

# The **RAPID REDESIGN** Project



## WHERE WE ARE RIGHT NOW

You hold a precious stewardship. Your work is invaluable to our society. We need you. We need your team. We need your programs. But these days are uncertain. The pandemic has changed everything. It has been said, “Never let a good crisis go to waste.” And yet many of us will.

Why? Because we are attached to what we have been doing. We are organized to pursue our pre-Covid-19 strategy. We are overwhelmed by making contingency plans. And we are feeling stress. Especially now, we are set up to want to survive instead of thrive.

Let’s reframe our thinking.

If we can use this crisis to rethink our strategy – not simply to make it through but to emerge better, more valuable to our communities, having a greater impact than we have ever had – then we will be able to thrive. This crisis might actually make us better.

## AN OPPORTUNITY

What program of yours is most vulnerable to this crisis?

In a crisis, leaders tend to do two things: (a) throw ideas at the problem, or (b) double-down on what worked in the past.

Instead of doing that, we are going to **redesign your program strategy**. And in the process of redesigning strategy, we will accomplish two additional objectives to make the most of this opportunity. This project will help you:

1. Design solutions for the immediate challenges of your program
2. Fix some of your chronic and pre-existing issues of your program
3. Grow the leadership for your program

## THE PLAN

This is what the project will look like:

- Identify one program in need of redesign as a result of the crisis
- Bring a team of 2-5 people to work together on the design
- Join 2 days (9am-3pm) of instruction and facilitated work, one week apart
- Engage with a cohort of other program teams to share ideas and get feedback
- Receive personalized coaching for every step of the design process
- Develop prototypes for program solutions
- Generate a strategic plan - what are you going to do
- Generate an implementation plan - how are you going to do it

All of this, for the time being, will be convened virtually through Zoom with the entire cohort and break-out rooms for working with your team and exchanging ideas with other teams.

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## YOUR FACILITATORS

**Steve Patty, Ph.D.** has been helping leaders and organizations develop programs, evaluate impact, and design strategy for 20 years, working on the strategy of organizations such as Oregon Food Bank, Grantmakers of Oregon and Southwest Washington, and Oregon Watershed Enhancement Board.

**Jessamyn Luiz** has focused her career on designing and managing programs to meet critical community need with Oregon Volunteers, Jumpstart for Young Children, Head Start, and the Pueblo of Tesuque tribal government.

**Landen Zernickow** has worked on building capacity in the social sector to accomplish our missions more effectively over the past decade, in leadership roles with the East Metro STEAM Partnership and Genesys Works, among others.

## WHAT YOU BRING TO THIS

- A program to redesign
- Team of 2-5 people
- Cost: \$1,200 USD per team

*We don't want cost to be a barrier, so if you can't come up with the resources, give us a call.*

## WHAT YOU GET OUT OF THIS

- 12 hours of facilitated instruction
- Personalized feedback
- Opportunity to collaborate with others in your cohort
- Online program redesign workbook
- Redesigned strategy for your program
- A check-in coaching call 2 weeks post-program

## HOW TO TAKE THE NEXT STEP

To register for either session, follow this link:

***<https://bit.ly/RapidRedesignPages>***

## WHO WE ARE

Dialogues In Action has been developing the capacity of leaders and nonprofit organizations for the past 15 years throughout North America to evaluate their impact, design strategy, and develop leaders. Our passion is developing people. We are based in Portland, Oregon.

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## **DAY 1** Preamble

- Introduction to the project
- Orientation to the challenges of programs
- Preparing for the day

### Chapter 1 **Get on the balcony (context)**

- What has changed?
- What has not changed?

### Chapter 2 **Get on the balcony (pre-context)**

- What were chronic issues that we were not making progress on?
- What were the existing frustrations that we didn't have answers for?

### Chapter 3 **Impact you want to have**

- What difference do you want to make?
- Taking a field trip into the future — What are the characteristics of impact?

### Chapter 4 **Inventory - what you have access to now**

- What do you have to work with?
- What do we need?

### Chapter 5 **Principles of Change**

- What are the various forms that might take in the future?
- What are new approaches that might be valuable to consider?

### Chapter 6 **Design Pt 1 (Early thinking)**

- What new categories might we explore?
- What might be some new combinations?
- What ideas inspire you from other places?

### Chapter 7 **Research**

- What do you need to find out?
- Who will look into what?

## **DAY 2** Preamble

- Where are we now?
- Where have we come?

### Chapter 8 **Research Results**

- What did we learn?
- What can we apply to emerging possibilities?

### Chapter 9 **Design Pt 2 (prototyping)**

- What does a virtual build on the most promising ideas look like?
- What could these ideas look like in our context?

### Chapter 10 **Virtual Testing**

- How might we test, adapt, recombine, discard to strengthen the ideas?
- What are the most promising possibilities?

### Chapter 11 **Resourcing**

- What human and financial resources do we need?
- How do we pursue those?

### Chapter 12 **Plan for Implementation**

- Who will do what, when, where, and how?
- How will we take next steps?