

## Innovation by Design

### Service Overview

Innovation by Design is a collaborative design and improvement process that guides teams through a rapid, iterative process to develop, test, refine, and scale effective solutions that meet learner needs and impact goals. We guide educator teams through a four-phase process to ideate, prototype, and iterate on ideas based on evidence and empathy, and to identify and scale your most promising solutions to pressing challenges.

Prepare	Discover	Design	Scale
Establish structures	Build empathy for learners using evidence	Envision wild success	Select key innovation to scale up
Set the tone for collaboration	Come to shared understanding of insights from learner evidence	Explore the best thinking from the field and the team	Prepare others for change
Take stock of your context	Name a problem of practice and design challenge	Build, test, and refine prototypes	Implement and improve using evidence

### Sample Scope of Work

We develop and customize each scope of work to be responsive to the needs and priorities for each partner. The scope process begins with listening and learning so we can ensure our services are aligned to your desired outcomes and achieve a shared vision for success. Below is a high-level outline of a possible scope of services with an emphasis on discovery and design to rapidly develop and iterate solutions. Note that design cycles can be accelerated and spread out depending upon availability and timelines. The cycle below shows options for months or weeks.

Timeline	Services and Outcomes
Week/Month 1	<p><b>Project Launch and Pre-Work: Prepare</b></p> <p>Services:</p> <ul style="list-style-type: none"> <li>Facilitate a 2-hour Zoom meeting to establish teams, norms, and structures, and to identify next steps and pre-work for teams to complete in advance of first workshop</li> </ul> <p>Outcomes:</p> <ul style="list-style-type: none"> <li>Teams and collaborative structures established</li> </ul>

	<ul style="list-style-type: none"> <li>● Shared understanding of the scope of work, and the activities, goals, and timelines ahead</li> <li>● Teams begin to identify and plan for the kinds of user/learner data and evidence they will collect and bring to the workshop</li> </ul>
Week/Month 2	<p><b>Independent Work:</b> Prepare</p> <p>Outcomes:</p> <ul style="list-style-type: none"> <li>● Teams complete pre-work to collect user/learner data to bring to the workshop</li> </ul>
Week/Month 3	<p><b>Workshop:</b> Discover → Design</p> <p>Services:</p> <ul style="list-style-type: none"> <li>● Facilitate a half-day onsite or virtual workshop to guide teams through the Discover phase and prepare them for independent Design work</li> </ul> <p>Outcomes:</p> <ul style="list-style-type: none"> <li>● Teams build empathy through coming to shared insights from the evidence they have collected</li> <li>● Teams discover a problem of practice and articulate a specific challenge for which they will design a solution</li> <li>● Teams create a vision for success</li> </ul>
Week/Month 4	<p><b>Independent Work:</b> Design</p> <ul style="list-style-type: none"> <li>● Teams explore best thinking from the field and generate ideas for an initial prototype</li> </ul>
Week/Month 5	<p><b>Workshop:</b> Design</p> <p>Services:</p> <ul style="list-style-type: none"> <li>● Facilitate a half-day onsite or virtual workshop where teams work together to design an initial prototype and a plan for testing it and collecting user feedback/data</li> </ul> <p>Outcomes:</p> <ul style="list-style-type: none"> <li>● Teams develop a prototype</li> <li>● Teams identify success criteria and plan for testing their prototypes and collecting user data</li> </ul>
Weeks/Months 6-8	<p><b>Coaching:</b> Design → Scale</p> <p>Services:</p> <ul style="list-style-type: none"> <li>● Facilitate a series of two 60-minute Zoom coaching sessions to support teams in a rapid iteration process to test and refine designs based on evidence and empathy</li> <li>● Facilitate a 60-90 minute Zoom session to support teams in sharing their designs and planning next steps to scale successful solutions</li> </ul> <p>Outcomes:</p>

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|  | <ul style="list-style-type: none"><li>● Teams engage in a rapid iteration process to test and refine prototypes</li><li>● Teams identify and make a plan for scaling and continuous improvement</li><li>● Teams assess the degree to which they have met their visions for success</li></ul> |
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### Recent Improvement by Design Projects

We are proud to have partnered with district executive cabinets, school instructional leadership teams, regional service providers, and other education organizations to help teams engage their communities, meet learner needs, and design and scale innovative solutions to their problems of practice. Recent work includes:

- **Baltimore City Public Schools (MD)**

During SY20-21, Koru facilitated strategy, planning, and design work with a district steering committee and two design teams focused on developing a plan to pilot and scale a new approach to collaborative data inquiry with an emphasis on coherence. The design teams engaged in an 8-week cycle to design for the margins and practice radical empathy, and developed prototypes that addressed common pain points from teachers and school leaders.

- **Providence Public School District (RI)**

During SY18-19 and SY19-20, Koru has supported 10 schools in PPSD to form effective and high-functioning Instructional Leadership Teams, to meaningfully incorporate student and community voice, and to change practice to become more student-centered. ILTs each prepared for collaborative work, discovered a deep problem of practice related to student-centered classrooms, and developed one or more prototypes to test and refine. 83% of participants reported having shifted practice to become more student-centered as a result of their learner-centered design process.

- **GEAR UP Massachusetts**

Koru has supported GEAR UP MA for three years, including facilitating a process this year to help their state-wide leadership team design new programs and processes for high-demand career pathways for students. With grant funding from the state and increased priority placed on high-demand career readiness, GEAR UP MA was charged with expanding their vision of success beyond the traditional 4-year college degree. The team discovered a problem of practice related to this broader definition of college and career readiness that presented a design challenge for new kinds of student programming and experiences. They have built and begun testing and refining and a prototype for a high-demand career exploration and readiness pathway from middle through high school.