

Friday 10:30 AM - 12:00 PM

'Innovation Sherpa,' Your New Job Title?

Track: Tactics

Location: Wilson A

Session Presenter(s): Colleen McCarthy, Kevin Harris, Cary Walski

Hashtag: #14NTCinnovationsherpa (<http://twitter.com/search?q=14NTCsherpa&f=realtime>)

Evaluate this session: <http://surveymonkey.com/s/14NTCEval?c=1502>

Session description: Big ideas, light-bulb moments, we all have them. We know our colleagues do too. Rarely though, do those light-bulb moments translate into successful innovation using technology. This presentation looks at how you can guide your organization from bottom-up, bright idea to successful implementation. Using the framework for innovation developed by Idealware and MAP for Nonprofits, we'll look at how you can collect light-bulb ideas (and even enhance your orgs ability to produce them.) Then through guided discussion and activities, we'll help you understand what bright ideas to select, and how you can smooth the path to translating those ideas into reality. This session is for any nonprofit professional who would like to discover ways that technology can increase their organization's impact . Attendees will walk away with: 1) A new definition of innovation for your organization, and the understanding that innovation is within your reach, regardless of budget or org size; 2) Field-tested tips and tools from Exponent Partners on how to position your organization to implement new technology and ensure its adoption; 3) A tool set that you can use to select which bright ideas are worth pursuing.

Notes Contributors:

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Notes:

According to the Unleashing Innovation report, real innovation:

1. identified one or more low-cost “non-glamorous” technologies (sometimes that the org already owned)
2. applied those technologies to a challenge the org had
3. implemented to create profound programmatic or business results for the org

Marah @marahverse 5m

"innovation inside of organizations is often accidental"

Exponent Partners @Exp_SF 2m

Innovation can be low cost when applied to existing challenges and right org culture



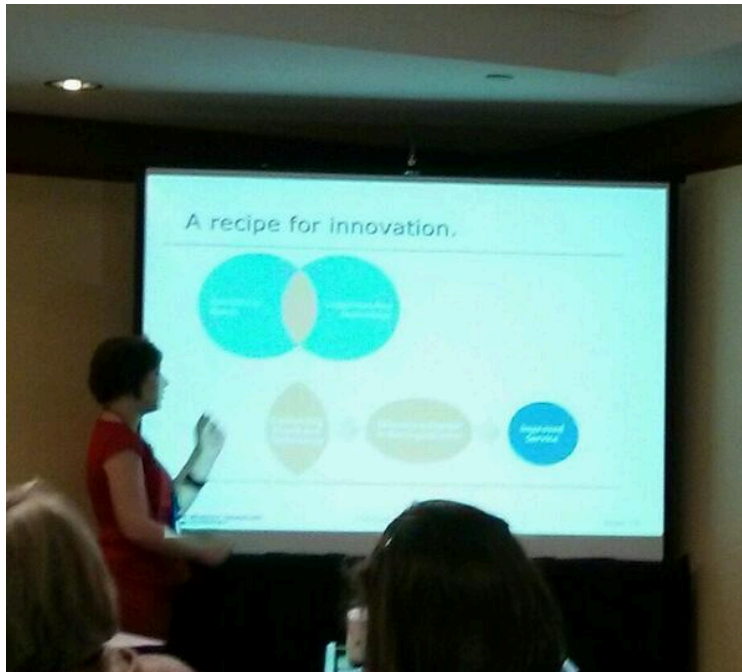
Case study: Domestic Abuse Project - modified existing case mgmt system (an online database) to grant access to probation officers to look up program attendance, eliminating bottleneck of requests for information. After putting into place, the avg. time parolees spent in program declined from 45 weeks to 18 weeks.

Marah @marahverse 3m

recipe for innovation- connecting the org needs and technology > effecting change > improve service

Step 1: Understand needs

"A simple framework for innovation; not necessarily an easy one though."



Marah @marahverse 1m

needs management / identification must be xfunctional

"The big easy activity" -- have your cross-functional team get together, pass out a bunch of post-it notes, have everyone brainstorm the challenges everyone is having (related to technology or not). Have them graph the pain points involved. Model uses impact on y axis (small to big) and doability on x axis (hard to easy). Idea is to pinpoint needs in big-easy quadrant.

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The Big Easy activity - a way to identify opportunities for innovation!



Step 2: Understand Technology

Comment (soap-box) from audience: when we assess the costs, they're not just monetisable or about programming difficulty, they're often about organizational resistance to change and the time investment necessary for change management.

A key to getting staff to adopt new ideas around technology is to make it fun. Example: online phishing quiz - <http://www.opendns.com/phishing-quiz/>

Other idea - nonprofit technology story time. Bring milk & cookies (really) to a staff meeting, and have people take 5 minute turns telling their stories.

Connect needs to technology

Write down your processes and map them out.

Effect a change in your organization

Improve service

Recommendations:

- Keep it simple
- train on the process, not the product
- clear picture for staff

- follow-up
- incentivize team w/ new tech's perks
- establish champions of the new tech in each of your programs

Driving adoption for the long haul - getting the system implemented is one big challenge, but keeping it adopted is a long-term process. But one which gives you opportunity to continually innovate.

Marah @marahverse 1m

get their attention, teach the basics, make it stick, innovate and iterate to last

Innovation is within your reach!

1. Innovation is rarely glamorous
2. innovation doesn't have to be expensive
3. Simple and inexpensive innovations have the power to create profound, positive results

Marah @marahverse 2m

innovation is rarely glamorous or expensive. It can be simple & profound

Marah @marahverse 56s

innovation isn't about technology it's about solving problems.

The Nonprofit Technology Conference uses Google Docs for collaborative note taking during sessions. The notes you record here benefit everyone! Here are some tips:

1. Work together! Anyone can take notes. If someone is taking notes already, start another paragraph and contribute another point. Or help them out by tidying up typos and formatting.
2. Use bullet points, lists, and headers to organize information. Keep paragraphs concise.
3. Refer back to the slides available for the session.
4. Have fun, and thanks for helping out!

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