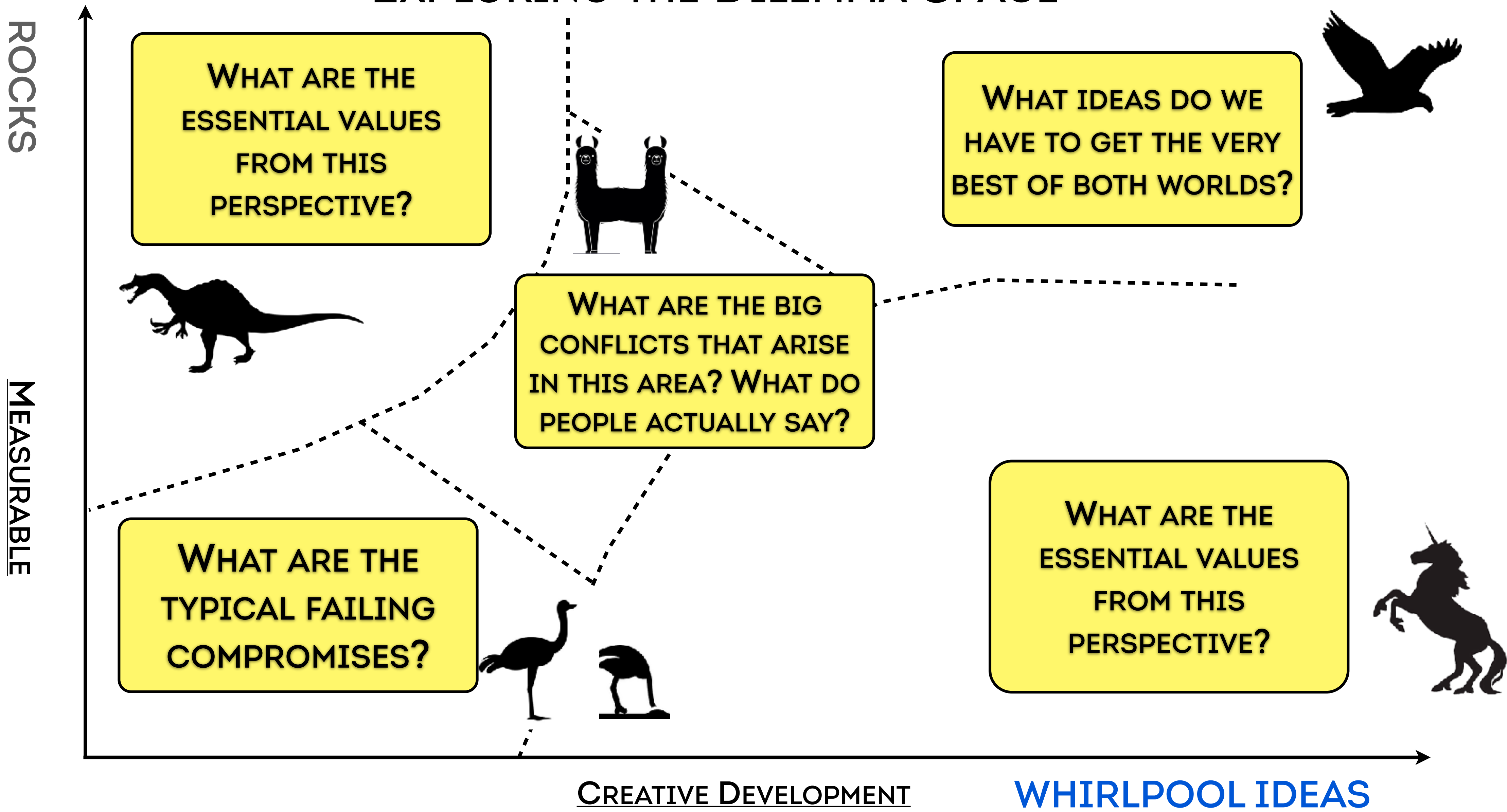
SESSION #4 PROTOTYPE
TESTING IDEAS

SESSION #6 CELEBRATE
BEYOND A WORKSHOP

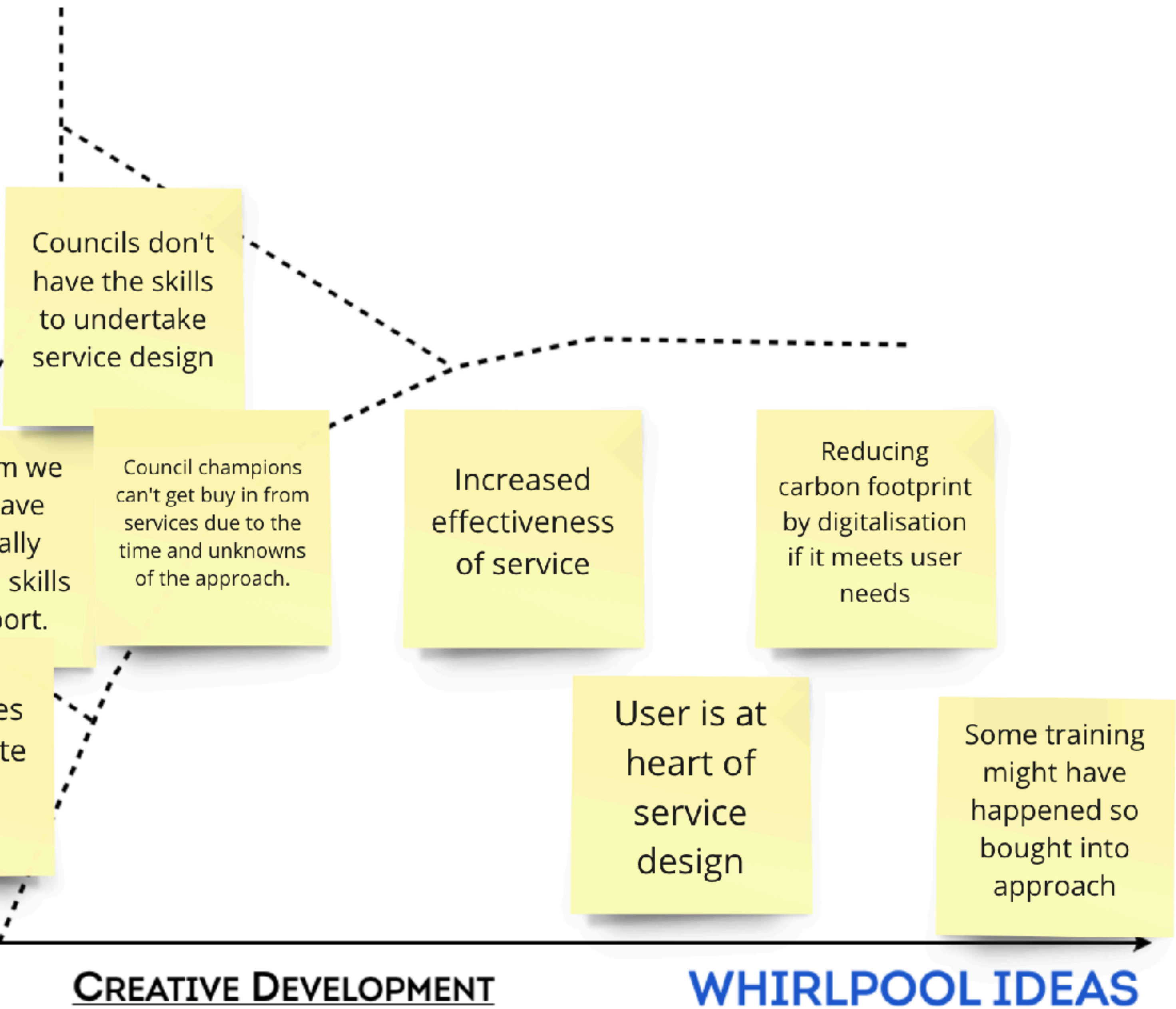
EXPLORING THE DILEMMA SPACE

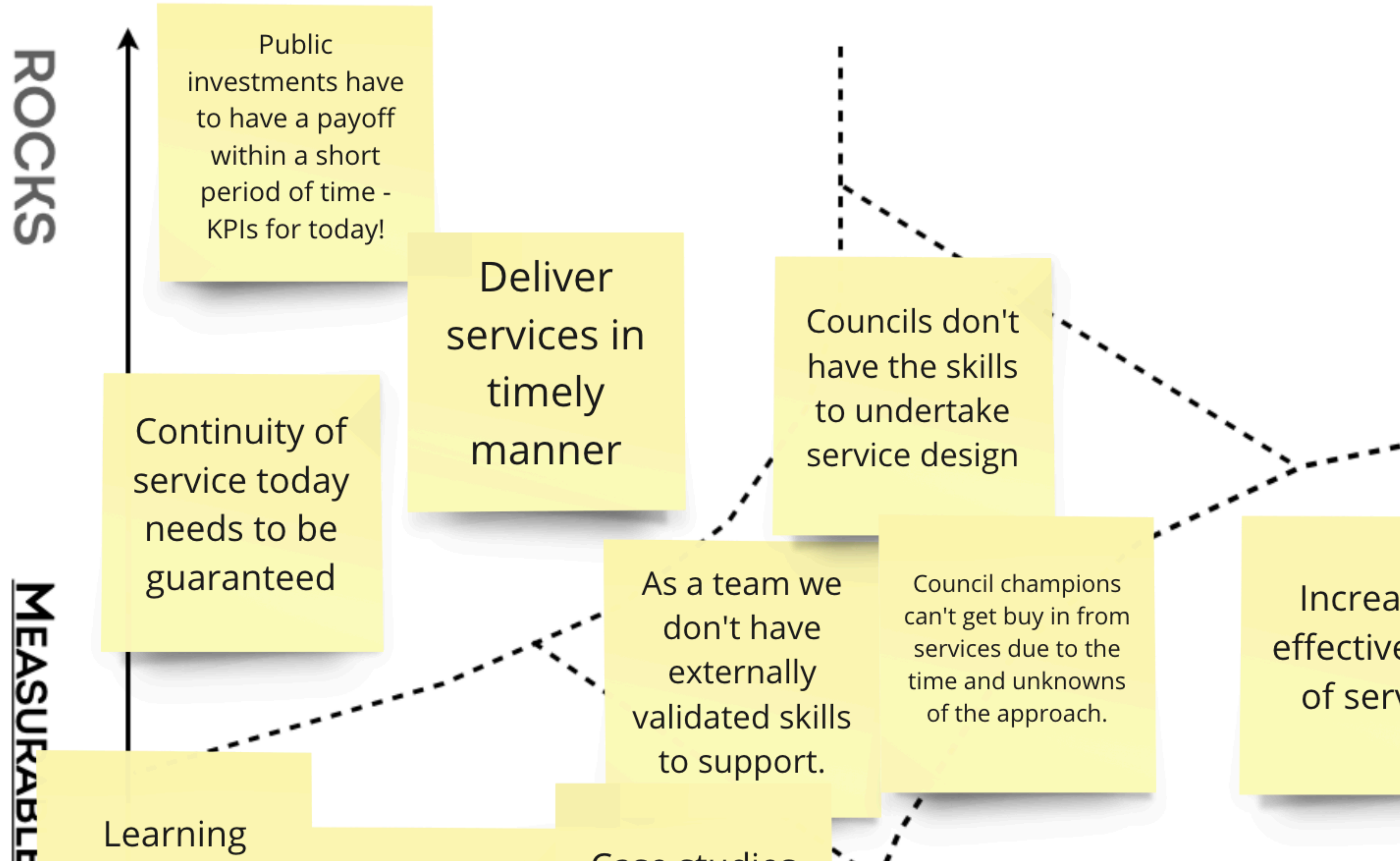


EXPLORING THE DILEMMA SPACE









CKS

within a short
period of time -
KPIs for today!

Deliver
services in
timely
manner

Councils don't
have the skills
to undertake
service design

Continuity of
service today
needs to be
guaranteed

As a team we
don't have
externally
validated skills
to support.

Council champions
can't get buy in from
services due to the
time and unknowns
of the approach.

