IDEA Journey

Helping your nonprofit understand beneficiary needs, increase collaboration, test and iterate to develop innovative solutions.

If you find yourself asking…

How can we better understand the changing needs of our beneficiaries?

How can we improve engagement and collaboration with stakeholders?

How can we refine our programs or extend reach to have a 10x increase in impact?

How can we be more innovative in delivering services?

an IDEA Journey is right for you!

An IDEA Journey is a problem-solving methodology and process leveraging empathy, creativity, and experimentation. It differs from traditional problem-solving methodologies in that it is non-linear, iterative, and focuses on generating multiple ideas and solutions through brainstorming and testing.

An IDEA Journey emphasizes the importance of understanding the needs and perspectives of humans experiencing the problem and delivering your services, ensuring that the solutions developed are relevant and the most effective for intended users.

Overall, an IDEA Journey is a humanity-centered and collaborative approach to problem-solving that encourages creativity, iteration, and innovation to improve the world.

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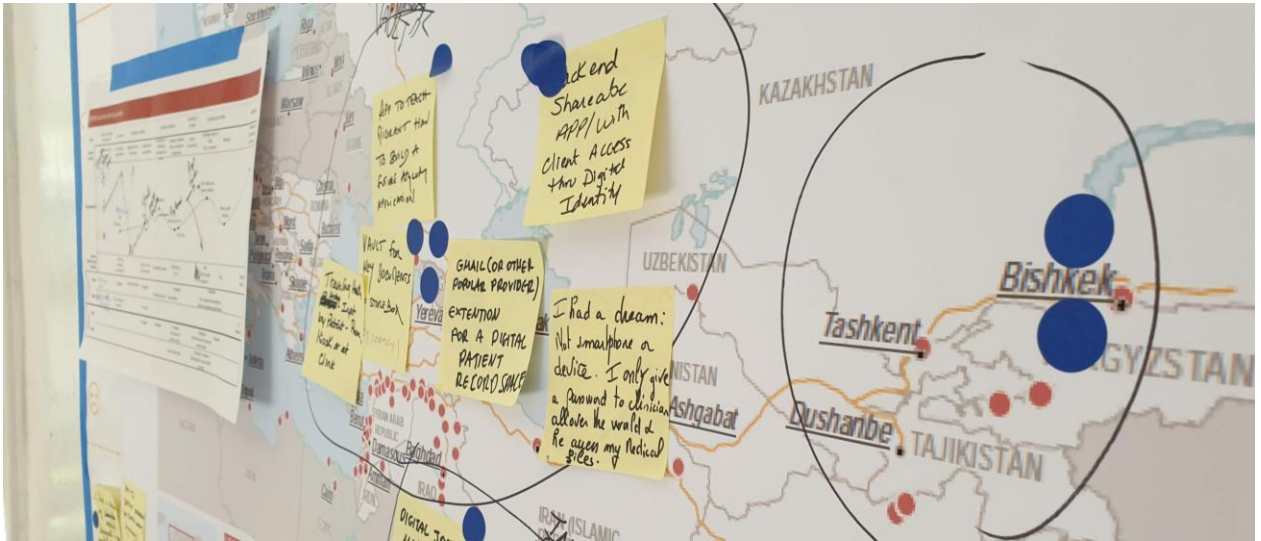
❝ *I greatly recommend this process to any NGO who has a meaningful challenge to solve, because it allows deep discussion of direction and to dig deeper with different perspectives to align on the challenge with a variety of ideas to reach a better solution."*

- GREG CASTELLA, Innovation Coordinator, Doctors Without Borders

Our approach

Our approach is based upon the IDEA (Imagine, Design, Execute, and Assess) Journey process developed by NetHope and the Center for the Digital Nonprofit.

We embrace diverse perspectives, listen without judgment and champion authenticity. Guided by an outward and inclusive mindset, we focus on the needs of others.

