Kickstarting Innovation!

Alliance’s Innovation Academy Success Stories from the Class of 2017

June 6, 2017
About the Alliance

Inspiring Innovation to Advance Communities

- Convene and Engage Networks of Thought Leaders
- Identify and Distribute Leading and Emerging Practices and Trends Important to Local Government
- Provide Training to help Organizations Build and Sustain a Culture of Innovation
Go to Webinar

Clicking the Rectangle will Place You in Full Screen Mode.

Clicking the Arrow on your Go To Webinar Toolbox opens and closes your viewer.

All Attendees are Muted, but we do want your participation!

Please ask your questions using your Go To Webinar Toolbox throughout the webinar.
Introducing Today’s Presenters

Bob Trahan & Jason Beasley, City of Virginia Beach, VA

Michael Davis, Durham County, NC

Victoria Carreon, City of Las Vegas, NV
Bob Trahan  Jason Beasley
Co-Team Leads
Steps to Innovation

Step 1: Select Issue
Step 2: Guppy Tank
Step 3: Nurture
Step 4: Shark Tank
Step 5: Innovative Solutions
Challenges/Next Steps

• Fleshing out Steps 4 and 5
• Sustainability
• Ownership
Academy Takeaways

• A Process for Innovation
Academy Takeaways

- Models for Change – Human Design
Academy Takeaways

• Networking
Welcome to Durham County, NC

• Population: 294,000
• Part of the Research Triangle (Raleigh-Durham-Chapel Hill)
• Duke University and NC Central University
• High-tech, startup and life sciences industries
• Foodie culture
• Employees: ~1900
• Departments: 27
Context: Change in Durham County

- Strategic Plan
- Managing for Results – includes “culture of innovation”
- But what does innovation mean for organization?
- Why Innovation Academy? To learn more and build org capacity
- How do we empower employees to suggest ideas and how do we support them in this work?
Innovation Vision for Durham County

—Every Durham County employee feels *empowered* to suggest and test *new ideas* to improve service delivery to residents and fellow employees alike
Why Innovation Academy?

• Another way to embrace innovation
• Learn new concepts and tools
• A new type of team
• Breaking down silos
# Durham County Innovation Academy Team

<table>
<thead>
<tr>
<th>Team Member</th>
<th>Department</th>
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<tbody>
<tr>
<td>Linzie Atkins</td>
<td>Veterans Services</td>
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<tr>
<td>Daniel Berndt</td>
<td>DCo Fire and Rescue</td>
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<td>Martricia Degree</td>
<td>Register of Deeds</td>
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<td>Jovanna Foreman</td>
<td>Library</td>
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<td>Tonia Gay</td>
<td>DSS</td>
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<td>Deidre Gonzales</td>
<td>Human Resources</td>
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<td>Pam Purifoy</td>
<td>DSS</td>
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<td>Beth Steenberg</td>
<td>CJRC</td>
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<td>Johnny Taylor</td>
<td>Tax</td>
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<td>Kelly Warnock</td>
<td>Public Health</td>
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<td>Brad Willman</td>
<td>General Services</td>
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<tr>
<td><strong>Michael Davis</strong></td>
<td><strong>County Manager’s Office</strong></td>
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Picking A Project – Criteria

- Dynamic – not something to “sit on a shelf”
- Impact entire enterprise
- Link to Strategic Plan, MFR and continuous improvement
Innovation Academy Project

• Design an *idea management system* / tracker that allows employees to submit ideas and for ideas to be tracked, vetted and tested or implemented. This system could include some combination of the following:
  – Technology platform for gathering and reviewing ideas
  – Governance structure and process for managing ideas for submission to testing and implementation
  – Communication approach / strategy to encourage ideas and provide information about how they have been tested or implemented

• Executive Sponsors: County Manager, CoS and five GMs
Key Project Phases to Date

- Problem / Opportunity Analysis
- Benchmarking Research
- Employee Input Gathering
- Prototyping / Initial Design
- Presentation at TLG
Problem: Employees are not empowered to or given time to suggest/act on ideas

Effect: Frustration and discontent
Benchmarking Research

- Durham County Library
- Durham County DSS
- Durham, NC
- Oak Park, IL
- Goodyear, AZ
- Philadelphia, PA
- Fort Collins, CO
- Gainesville, FL
- King County, WA
- Assorted research across multiple organizations
Employee Input Gathering

• Employee survey with ~ 200 respondents
• Asked about current state, barriers and ideal attributes of an idea management system
• This spring, held two interactive employee forums
Prototyping / Initial Design

• How does an idea travel?
  – From inception
  – To initial vetting
  – To further analysis
  – To some implementation

• What’s the structure for idea process?
  – Vetting team
  – Analysis
  – Departmental / executive input
Key Project Phases to Come

• Proposal to executives
• Further refinement
• Testing / Launch (Fall)
What We Gained from Innovation Academy

• A **supported** project team
• Catalyst to “get moving” on idea management process and concept
• Identified new innovators in the organization
• Skills training and exposure (e.g., playbook)
• Broadened thinking on innovation
• Part of a cohort of other local governments
So, You Think You Might Want to Join Innovation Academy?

• Getting clear on intended outcomes
• Investing the time
• Embracing an “organization-wide” project
• Pulling in new and emerging leaders
• Making it fun!
Thank You For Your Time and Support
Innovation Academy
The City of Las Vegas Experience
June 6, 2017
TAKE TIME TO FIGURE OUT WHERE YOU ARE GOING
FOLLOW AN INCLUSIVE PROCESS TO FRAME WHAT YOU ARE SEEKING TO ACCOMPLISH
WHEN YOU HAVE A PLAYBOOK, COACHING THE TEAM IS MUCH EASIER.
USA: LAS VEGAS LAUNCHES COUNTRY'S FIRST-EVER DRIVERLESS SHUTTLE BUS
COMPARE PLANS WITH ACTUAL WANTS AND NEEDS
IDENTIFY ALL THE PIECES AND HOW THEY FIT TOGETHER
LESSONS LEARNED
(THE HARD WAY)
LAS VEGAS
BRIGHT LIGHTS,
SMART CITY
What is the Innovation Academy?

Tested Framework that Strengthens the Culture of Innovation
Support for Developing an Innovative Project

- Full 8-Month Program Offered Once Per Year
  - Kickoff in June; Program runs August - March
  - Key Components:
    - Organizational Assessment
    - Leadership Innovation Advance
    - 6 Live Training Sessions for Up to 12 Cross-Functional Team Members (includes Innovation Playbook)
    - Team Project with Deliverable within 8-month program
    - Jumping Off Point for Future Innovations

- Alternative Format: OnSight (2 half-day sessions to deliver training curriculum)
  - Timing of Training Delivery Open Throughout the Year
Interested in Learning More or Signing Up?

Contact Kim Bradford for more information
Class of 2018 is almost full! Sessions Begin in Late June!

- kbradford@transformgov.org
- 623.512.8984
Q&A

Bob Trahan & Jason Beasley, City of Virginia Beach, VA

Michael Davis, Durham County, NC

Victoria Carreon, City of Las Vegas, NV
Webinar Resources
To Receive Copies, Contact rspillers@transformgov.org
Save the Date!

Upcoming learning events:

- **Workshops**
  - Innovative Idea and Culture Exchanges in Montgomery, OH (6/7) and Wylie, TX (6/26)

- **Webinars**
  - Local Government Gets Lean (Six Sigma) on 6/8
  - Unveiling the Mysteries of Public/Non-Profit Partnerships on 6/14

- See all upcoming events at: [http://transformgov.org/en/calendar](http://transformgov.org/en/calendar)
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