

# Social Innovation Amid Crisis

Dr. Robbie Waters Robichau, '07

\* A big thanks to my research assistant Allison Hall, MPSA '20 for assistance.

## Overview:

Presentation highlights

- Innovative Self
  - Myths of innovation
  - Innovative mindset
- Innovative Organizations
  - Co-creation & design thinking
  - Social value creation
- Innovation during Crises
  - Covid-19 stories
  - America's racial crisis
  - Tools for adapting and innovating
- Discussion and wrap-up

**“Creativity is something you practice.”**

Tom Kelly and David Kelley, IDEO

## Myths of Innovation

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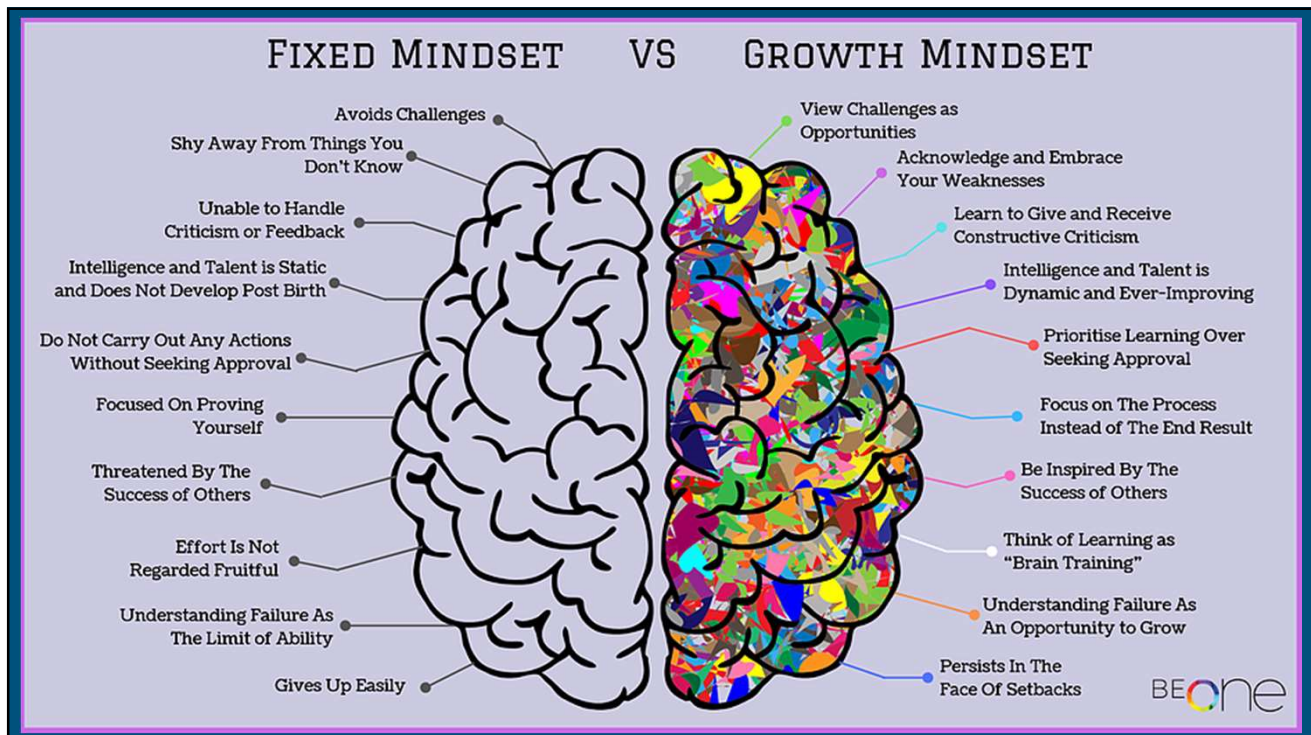
- Innovation always takes a lot of money
- Innovation is for the young and reckless
- Innovation takes a great idea
- Innovation cannot be taught



# Reclaim Your Creative Confidence

Face the four major creative fears:

- Fear of the messy unknown
- Fear of being judged
- Fear of the first step
- Fear of losing control



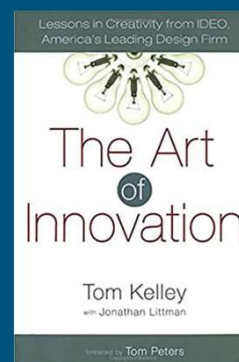
## The Art of Innovation: Tips

### 7 Secrets of Brainstorming:

- Sharpen your Focus
- Playful Rules
- Number your Ideas
- Build and Jump
- The Space Remembers
- Stretch your Mental Muscles
- Get Physical

### Hot Groups:

- The Visionary
- The Troubleshooter
- The Iconoclast
- The Pulse Takers
- The Craftsman
- The Technologist
- The Entrepreneur
- The Cross-Dresser