We live to take on challenges big and small and find innovative, practical solutions for real problems. Deep technical expertise from decades of working in and serving nonprofits enables us to help you pilot, deploy, and iterate upon solution ideas early in the IDEA Journey.
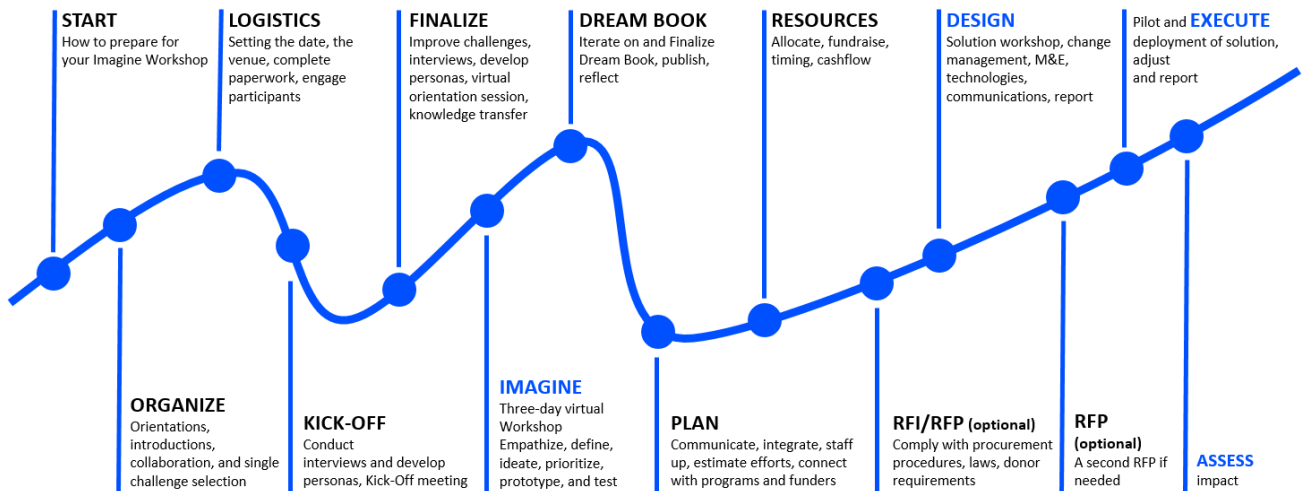
Our capabilities

Discovery | With outward thinking and inclusive mindsets, we coach you to empathize and discover real challenges and goals.

Imagine | Our proven workshop approach for nonprofits helps you to define, ideate, refine, prototype, and test solutions.

Design | Our US-based and international nonprofit experience informs practical technology and process solutions.

Execute | Our innovative technical experts across multiple platforms help you pilot and deploy your solution quickly.

Assess | Our experienced team helps you understand the human impact of your solution and to use technology to achieve your mission.

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START
How to prepare for your Imagine Workshop

LOGISTICS
Setting the date, the venue, complete paperwork, engage participants

FINALIZE
Improve challenges, interviews, develop personas, virtual orientation session, knowledge transfer

DREAM BOOK
Iterate on and Finalize Dream Book, publish, reflect

RESOURCES
Allocate, fundraise, timing, cashflow

DESIGN
Solution workshop, change management, M&E, technologies, communications, report

Pilot and **EXECUTE**
deployment of solution, adjust and report

ORGANIZE
Orientations, introductions, collaboration, and single challenge selection

KICK-OFF
Conduct interviews and develop personas, Kick-Off meeting

IMAGINE
Three-day virtual Workshop Empathize, define, ideate, prioritize, prototype, and test

PLAN
Communicate, integrate, staff up, estimate efforts, connect with programs and funders

RFI/RFP (optional)
Comply with procurement procedures, laws, donor requirements

RFP (optional)
A second RFP if needed

ASSESS
impact

The IDEA Journey

Your journey starts with empathy, which involves gaining a deep understanding of the people who are experiencing the problem. Empathy helps to uncover the needs, desires, and behaviors of the people you are designing for, which is essential for developing solutions that are relevant and effective.

Now Imagine. Our interactive Imagine workshop uses various proven techniques to generate ideas, quickly push past obvious solutions and arrive at breakthrough ideas. Ideas are quickly prioritized. Prototypes are developed and tested within the workshop.

A concept design, or Dream Book, is captured as a rough sketch or visual representation of a potential solution. Along with a human story this Dream Book is developed to introduce your solution to colleagues, beneficiaries, and donors in a way that inspires action.

