

Lifting Our Game

Exploring Alternatives with Affected Communities

Carl Davidson, Research First Ltd



WE OFFER 3 KINDS OF SERVICES
GOOD-CHEAP-FAST
BUT YOU CAN PICK ONLY TWO

GOOD & CHEAP WON'T BE **FAST**

FAST & GOOD WON'T BE **CHEAP**

CHEAP & FAST WON'T BE **GOOD**



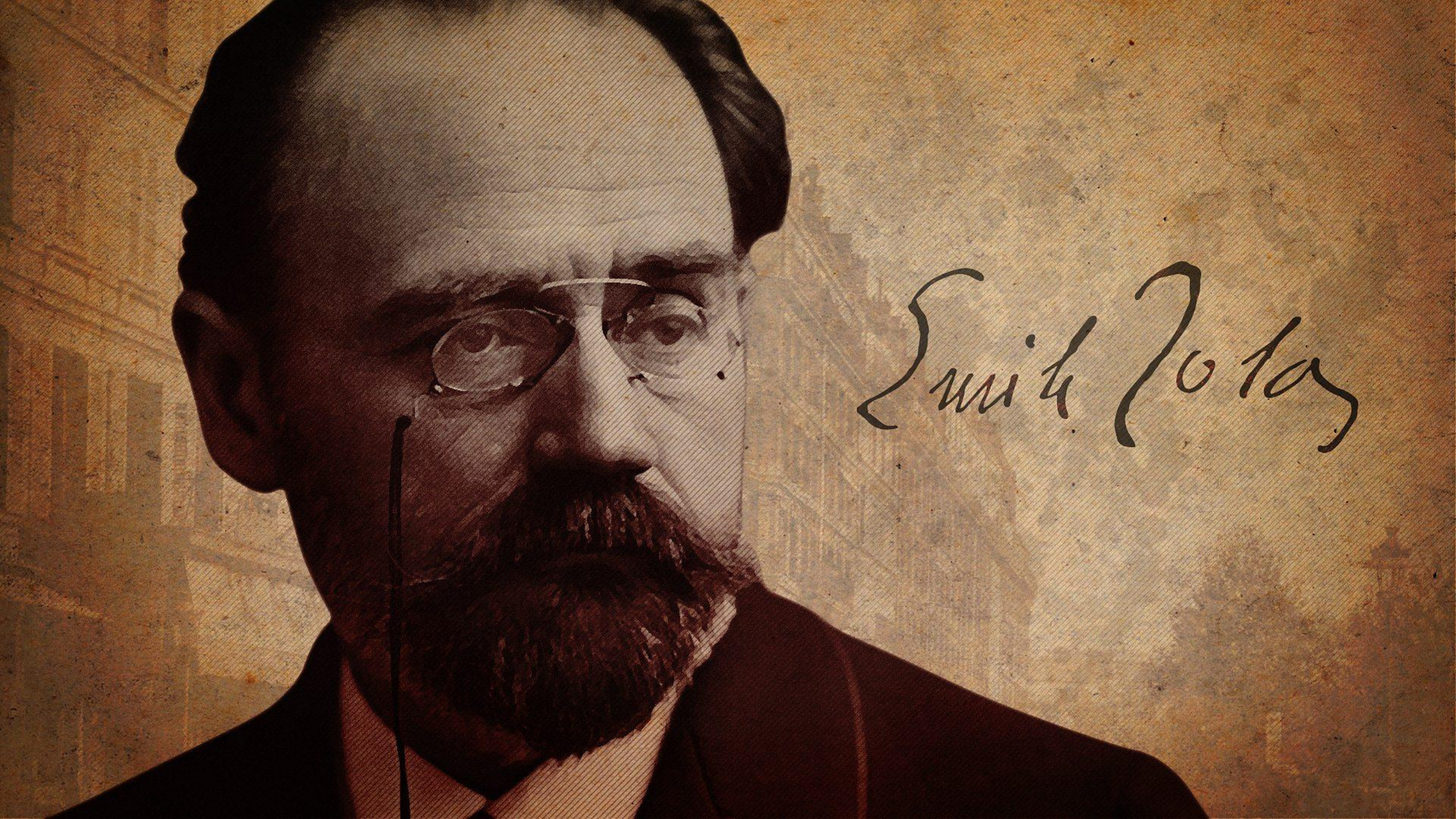
**THE BITTERNESS OF POOR QUALITY
REMAINS LONG AFTER THE SWEETNESS
OF LOW PRICE IS FORGOTTEN.**