## Breakout Session 1 - 10 mins

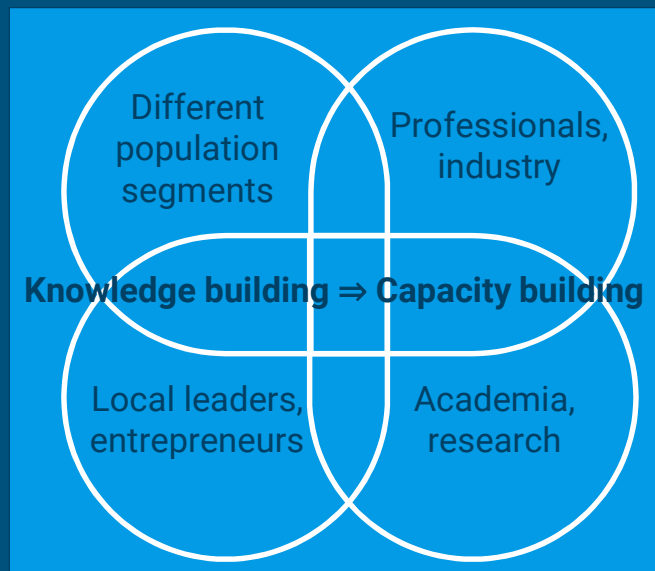
1. Describe one challenge your nonprofit is currently facing that needs an innovative approach?
2. Based on what you've heard so far, how do you react to the fact that innovation is about practice and flexing your creative muscles (not about fixed, innate abilities)?
3. What is one approach you are willing to try to be more innovative?

“At the heart of **design thinking** is deep understanding or **empathy** with what people want.”

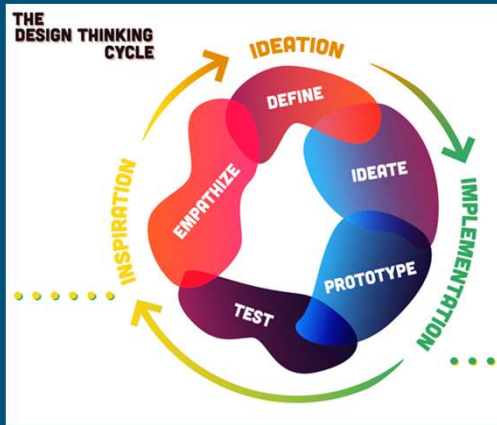
Kathleen Allen

## Co-Creating with the Community

- Step 1: Assess stakeholders for knowledge exchange
- Step 2: Community-driven research
- Step 3: Create collective capacity

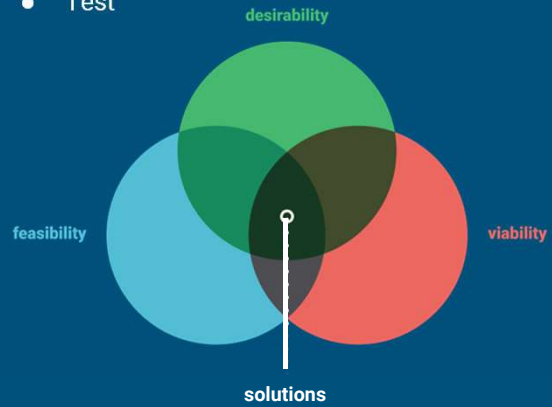


# Designing the Solution



Inspiration, Ideation, Implementation

- Analyze and organize options
- Prototype
- Test



## The Mission Model Canvas

Mission/Problem Description:		Designed by:		Date:	Version:
Key Partners	Key Activities	Value Propositions	Buy-in & Support	Beneficiaries	
	Key Resources		Deployment		
Mission Budget/Cost			Mission Achievement/Impact Factors		

“As COVID-19 illuminates the longstanding inequities and gaps inherent in all of our systems, it’s time to take unprecedented steps as a community to disrupt disparities and build opportunity and prosperity for all.”

Lisa Peyton-Caire

## Nonprofits and Racial Justice in America

- How can you engage stakeholders and take a stance on the racial crisis?
- Examine your organization and create space
- Empathize and listen; apply racial equity lens
- Follow the leadership of Black-led organizations and organizers (e.g., Making Black Lives Matter Initiative & Black-led Movement Fund)
- Invest resources into/find funding for anti-racism efforts
- Answer the call for systemic change



“Des Moines Protests George Floyd Murder,” Phil Roeder

## Nonprofits that are Innovating and Pivoting

- Texas Rising
  - Youth-led groups pivot on voter registration strategies
- Eastern Market Partnership in Detroit
  - Innovating with drive-through and farm box options
- Pacific Pride Foundation
  - Pivoting to online programs & counseling increased participation
- California Automobile Museum
  - Pivoting from a reliance on ticket sales



## Tools for Adapting and Innovating\*

### Review and other General Tips

- Allow space for individual, group brainstorming and creativity
  - Individual practice, design thinking, co-creation
- Think about innovation in different ways:
  - New product or substantial change in an existing one
  - New process
  - New market
  - New sources of supply
  - Change in industrial organizations

### Trending during Covid-19

- What nonprofit type are you for now?
  - Hibernator, responder, or hybrid?
- Innovate the way you fundraise
- Innovate volunteering
  - Virtual volunteering
- Scenario planning and future emergency management





## Breakout Session 2 - 10 mins

1. How can your organization allow for space for creativity and design thinking?
2. What is one tool or concept you heard about innovation that your nonprofit can use right now, and how?
3. What are some new ways of reaching out to various stakeholders during the pandemic racial justice movement?
4. What innovative practices have you already tried? Lessons learned? Will you keep or abandon those strategies?

Highlights from the  
breakout sessions?

Further Questions?