TOOLS FOR HELPING CITIES IMPROVE WORKFORCE PROGRAMS

Samia Amin
The Origin Story....

AIR
Director, Workforce Development and Human Capital Solutions
Samia Amin

AIR
Senior Lead, Design Thinking and Innovation
Virginia Hamilton
The Future is uncertain.
How might we use proven approaches to help workforce agencies experiment, innovate, and adapt.
Workforce agencies/research organizations as champion of the customers’ problems (Advocate)

vs.

Workforce agencies/research organizations as champion of the right solution/methods (Genius)
Big Ideas!

*Bringing together tools to help you understand your problems.*

*Use mapping to get a whole system view*

*Use what we know about humans (human centered design) to design solutions.*

*Use insights from Behavioral Science to reduce friction and increase impact*

*Use data/rapid evaluations to learn as you experiment, prototype and test*
BEGIN WITH DATA:
MAPPING TO GET A WHOLE SYSTEM VIEW
Case Study: Colorado Talent Development
SVI Rank: 0.99
Socioeconomic: 0.95
Household Composition and Disability: 0.98
Minority Status and Language: 0.77
Housing and Transportation: 0.98
DESIGN THINKING: UNDERSTANDING and PROBLEM FramING
FOCUS ON PEOPLE’S NEEDS: HUMAN CENTERED DESIGN
HUMAN CENTERED DESIGN

Empathize
Define
Ideate
Prototype
Test
“Observing customers go through the entrance/intake process and witnessing first hand the many inconveniences that impact exceptional services was an enlightenment for all partners.”

Verdugo Integrated Visionary Innovation Design (VIVID)
LAYER ON WHAT WE KNOW ABOUT PEOPLE: BEHAVIORAL INSIGHTS

http://behavioralscientist.org/cartoons/behavioral-science-fiction/
Making choices is hard...

.... Following through even harder
How can we design to make good decisions easier?

Intention-action gap: Low program take-up for great services, low program retention/completion

Hassle factors, Inattention, Procrastination, Self-control, Scarcity
Inertia (defaults) are powerful
Context of choices matters...

Decoy choices on menu:
$52 steak makes $45 lamb chops more attractive
The environment in which choices are made matter.

Acknowledge and embrace our roles as choice architects.
Use GIS data to understand what problems to solve

Use Human Centered Design to continuously learn what works and doesn’t work for your customer.

Use insights from Behavioral Science to increase efficiency and impact

Use data/rapid evaluations to learn as you experiment, prototype and test
How might we...?

- Assume solutions exist
- Reduces commitment
- Do it together
Want to learn more?

samin@air.org
vhamilton@air.org