Increased
effectiveness
of service

MEASURABLE

Learning
done outwith
working time

We don't do
external training
and support
with current
knowledge

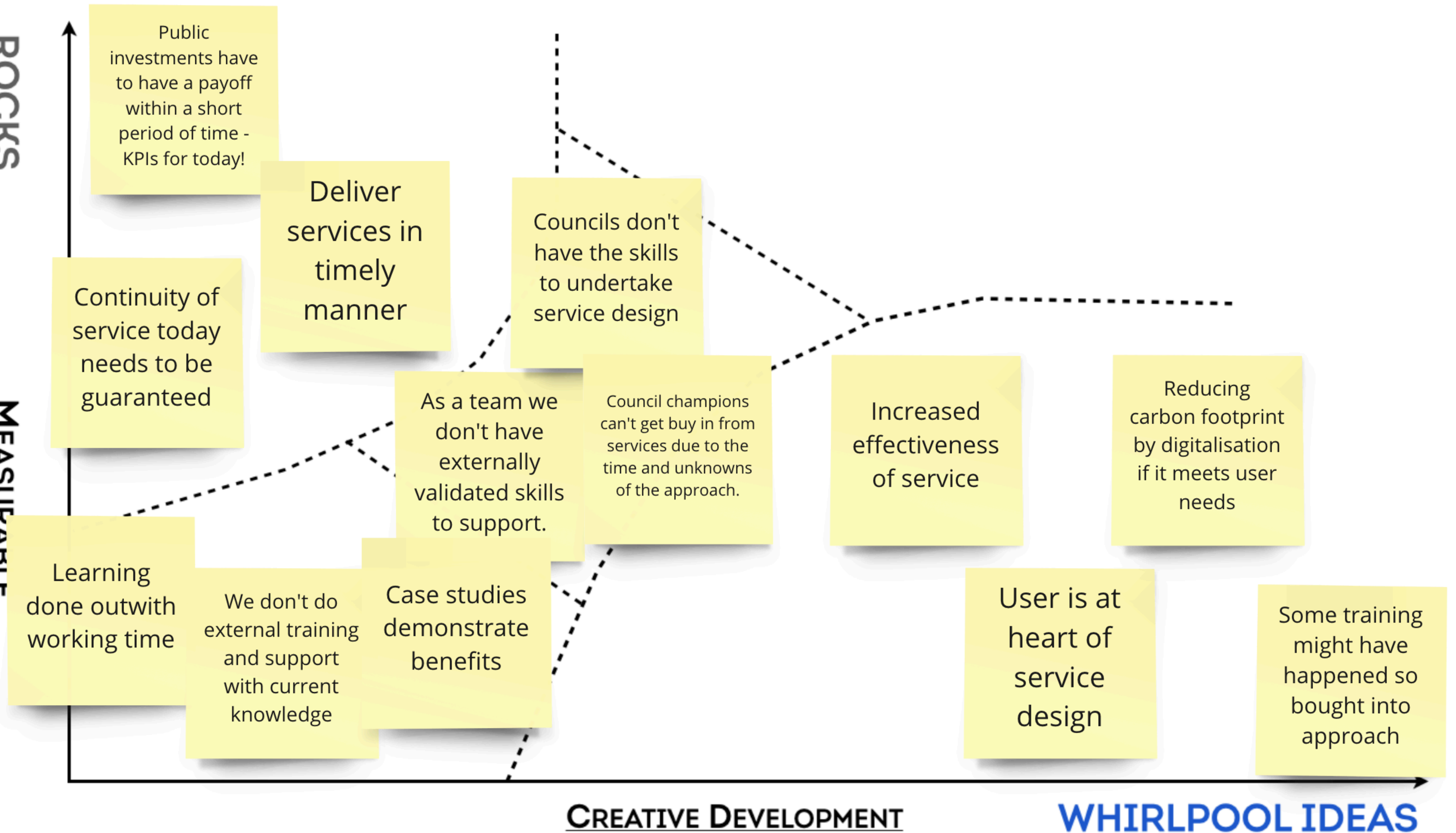
Case studies
demonstrate
benefits

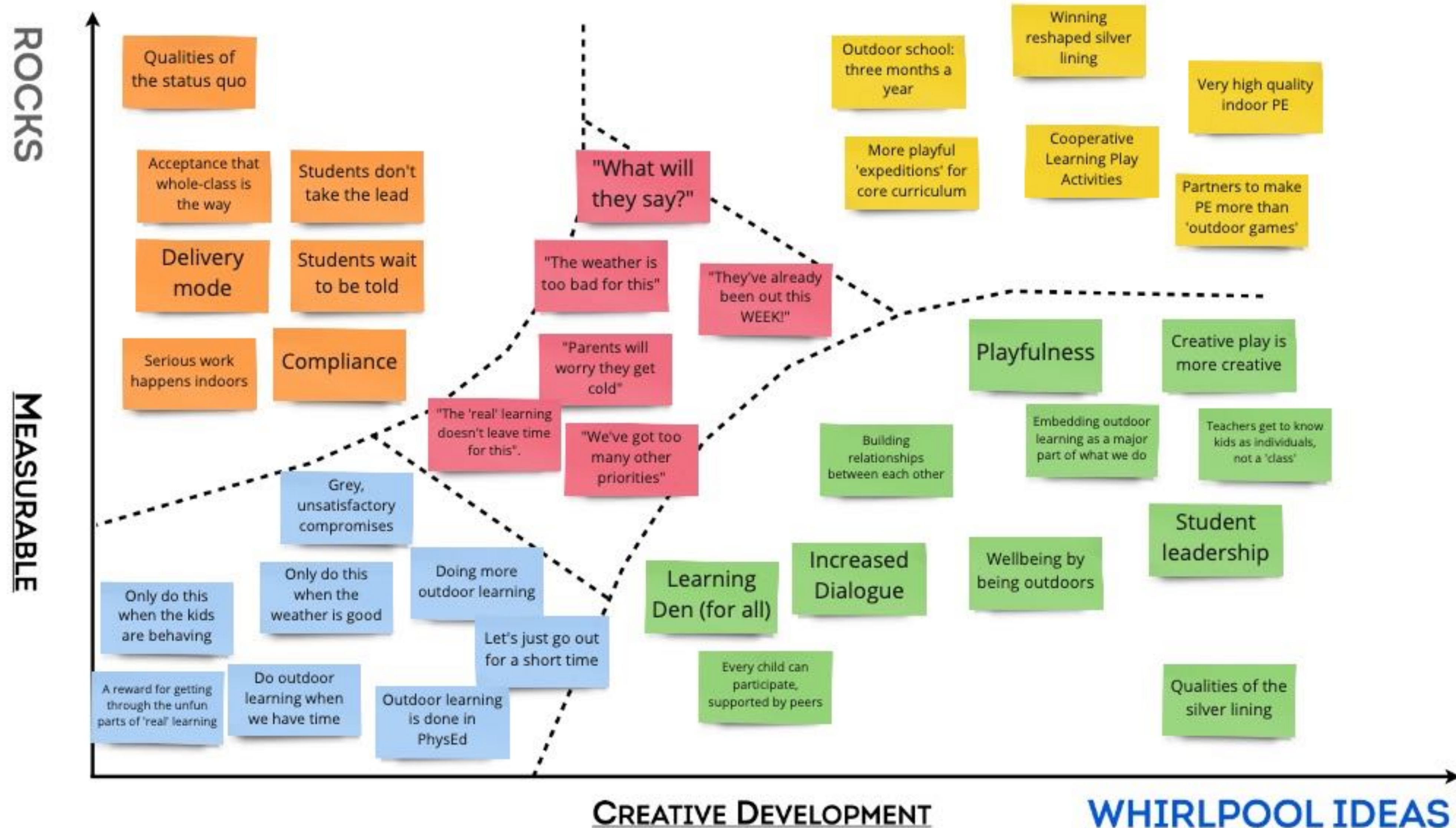
User is
heart
service
design

CREATIVE DEVELOPMENT

ROCKS

MEASURABLE





ROCKS

MEAS

Qualities of
the status quo

Acceptance that
whole-class is
the way

Delivery
mode

Serious work
happens indoors

Students don't
take the lead

Students wait
to be told

Compliance

"What will
they say?"

"The weather is
too bad for this"

"Parents will
worry they get
cold"

"The 'real' learning
doesn't leave time
for this".

"We've got too
many other
priorities"

"They've already
been out this
WEEK!"