Big data is like teenage sex:
everyone talks about it,
nobody really knows how to do it,
everyone thinks everyone else is
doing it, so everyone claims they
are doing it...

(Dan Ariely)

The Charette





Smith Photos

The Charette

Lifting Our Game: Alternatives

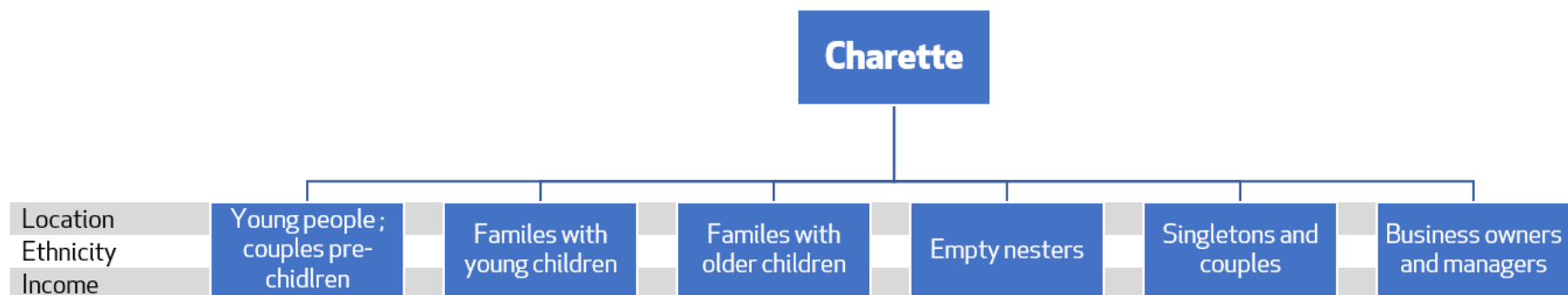
- Work with **multiple** stakeholders,
- Deal with **complex** problems,
- Engage a range of stakeholders **simultaneously**
- Ensure all participants **contribute** to the outcome,
- Deliver **outcomes** where there is limited time to engage





