

— Reflection Tool

— This reflective exercise is designed to help you apply your learning from this module to real life. The questions on the final page offer some food for thought to support your reflection.

DESIGN
FOR
EUROPE



— Raising Awareness

① The most useful learning for me was...

② Based on these new insights ...

These are some changes that I will definitely make:

The barriers I am anticipating include:

These are some changes I will consider making:

The things that would enable me to make these changes are:

③ Actions

These are the follow-up actions that I want to commit to doing ...

Today?

This month?

This year?

— Raising Awareness

- ___ Who are your key stakeholders?
Who are the decision makers whose buy-in is needed to take a new design-led approach to innovation?
- ___ Have you worked out and tested your 'elevator pitch' on why design is important in language that will resonate with your audience?
- ___ What data, however tentative, might decision makers find helpful at each stage of the innovation journey? How are you going to collect that data?
- ___ Do all of your stakeholders have a shared language of public value to guide prioritisation and decision making? Are decision makers using the same language and evidence that will also resonate with stakeholders in local communities?
- ___ What is the most appropriate governance for your work? Who from beyond the immediate team should be involved? How are you using formal and informal governance to keep up momentum?
- ___ How will you constructively unpack people's different biases and assumptions around the risk of taking a new approach?
- ___ Thinking about what you're trying to achieve, who are your allies and fellow travelers, and how will you engage them? What will you do to uncover any differences or inconsistencies that might disrupt alliances if ignored??
- ___ Are you clear about your most powerful points of leverage, including those that are beyond your immediate team?
- ___ What steps will you take to build the necessary trust with your communities to engage them in meaningful ways around shared goals?
- ___ How much work can you do to lay the ground for your innovation before seeking political backing?

With thanks to Nesta's Creative Councils programme for many of these questions.
Further information on the programme can be found here, including the report
Call For Action: Ten Lessons For Local Authority Innovators:
<http://www.nesta.org.uk/project/creative-councils>