Outdoor school:
three months a
year

Winning
reshaped silver
lining

Very high quality
indoor PE

More playful
'expeditions' for
core curriculum

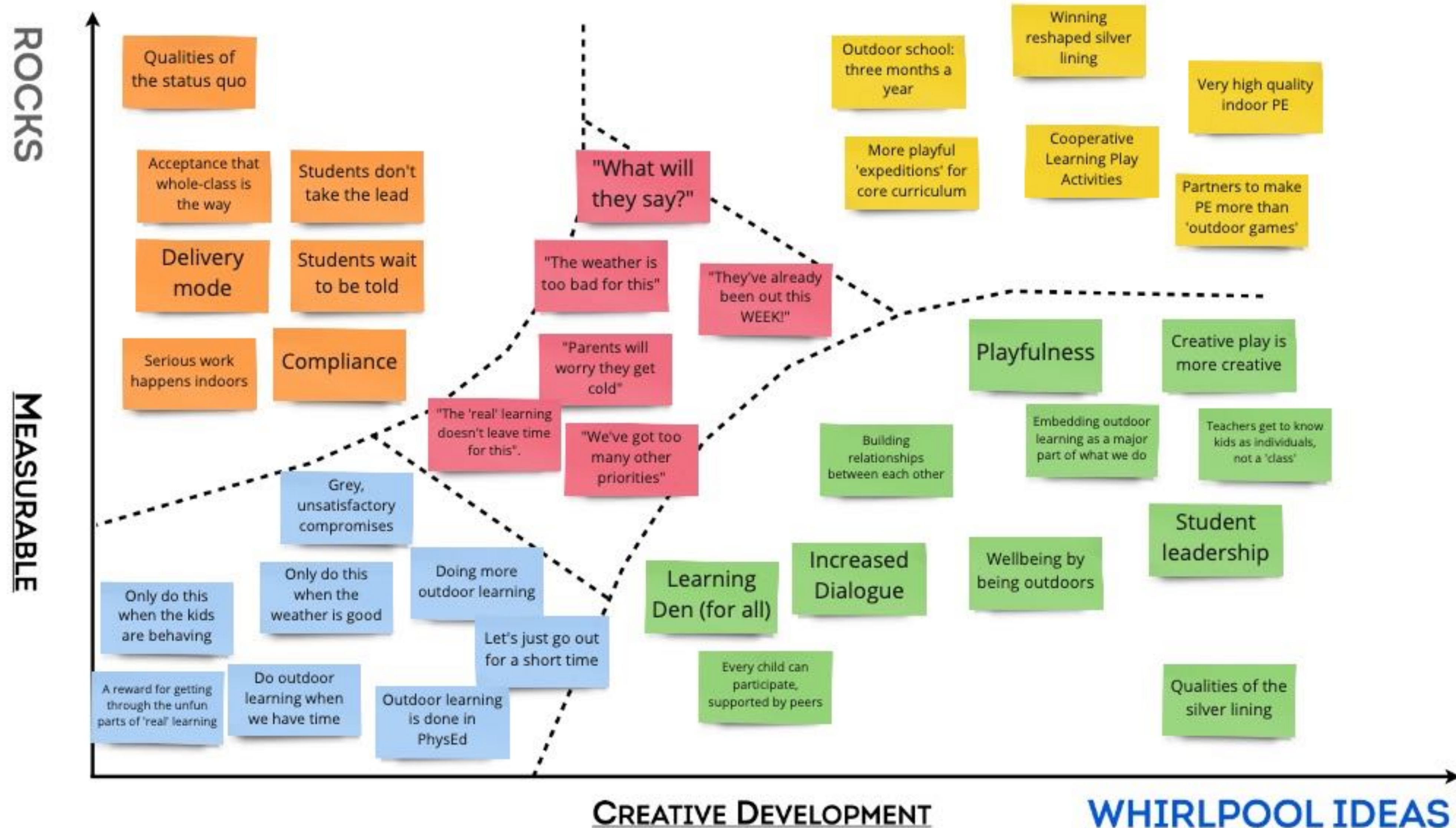
Cooperative
Learning Play
Activities

Partners to make
PE more than
'outdoor games'

They've already
been out this
WEEK!"

Playfulness

Creative play is



***“PERHAPS THE HISTORY OF **THE ERRORS
OF MANKIND**, ALL THINGS CONSIDERED,
IS MORE VALUABLE AND INTERESTING
THAN THAT OF ITS DISCOVERIES...”***

BENJAMIN FRANKLIN

***“..TRUTH IS UNIFORM AND NARROW; IT
CONSTANTLY EXISTS, AND DOES NOT
SEEM TO REQUIRE SO MUCH AN ACTIVE
ENERGY...
“BUT ERROR IS ENDLESSLY DIVERSIFIED.”***

BENJAMIN FRANKLIN

COMBINING THINKING

**AN EXAMPLE
OF A CAR IS...**



**THE CAR IS
AN EXAMPLE OF...**















**WHAT'S A CHALLENGING PROBLEM
YOU'RE DEALING WITH TODAY?**



WWxD?



CREATIVE CONFLICT

DIVERGENT THINKING

**AN EXAMPLE
OF A CAR IS...**



**THE CAR IS
AN EXAMPLE OF...**

















WWxD?