The Charette

Lifting Our Game: Alternatives

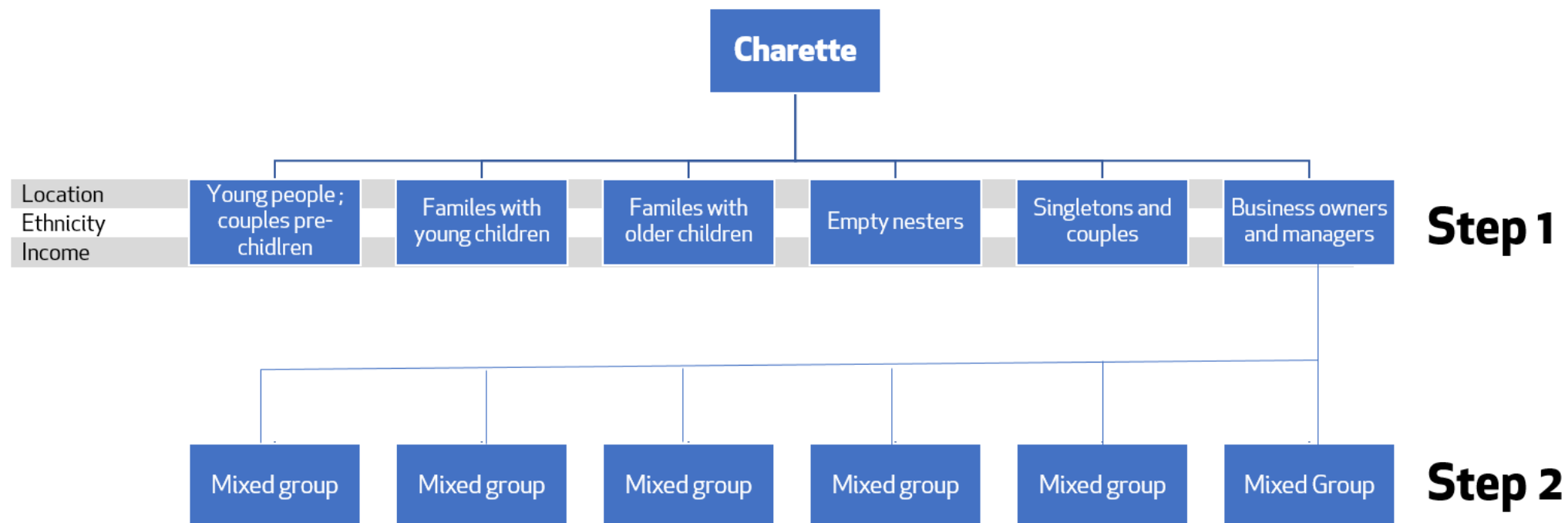


Step 1



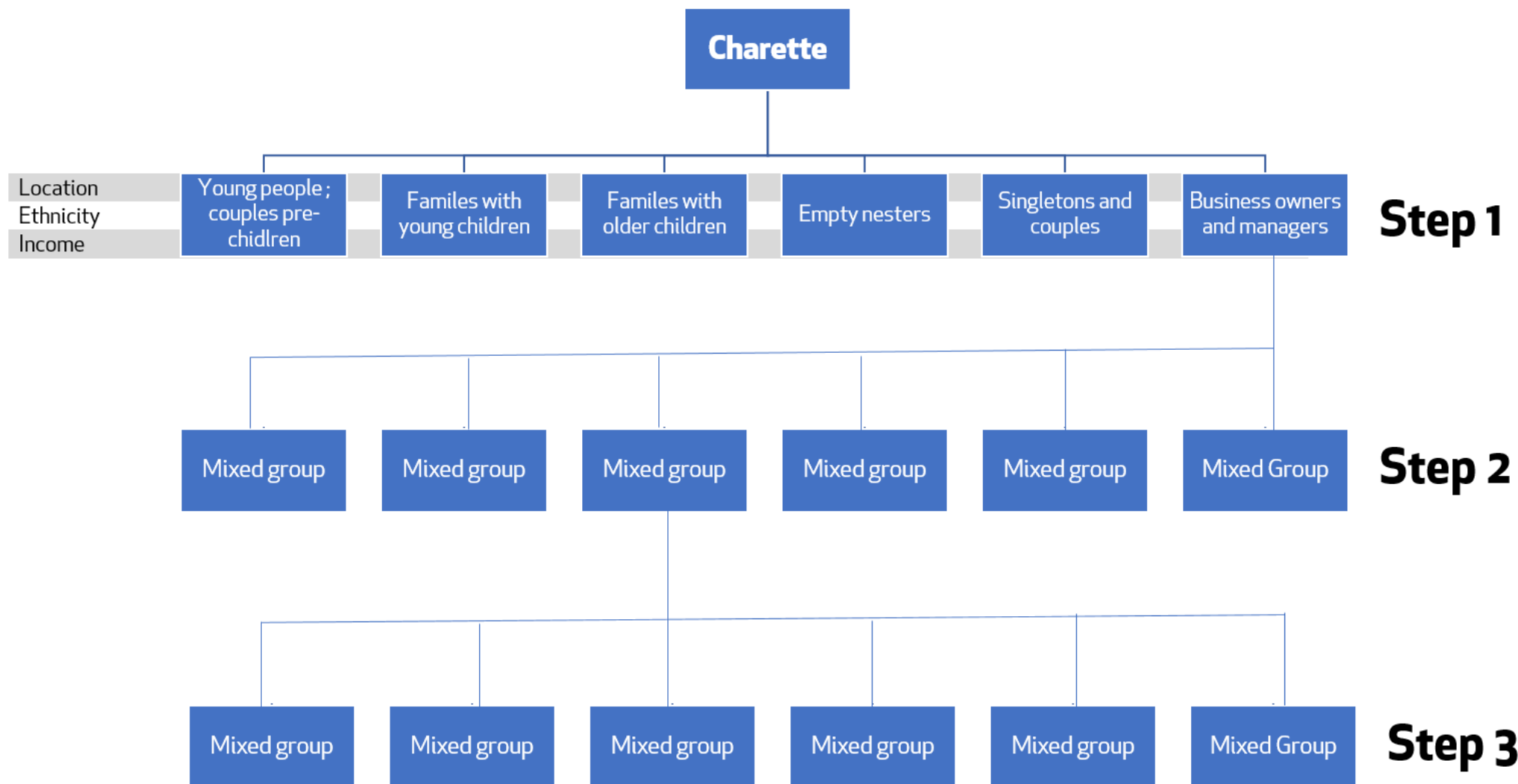
The Charette

Lifting Our Game: Alternatives



The Charette

Lifting Our Game: Alternatives



A young girl with dark hair, wearing a black tank top with a colorful graphic and a pink shirt tied around her waist, stands on a wide, sandy beach. She has her arms raised in a 'V' shape, palms facing forward. The background features a vast ocean under a dramatic sky with large, orange and blue clouds. In the distance, a range of mountains is visible. To the right, a dark, forested hillside slopes down towards the water. The overall scene is peaceful and captures a moment of joy and exploration.

Step 1: Explore



A young girl with long dark hair, wearing a black tank top with a blue turtle graphic and a pink shirt tied around her waist, stands on a wide, sandy beach. She has her arms raised in a 'V' shape, palms facing forward. The background features a vast ocean under a dramatic sky with large, orange and blue clouds. In the distance, a range of mountains is visible. To the right, a dark, forested hillside slopes down towards the water. The overall scene is peaceful and captures a moment of joy and freedom.

Step 1:
Explore

Step 2:
Evolve



A young girl with dark hair, wearing a black tank top with a colorful graphic and black shorts with a pink shirt tied around her waist, stands on a wide, sandy beach. She has her arms raised in a 'V' shape, palms facing forward, with a joyful expression. The background features a vast ocean under a dramatic sky with large, puffy clouds illuminated by the warm light of a setting or rising sun. In the distance, a range of blue mountains is visible. To the right, a dark, forested hillside meets the beach. The overall scene conveys a sense of freedom, achievement, and natural beauty.

Step 1:
Explore

Step 2:
Evolve

Step 3:
Evaluate



A young girl with long dark hair, wearing a black tank top with a colorful graphic and black shorts with a pink shirt tied around her waist, stands on a sandy beach. She has her arms raised in a celebratory pose. The background features a vast beach, the ocean, and a dramatic sky with large, orange and blue clouds at sunset or sunrise. Distant mountains are visible on the horizon.

