

NAME

KATE

STEVE

MARK

NITRAU

KATHERINE

BRIAN

LISA

LIZ

DIA

DESCRIPTION

- ORGANIZATIONAL TRANSLATOR
- AMPLIFIES THE POWER OF STORIES

• DATA → PROSE
 PROSE → ART
 ART → DATA

MAKES IT
 EASIER TO MOVE
 THE GEARS

• IDENTIFIES AND HIGHLIGHTS PRECEDENT (INCLUDING ADJACENT-ENOUGH FOR COMFORT) + PEERS

Description

what are you delivering today?

A tool that prepares + connects change-makers + helps her/him gain influence, engagement, power to meet her/his goals

change-maker accesses inside and outside case studies who have done or are doing similar changes

A tech tool that translates "intrapreneur" goals (govt/academy/...) & needs into impactful arguments for partner resources (stories/casestudies + graphics/data)

Application

how does it work? how will it be used?

Marketing must help self-identifying intrapreneurs surface new ones

Converts Text or Data to Graphics, in multiple styles

Case studies / Stories for different orgs / institutions with story of intrapreneur at the center

Converts GRAPHICS of DATA to TEXT to stories

Ground rules for case studies if you want to submit (intrapreneur story)

change-maker describes desired change
- goal
- time-frame
- measures
- resources

potential change-maker takes self-assessment

change-maker gets Reinforcement training

Impact

how will it help ecosystem builders?
what systemic issues will it address?

Empower self-identified intrapreneurs with data, graphics, research, contacts to help them create change

Builds, curates, archives, and promotes success stories + people

EMPOWERS CONTEXT-SPECIFIC STORYTELLING

Open Leaders views + mindsets to existing problems/opportunities along w/creative solution options

Case studies help intrapreneurs see themselves in that role

Team Members

who is working on this? include contact info and any future plans or commitments

MARK NEWBERG
MNEWBERG@WCSR.COM

Steve Tang
stange@sciencecenter.org

NIRAV Amin
ndamin@gmail.com

Kate Goodall
K.GOODALL@HALCYONHOUSE.ORG

Katherine Kriznak
KriznakK@prospectportland.us

Partners & Resources

what partners and resources should be engaged going forward?

Code for America

- Gov't } Ask for pilot volunteers
- Corporate }
- Academic }
- Non-Profit }

Next Steps

what should happen next? where would you like to see this go in future iterations?

Future iteration: tool to better connect peer-to-peer intrapreneurs

Define product specs, Prototype

IDENTIFY TECH THAT CAN ENABLE (Col Boile)

Tool for measuring culture change

User profiles

How to measure impact + outcomes

LEARNER

- INTRAPRENEURS

EMOTIONAL

Design corporate governance of each institution for engagement + partnerships

TECH DASHBOARD

Develop resource and relationship map and priorities

Social Media For Movements

Risk profile Govt/Insts Mitigate/avoid Risk

Don't empower employees within + throughout organization to take risks

lack of empathy

LAWYERS WHO CAN SAY "YES"

Engaged FINANCIALLY through pilots that are budgeted

Create multi-tier partnerships Buy-in at diff. levels: CEO -> Implementer Dean -> Grad student

Software Product Dev

Differing Risk Tolerances

NOT WILLING TO TAKE THE RISK

Entrepreneurs Take RISK-fail

Org that invests in empowering employees to take risks

Develop an honest SWOT analysis of your capabilities

Success/FAIL CORPORATE PLMBOOK

Partnering w/ grassroots orgs to bring about change

PRECEDENT

PROFITABLE IDEA EXCHANGE - MONTANA

100% DEDICATED RESOURCES (Time/\$)

Self-identified Mentor Network

Multi-year engagements - patient partnerships

- Culture Change

MULTI LEVEL MARKETING (For Good)

Google example of "psychological safety" for teams

Trying "user centered design" practices within org processes

CHANGE IN TECH USAGE RULES

ES
IT
TO MOVE

Google
example of
"psychological
safety" for
teams

Trying
centered design
practices within
org processes

IN
TECH
USAGE RULES

MAKE
(For Good)

Need "air
cover" from
senior executives
or "C-suite"

Processes
not iterative
→ use wrong
process to solve
problems

All
THESE
RULES!

Need to know
how decisions
are made

Values of ^{initial} competition vs of
collaboration

Accountable
to see a
project through

inconsistent
levels of
engagement

INERTIA

lack of
user designed
thinking

NOT FORWARD
THINKING ENOUGH

Too CLOSELY
CONNECTED
TO THE
CORE

lack of
awareness
around
structural
inequities of
gender/race

Partnerships

AND HIGHLIGHTS
PRECEDENT (INCLUDING
ADJACENT-EN
FOR COMFORT +PEEK)

Person Specific

Need to have
credibility with
decision-makers

Do they
have resources
and/or
street cred?

What Job
do they
have?

Where
ARE They?

Identifying
Change Agents
in
Institutions

Need to be
"in the room
when it
happens"

44

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Partnerships

Different Motivations

Understanding Mission / Goals of Institutions

Unclear benefits (they are seeking)

Corporations need to align partner structures to connect at multiple points not just one.

Govt. needs to stick to scaling proven solutions, convening & highlighting. Quick funding doesn't work from Govt.

