



A Tamarack Workshop

Design: Application & Lessons Learned

With Cameron Norman and Liz Weaver

Gratitude & Acknowledgement

We begin this workshop by acknowledging that we are meeting on Indigenous land. As settlers, we are grateful for the opportunity to meet, and we thank all the generations of Indigenous peoples who have taken care of this land.

As settlers, this recognition of the contributions and historic importance of Indigenous peoples must be clearly and overtly connected to our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our communities.

Please share in the chat box your name and location.

Technical Considerations

- **We've got you covered** - You will receive a full recording of the call, the slides as well as a collection of links & resources.
- **Join the conversation** - Use the Q&A panel on your Zoom client to submit and vote for questions you'd like us to discuss.
- **Technical Support** - You can use the chat panel to ask for technical support throughout the webinar.



Cameron Norman



Liz Weaver

Poll: What are the greatest challenges you have with applying design thinking to your work?

1. I don't feel I know enough about design and design thinking
2. I don't have the tools or know how to use them
3. We lack the support – people, leadership, or resources – in our organization
4. We have what we need, we just can't get ourselves going
5. We have no idea where to start
6. I need to build the business case for using design
7. Something else

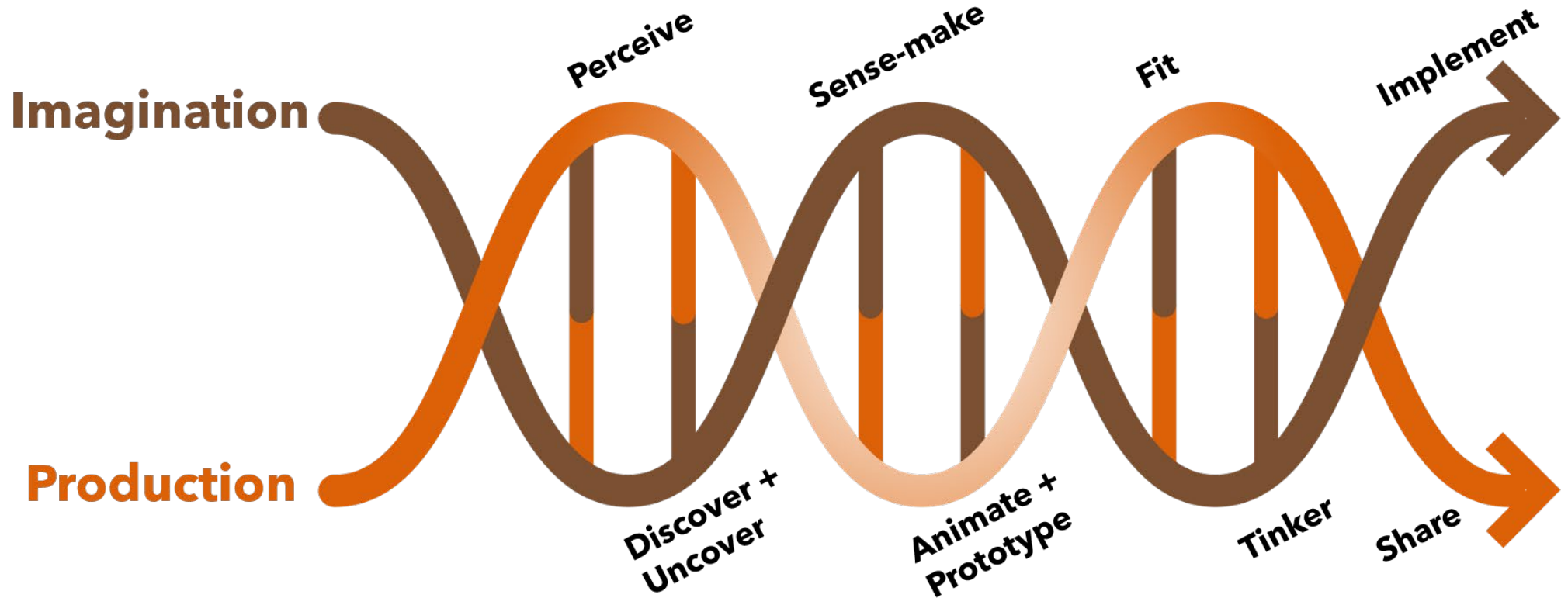
Storytelling With Design

A scenic landscape featuring a campfire in the foreground, a river in the middle ground, and snow-capped mountains in the background. The campfire is burning brightly, casting a warm glow. The river flows through the valley, and the mountains are covered in snow, with some evergreen trees visible on the slopes. The sky is a clear, pale blue, suggesting a clear day.