Step 1:
Explore

Step 2:
Evolve

Step 3:
Evaluate

Step 4:
Engage



The Charette

Lifting Our Game: Alternatives

- Logistical headache
- Every depends on how well you recruit
- A highly kinetic approach
- It has the strengths – and weaknesses – of Human Centred Design
- They're not cheap (but they are fast)





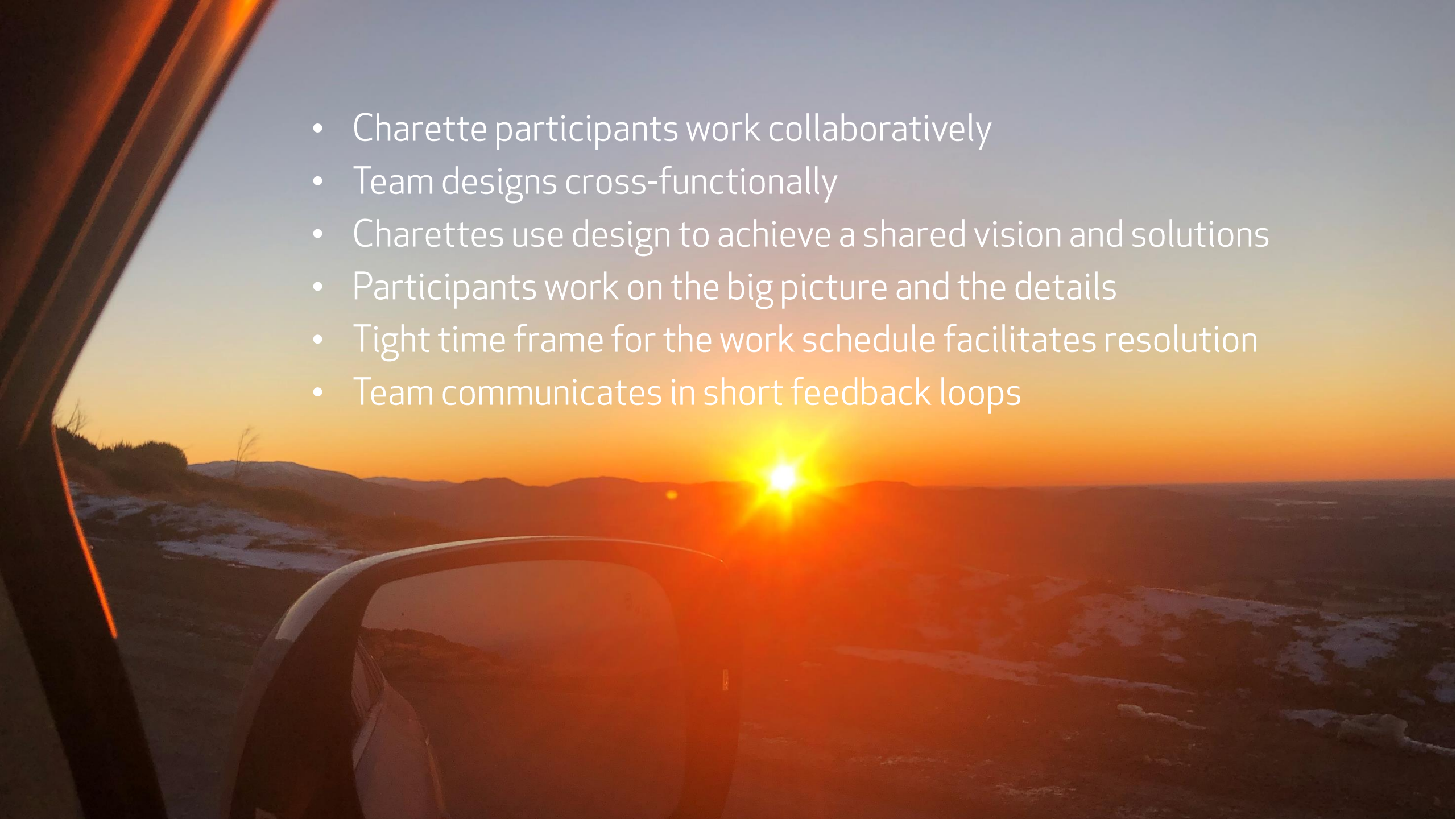
THE NOAH PRINCIPLE:

