



Innovation Lab :

Through the eyes of co-design

20th May, 2016

Part 1

health . hope . opportunity





EACH Innovation Lab

Purpose:

- To co-design with service recipients the new service principles for EACH National

Desired outcome:

- To genuinely listen to service recipients about what they want and need
- To genuinely co-create principles to inform how we do business



What is an Innovation Lab?





Clients participated in planning, marketing & the Lab





Human Centred Design Mindsets

- **Empathy** - putting ourselves in the shoes of others
- **Optimism** - believing progress is an option
- **Creative Confidence** - just dive in
- **Iterate, Iterate, Iterate** - repeat to get it right
- **Making** - make your idea, show others and learn
- **Embracing Ambiguity** - start from a place of not knowing
- **Learning from Failure** - fail early to succeed sooner