Bringing us to here...let's walk through the design process

Let's review the design helix

The Design Helix Framework



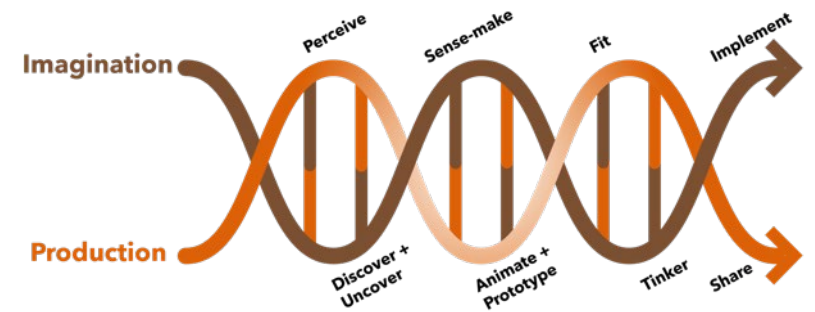


Case Study: Social Impact of Arts-Based Interventions

Putting Design into Practice

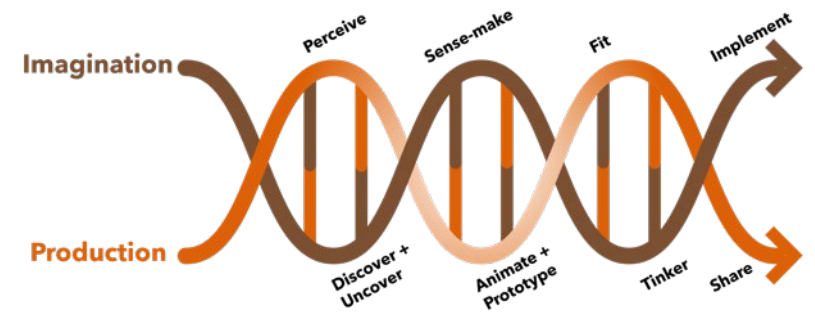
Discover and Uncover

- Ask questions
- Pay attention to energy
- Look at assumptions



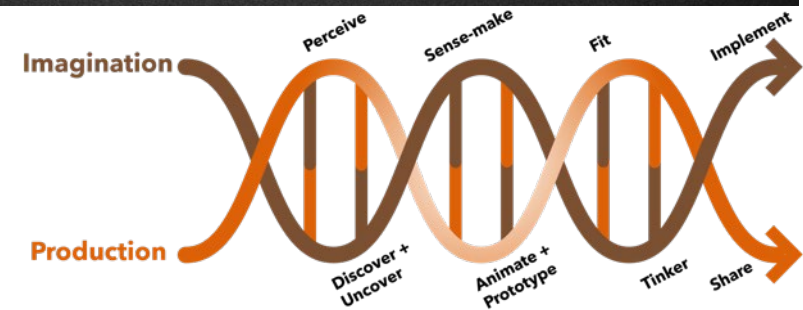
Perceive

- Ask questions of what we see
- Take different points of view
- See through others' experience