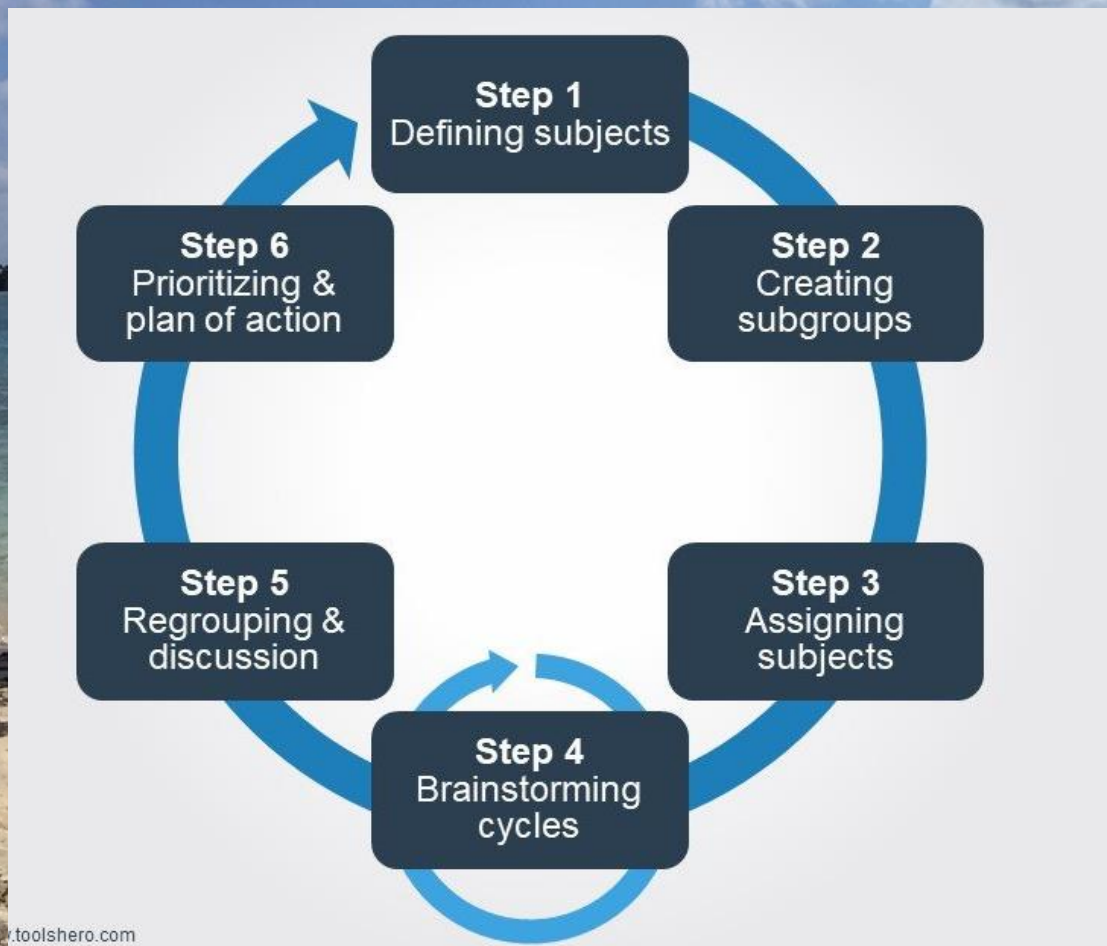
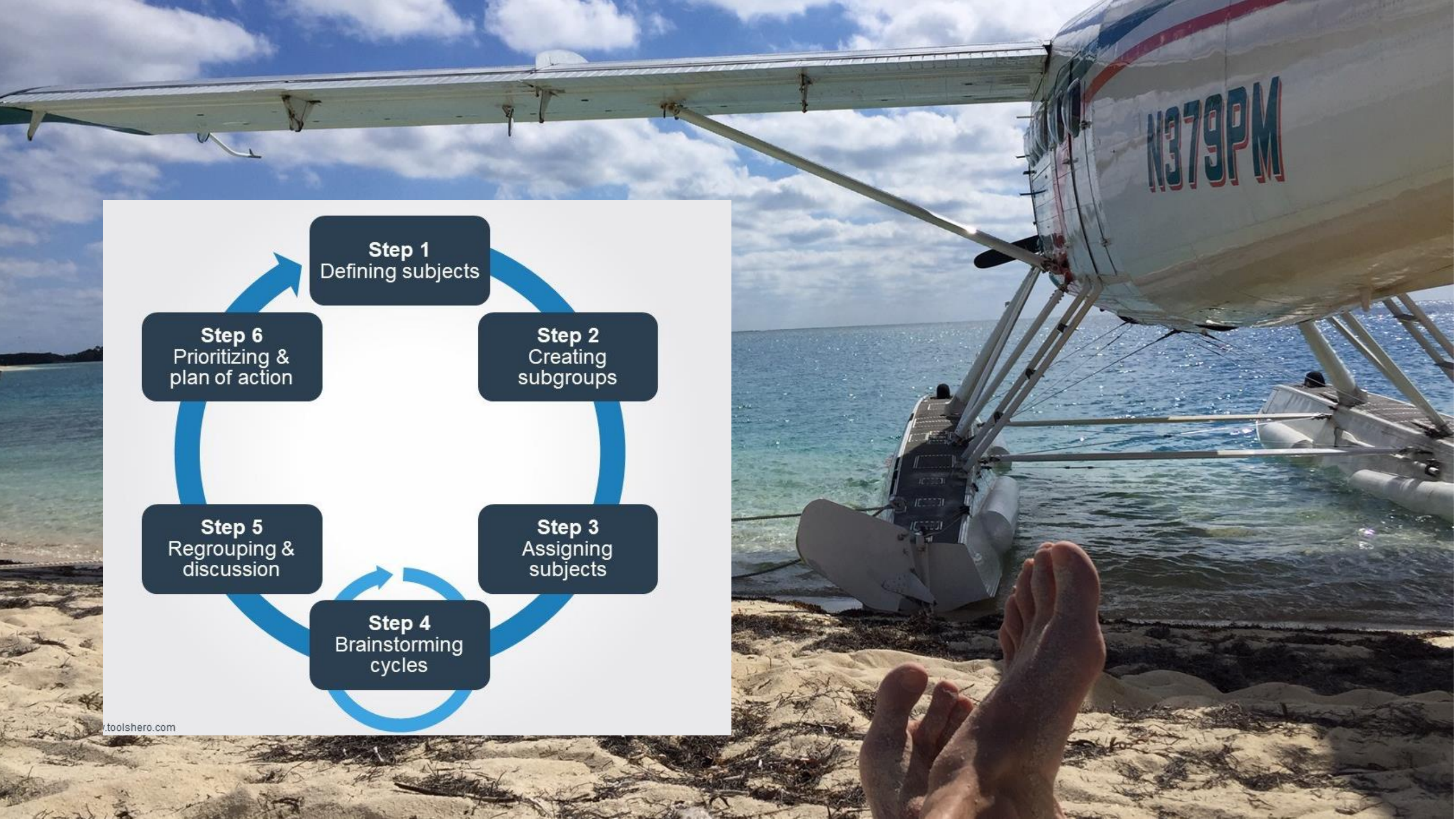
PREDICTING RAIN DOESN'T
COUNT, BUILDING ARKS DOES.

Insight is nothing without action.

Positive Impact

Shared Sensemaking


- 
- Charette participants work collaboratively
 - Team designs cross-functionally
 - Charettes use design to achieve a shared vision and solutions
 - Participants work on the big picture and the details
 - Tight time frame for the work schedule facilitates resolution
 - Team communicates in short feedback loops



The Charette

The next big thing isn't
Artificial Intelligence.
It's people.





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