

Innovation Lab: Same Old Audience, New Programs!

Supervisor Elective 2

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SUMMARY:	In this session, we will apply the concepts of innovation and human-centered design to craft programs that make your staff feel appreciated at camp and keep your campers engaged!
ABC GOALS:	<p>Affective: Participants will feel...</p> <ul style="list-style-type: none"> • Energized by coming up with new ideas • Refreshed by letting go of old paradigms • Inspired to take their new ideas back to camp <p>Behavior: Participants will be able to...</p> <ul style="list-style-type: none"> • Conduct an empathy interview • Smash disparate ideas together • Track the success of their new programs <p>Cognitive: Participants will know...</p> <ul style="list-style-type: none"> • Human-centered design techniques • Innovation tools • New sources for ideas to incorporate
AUDIENCE:	<ul style="list-style-type: none"> • Cornerstone Leads • Staff who manage other staff
TIMING:	75 Minutes
APPENDICES:	<ul style="list-style-type: none"> • Innovation Lab Slide Deck • Event Model Canvas Worksheet
MATERIALS NEEDED:	<ul style="list-style-type: none"> • Post-it notes (20 per participant) • Writing utensils • Projector (if using slide deck)
SET-UP DETAILS:	<ul style="list-style-type: none"> • If possible, being at round tables so writing and post-it organization is easier

SESSION TIMELINE

- Icebreaker (10 minutes)
- Empathic/Motivation Interviewing (10 minutes)
- Idea searching and smashing (15 minutes)

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- Brainstorming (15 minutes)
- Event model canvas (10 minutes)
- Bringing it back to camp (10 minutes)

SESSION OUTLINE:

- **Icebreaker (10 minutes) --write on notecard, walk around holding up your notecard, find another person, share your name and guess the question for the other person's answer.**
 - You tell us the answer – to your favorite icebreaker question. We get to figure out what the question is!
- **Empathic / Motivation Interviewing - SBB (10 minutes)**
 - Empathic / motivation interviewing is an opportunity to get honest feedback through direct conversation with the people you want to help and make change for. Here's how it works:
 - You want to make sure that your staff (and campers) are happy, so how do you do it? Well – have you asked them what they want? Using empathy / motivation interviewing techniques, you can find out what your campers and staff really want to have happen at camp.
 - Sample questions:
 - Basic biographical information
 - How do you feel when X happens at camp?
 - What would you like to see happen for your co-staff (bunk, age group, etc.) at camp?
 - What's one thing we could do better at camp?
 - ...and how would you get it done?
 - Tips and tricks:
 - Get more information: Ask why or say “tell me more?”
 - Encourage storytelling.
 - Watch body language
 - Take notes.
 - For more reading and information on empathy interviews, check out the California Collaborative for Educational Excellence and their guide: <https://ccee-ca.org/wp-content/uploads/2020/10/2018-Empathy-Interviews-Guide.pdf>
 - Have two participants model empathic / motivation interviewing about how to use empathic / motivation interviewing at their camps this summer.
 - What did you learn from this?
 - How do you want to use this? (Let's find out from Shore now...)
- **Idea searching and smashing – Shore (15 minutes)**
 - Discuss where ideas come from (e.g., books, movies, previous experiences, Kickstarter campaigns, TikTok videos, etc.)
 - Share examples of how ideas get smashed together
 - The iPhone (mp3 + phone + internet device)
 - The Switch App (Tinder + LinkedIn)
 - Peloton (Netflix + Workout Gym)
 - Discussion Questions:

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- What is a device or thing you'd put on this list?
- What does this make you think about for camp? (I.e., opportunities for applying idea smashing)
- Go to Kickstarter—where innovative ideas are grown--find a campaign, and identify why they think it will be successful. In other words, how are they indicating people want what they are offering (could pick something other than Kickstarter that you know exists)
 - Discussion Question:
 - What are you finding?
 - What is exciting to you about what you found? (What is a specific idea or concept that you really like?)
- **Brainstorming – SBB (25 minutes)**
 - **Reminder: this is currently without Customer Discovery, which is the first step!**
 - “Imagine you're in your programming space at camp, and you're about to put together a few fun go-to programs. In order to think about what we're going to do and how we're going to do it, we're going to use a fantastic teaching tool: post-its! You will have a stack of post-its, color doesn't matter, and on each of them you will write a response to a prompt, get excited. Each post-it will represent one response, one bit of brainstorming. Write a few words per post-it, not sentences.”
 - **Prompt 1:** What is a staff time-off program OR a traditional camp program for campers that is beloved or, at the very least, repeated at your camp? Please write 5 post-its with 5 different programs, if you want to do all 5 as staff programs, or you want to do a mix, whatever works for you. This is to get your brains moving.
 - **Prompt 2:** What are 5 post-its of things that could be improved on in the program/s you listed above. You can do 5 about one program, or 1 about each program – up to you.
 - **Prompt 3:** What are some other areas/people/interests in camp that could be introduced to the mix to improve one or more of the programs on your post-its. Who or what are outside helpers or resources that can add to this program? Again, you can do 5 for one program, or mix it up.
 - Sorting – Look at your post-its, and decide – which is the program (or programs, you do you) that you want to move forward on modifying. To clarify: you might want to focus on two programs this summer, but in this particular elective, we want you to have one program that you really want to dive into.
 - Take a moment to look at all of the programs – what a bank for your camps! Take notes on what you're seeing (and we'll share the list).
 - Discussion questions:
 - Find a partner, doesn't matter if they're focusing on staff or camper, and show them what you've selected, and answer the following questions for each of your programs:
 - What's a challenge I'm excited to face?
 - What's an opportunity that this smashing will create for my camp/staff/campers?



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- Did you smash?
- What will you be smashing?
- Do you need more post-its?
- Full group debrief:
 - Did you notice a diversity of programs? What were some recurring themes?
 - How did it feel to be in the camp mindset already?
 - These programs leave a legacy – what legacy do you think your camp leaves? What would you like your legacy at camp to be?
 - Some of these programs are large scale. How can you, one (or a few) people in your camp, drive such large-scale change?
- **Bringing it back to camp** - SBB/DDS (10 minutes)
 - Creating the space to “do the thing” of brainstorming and innovating
 - “Here’s what you can do with your Cornerstone cohort and beyond”
 - SMART Goals for bringing this back—a transfer task in 2 parts
 - 1) Bringing the new program idea back to camp using the Event Model Canvas Worksheet
 - **Entering Behavior:** What is the current situation and idea that situation inspires?
 - **Jobs/Experience Journey/Design/Promise:** What is the first step in bringing this idea back to camp and how will you accomplish this first step?
 - **Existing Behavior:** By When? What will success look like?
 - 2) Discuss bringing the Smash model back to your cohort
 - What will you bring back to them?
 - How?
 - By When?
 - What will success look like?

BRINGING IT TO YOUR CAMP:

You’ll be great if you follow our lead (see above)!