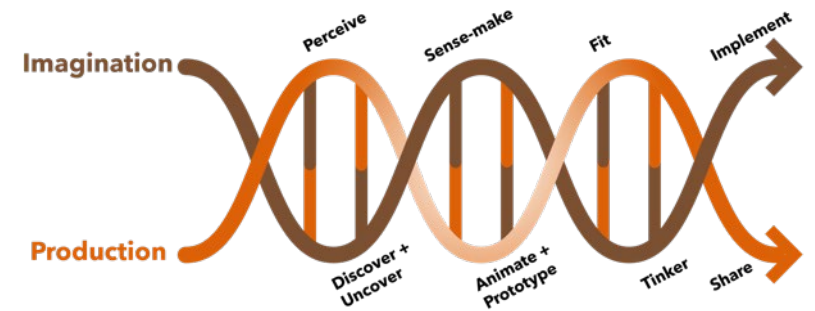
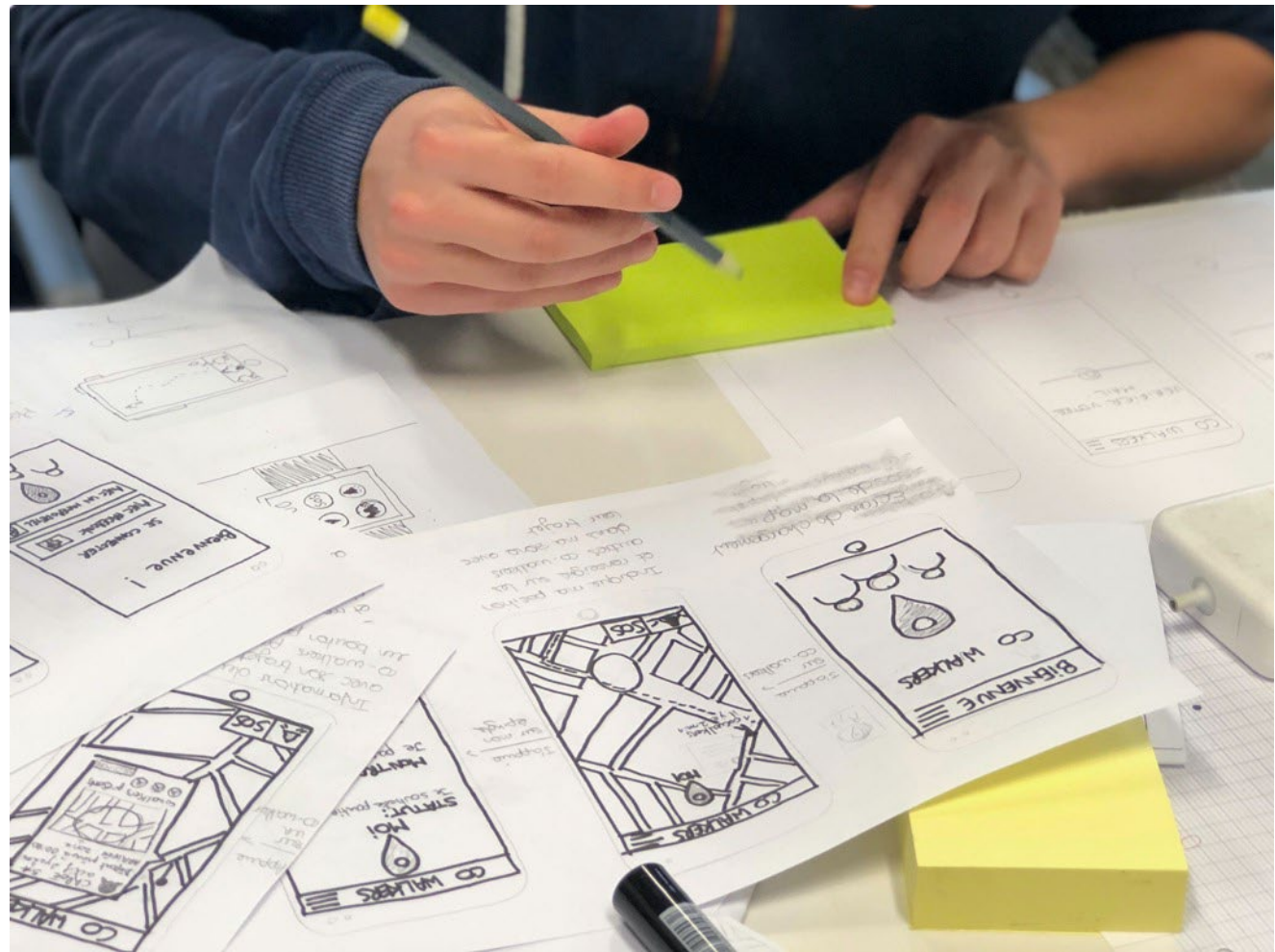
Sense-making