Using the Imagine workshop outputs, a Design workshop further explores requirements for the possible solutions using an iterative process to refine the solution and test with real users – your beneficiaries and other stakeholders. Artifacts are developed to showcase your solution (e.g., detailed requirements, process flows, wireframes, and branding elements for a digitally-enabled solution). Clarity is gained around the potential to use off-the-shelf products, which can speed execution.

Execute the solution you designed using industry-standard agile processes, an iterative and incremental approach to software development and implementation that emphasizes customer satisfaction, teamwork, and continuous feedback and improvement.

Assess the solution for the impact that you expected.

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A collaborative journey

The IDEA Journey activities are highly interactive and require everyone to engage, promoting teamwork and perseverance. Many of the deliverables are co-created by the cross-functional team assembled for the project.

Virtual or in-person

IDEA Journey Discovery and Imagine workshops can be held in person for a dynamic experience. With new collaboration, meeting technologies, virtual research and workshops have proven equally engaging and to deliver equally exciting ideas.

Customize your journey

Based on the unique needs of your organization, Wipfli customizes your IDEA Journey to achieve the best results possible. Examples include:

Knowledge Transfer | Training your team on the entire design thinking process so you can master the techniques and apply them to other problems.

Sharing Outputs | Writing blog posts or publishing the Dream Book for others to use as a resource.

Fundraising Materials | Development of fundraising materials for grant applications.

> " *We are now looking at culture change and systemic change, so it is bigger and more impactful than I envisioned coming into it. "*
>
> - MARTHA SALDINGER,
>   Director of Education and Empowerment, Winrock International
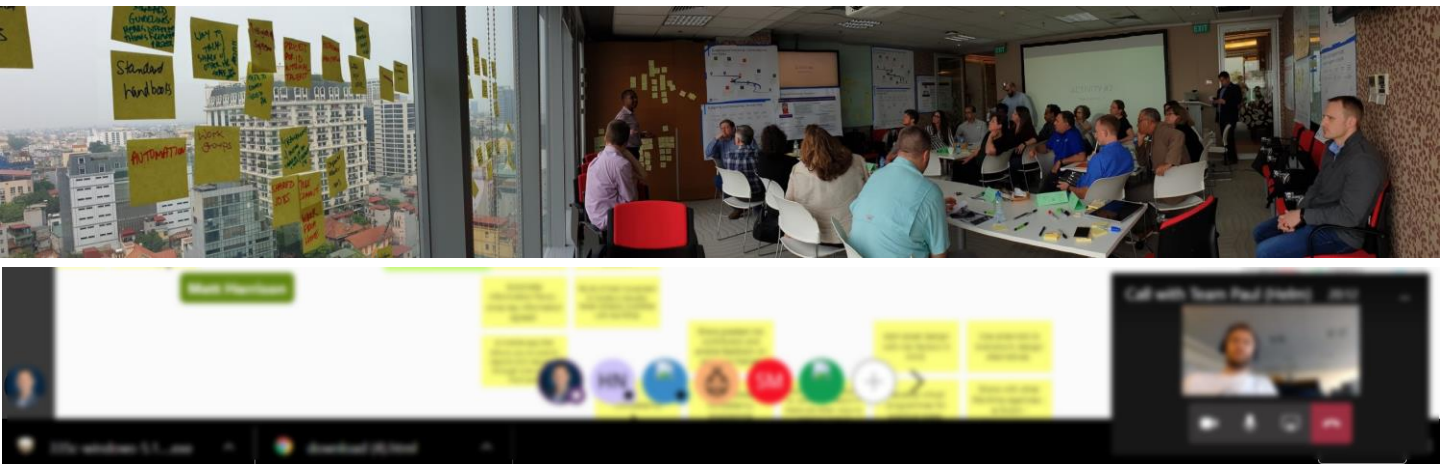
Wipfli is passionately invested in helping you amplify your mission and impact. Our commitment and ability to achieve innovative results is one reason Microsoft awarded us their 2019 U.S. Partner Award – Partner for Social Impact.

Contact us today to see how we can help you help change the world.

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