
1 — DEFINING YOUR ORGANIZATION

Let's start by documenting your organization. Think about the vision, mission, values, and goals. Write them below if you know them. If not, write what ideas and beliefs drive your organization forward.

VISION:

Big picture what you want to achieve.

E.g. Extraordinary experiences for all

MISSION:

General statement of how to achieve the vision

E.g. To support and elevate our community's creative culture, economy and quality of life through the arts

VALUES:

How you will behave throughout the process

E.g. We value: the arts, relationships, inclusion, creativity, & stewardship

STRATEGIES & GOALS:

How you will act on the mission statement

E.g. Present a diverse spectrum of high-quality programming, Maintain a world class facility, etc.

2 — OPPORTUNITIES BEFORE YOU

Now, document the top 3-5 challenges you face as an organization. What keeps you up at night? What seems impossible? Write that on the left side. Now turn those into opportunity statements. What might a project in this area look like? Write that to the right of the challenge.

CHALLENGES:

Barriers that stand in the way

E.g. Our core audience is aging, not yet reaching younger groups with our programming

OPPORTUNITIES:

How these barriers can be flipped into projects

E.g. How might we create programming that is more relevant to our youngest audiences?

3 — WHERE TO LOOK FOR INSPIRATION

Pick one grand challenge to work on, and outline a plan to get inspired. This worksheet will help you cast a wide net to understand what you are trying to learn about the people for whom you are designing, and how you can go about doing it.

1

List the major questions you want to answer about people you're designing for, or themes you want to explore.

2a

Identify three mainstream / core people to learn from based on your goals.

These should be your best guess at who your customer (or end user) could be. Capture who you want to meet, why, and what research method you might use for each.

2b

Identify other stakeholders you should understand and learn from.

These could be people who influence the purchase, partners (for ex: vendors). Again, capture who you want to meet, why, and what research method you might use for each.

WIDEN YOUR LENS

3a

Identify one extreme user or group.

Think about whose edge behaviors can inspire your process and give you a new lens, and how you might learn from them.

3b

Identify one analogous person or group.

This person is not mainstream / core, but offers a related perspective on the topic, and how you might learn from them.

4

Identify one inspirational or analogous activity.

This activity can be done together as a team to get inspired on the topic.