

Title: Government Innovation Academy

Target Audience: All State Employees who can use innovative practices to improve their work.

Course Completion: Participants must complete all the courses in the academy to earn their certificate of completion. This course has been approved for incentive credit for eligible employees. All incentive rules apply and completed CS365 forms must be received in advance.

Registration: Participants must complete the academy registration form to attend this course and supervisor approval is required to attend.

<p>Required Sequence of Study:</p> <ul style="list-style-type: none">• Idea Generation• User-Observations• Behavioral Insights• Ideas → Implementation• Storytelling
<p>Idea Generation</p> <p>How might we facilitate brainstorming to come up with new ideas to solve some of the problem areas we face in government? We will explore the process of developing and communicating ideas which are abstract, concrete, or visual.</p> <p><u>Course Objectives:</u></p> <ul style="list-style-type: none">• Brainstorming• Marshmallow Challenge (activity)• Networking / Problem Definition
<p>User-Observations</p> <p>How might we observe users interacting with a product in order to understand the usability of a service and the overall user experience? We will explore techniques for user-shadowing and creating distinct personas in designing a better user-experience.</p> <p><u>Course Objectives:</u></p> <ul style="list-style-type: none">• Coffee exercise (activity)• User-Empathy / Perfecting Your Personas (article)• Shadowing: Site Visit (activity)
<p>Behavioral Insights</p> <p>How might we leverage behavioral science techniques to build better outcomes and experiences with our communications, policy, and programs? We will explore the designing, testing, and scalability of low-cost, high-return solutions.</p> <p><u>Course Objectives:</u></p> <ul style="list-style-type: none">• IDEO’s 6 Step Human-Centered Design Process (article)• Nudges / Anchors• Form Redesign
<p>Ideas → Implementation</p> <p>How might we approach transitioning from a great idea to achieving the necessary buy-in and support for a successful implementation? We will explore coalition-building approaches, including timing, identifying influencers, and idea selection.</p> <p><u>Course Objectives:</u></p> <ul style="list-style-type: none">• Communication / Diverse Coalitions / Neutral Convenings• Influencing and Advocacy• Get Buy-in for Your Crazy Idea (article)
<p>Storytelling</p> <p>How might we better use storytelling to unearth the wonderful work being done and the populations impacted? We will explore examples of how to not only strategically communicate internally and externally, but also how to spotlight the achievements of our colleagues.</p> <p><u>Course Objectives:</u></p> <ul style="list-style-type: none">• Employee Recognition / Spotlighting

- Knowing and Using Your Brand
- Celebrate Risks and Failures