- Clarify perspectives
- Participatory + Co-design
- Shared meanings



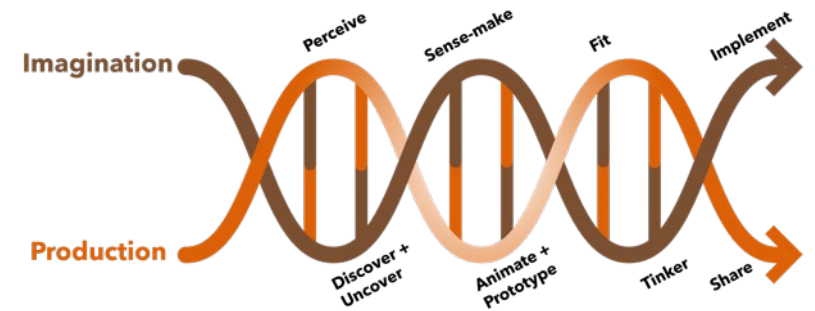
Animate + Prototype

- Sketch out possibilities (make visual)
- Create real-world examples
- Invite others to participate



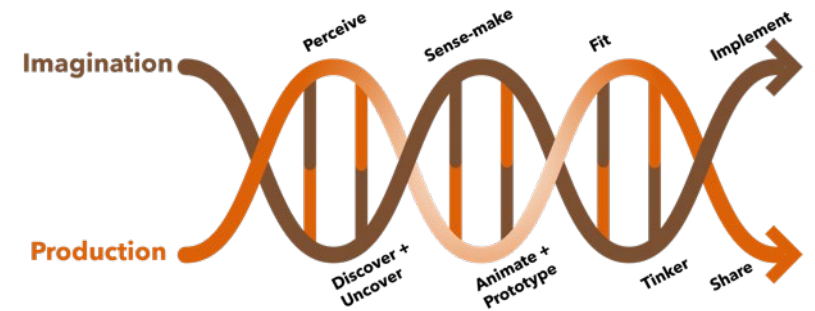
Tinker + Fit

- Evaluate prototype
- Gather use feedback
- Adjust processes, practices
- Re-affirm desired outcomes & expectations



Implement + Share

- Incorporate changes
- Put into practice
- Communicate widely



Design Practice

What might this look like in your organization?

Poll: What is the next step in your design journey?

1. I am going to try to learn more on my own
2. I am ready to start implementing the design helix framework
3. I'm going to get my team involved in discussing design matters
4. I'm parking what I've learned for now (I don't have a plan yet)
5. I'm not sure where to go next

QUESTIONS?

Build your skillset through Tamarack's Foundation Online Learning Courses



The image displays three online learning course covers from Tamarack Institute. Each cover features a circular icon with five segments, each containing a different symbol: a bar chart, a network diagram, a lightbulb, a person, and a speech bubble. The covers are: 1. Yellow cover for 'Foundations of Community Engagement', 2. Teal cover for 'Foundations of Collective Impact', and 3. Orange cover for 'Foundations of Participative Evaluation'. Each cover includes the text 'THE ONLINE COURSE' and the Tamarack Institute logo.

FOUNDATIONS OF COMMUNITY ENGAGEMENT
THE ONLINE COURSE
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FOUNDATIONS OF COLLECTIVE IMPACT
THE ONLINE COURSE
TAMARACK INSTITUTE

FOUNDATIONS OF PARTICIPATORY EVALUATION
THE ONLINE COURSE
TAMARACK INSTITUTE

Foundations of Community Engagement Foundations of Collective Impact Foundations of Participative Evaluation

Courses are available in French and English

To learn more visit: <https://www.tamarackcommunity.ca/online-courses>

THANK YOU