Wanting to do it alone instead of seeking the right partner

LEVER

LEVER

<p>Mission</p> <p>how will it be used?</p> <p>Case studies / stories for different orgs/institutions with story of intrapreneur at the center</p> <p>potential change-maker takes self-assessment</p> <p>change-maker gets Reinforcement training</p>	<p>Impact</p> <p>how will it help ecosystem builders? what systemic issues will it address?</p> <p>Empower self-identified intrapreneurs with data, topics, research contacts to help them create change</p> <p>Builds, curates, archives, and promotes success stories & people</p> <p>EMPOWERS CONTEXT-SPECIFIC STORYTELLING</p> <p>Open Leaders views + insights to existing problems/opportunities along w/creative solution options</p> <p>Case studies help intrapreneurs understand what role</p>
<p>Resources</p> <p>resources should be going forward?</p> <p>Govt Corporate Academic Non Profit</p> <p>Ask for pilot volunteers</p>	<p>Next Steps</p> <p>what should happen next? where would you like to see this go in future iterations?</p> <p>Future iteration: tool to better connect peer-to-peer intrapreneurs</p> <p>Define product specs, Prototype</p> <p>IDENTIFY TECH THAT CAN EMULATE (Col Boire)</p> <p>How to measure impact + outcomes</p> <p>User profiles</p> <p>Tool for measuring culture change</p>

INFLUENCE

PRECEDENT

Accountable?

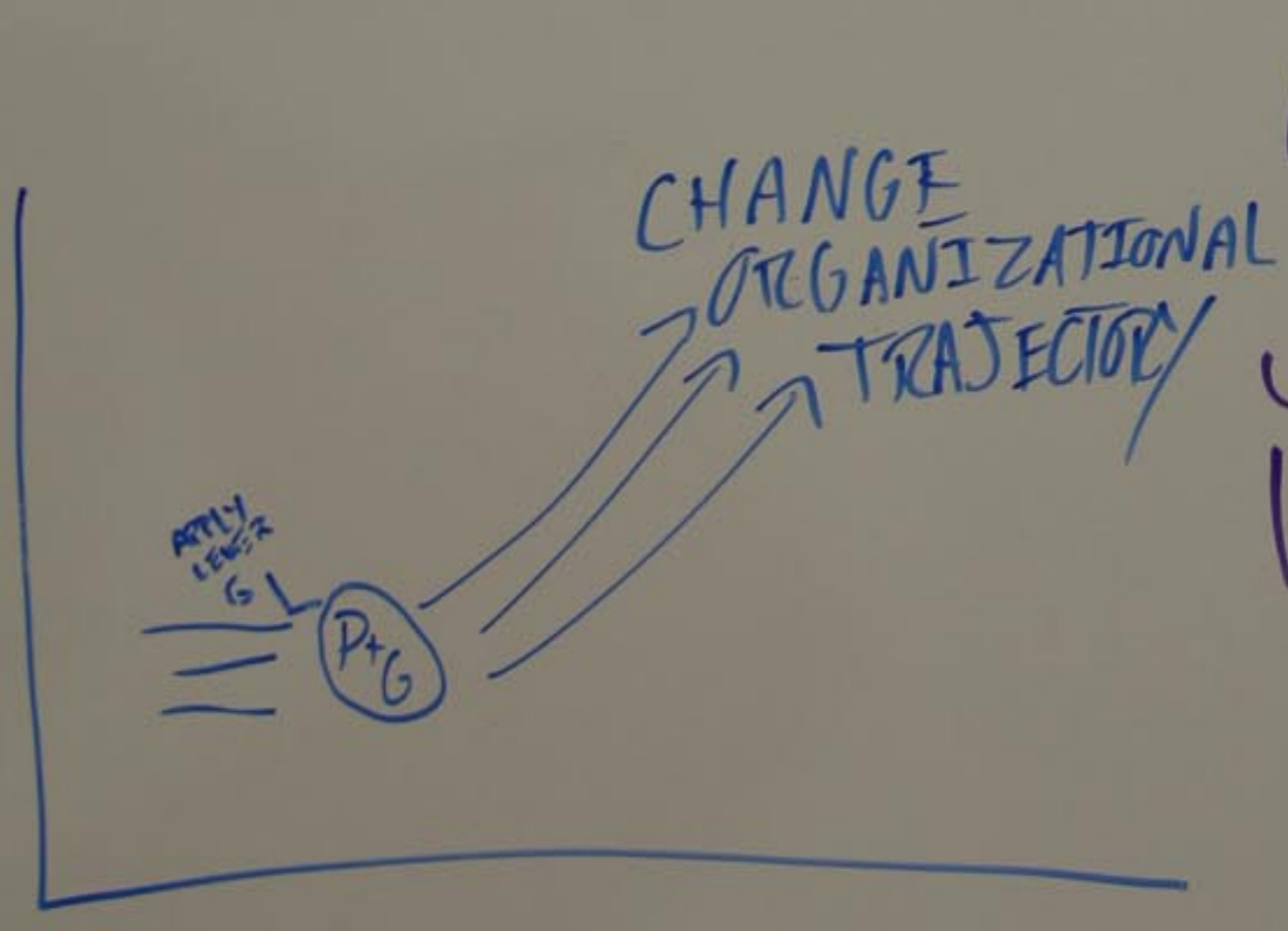
Accountability + sustaining tool?

Influence

Engagement

Power

P.I.E.



Ideas

wrench

Intrapreneur

Precedent

MVP

P.I.E.

DES

- ORGANIZATIONAL
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- DATA → PROSE
- PROSE → ART
- ART → DATA
- IDENTIFIES AND HIGHLIGHTS PRECEDENT (INCLUDE ADJACENT)

NAME			
KATE	STEVE	MARK	NIRAV
KATHERINE	BRIAN	LISA	

Need to have credibility with decision-makers