



NYC SERVICE DESIGN COLLECTIVE
(A CHAPTER OF THE SDN)

Gut Check Workshop



CAPITAL ONE
MARCH 12, 2019



Tensions Exercise





**Why are decisions so dependent
on who's in the room?**



When new opportunities come my way

I feel a pressure to take everything I can get

I feel confident that there's more opportunities to come



If I were to say no, I'm confident I will face

**Some retaliation or at least,
a reputation for being difficult**

**Praise and support from my
colleagues/peers**



We make major decisions that are

**Opaque,
inconsistent,
conditional**

**Transparent,
consistent,
unconditional**

**Greater
Good
Studio**





**A strategic design firm
focused on advancing equity.**



**Just like our clients,
we're 100% dedicated
to the social sector.**

Staff time



Revenue



We needed a Gut Check so badly



Our Gut Check

Does this client serve a vulnerable or underserved population?

Are the client's profit motive and impact motive aligned?

What is their tolerance for new things?

Will this work be intellectually challenging for us?

Has the client expressed interest in learning from us?

Does this project have a chance of being profitable?

Will we learn new things?

Is human-centered design the right approach?

Check out our blog post on Medium!



The Gut Check operationalized our culture



Yes

*Builds your
portfolio*

No

*Builds your
power*



Yes

*Scarcity
mindset*

No

*Abundance
mindset*



Power asymmetry impacts decisions making process



Power:
the ability to affect an outcome



Power asymmetry:
Power is often lopsided



Power asymmetry

Law Enforcement

Doctors

Employers

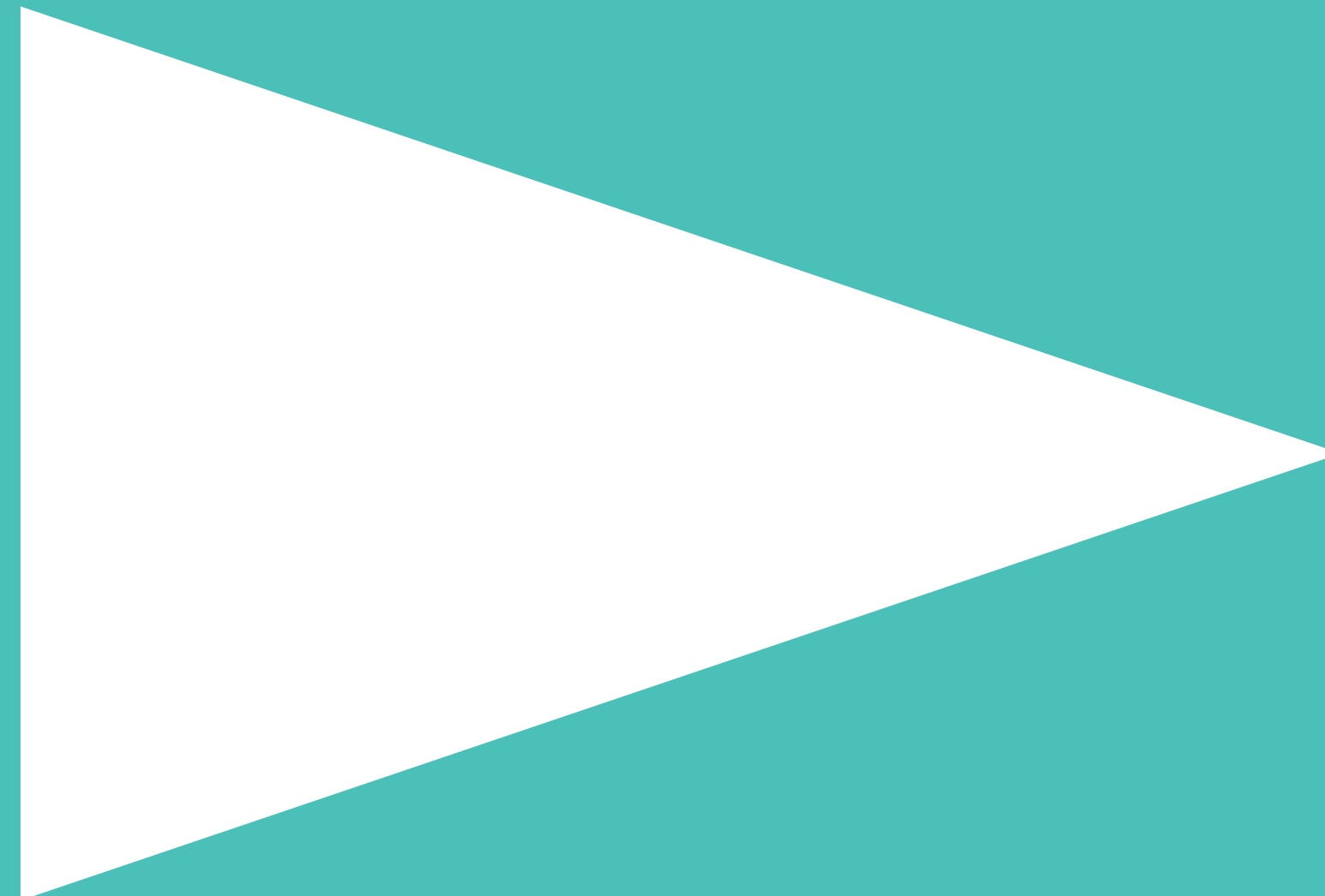
Funders

Teachers

Local Government

Leadership

Catholic Church



Detainees

Patients

Employees

Grantees

Students

Community

Front line staff

Congregation



Yes

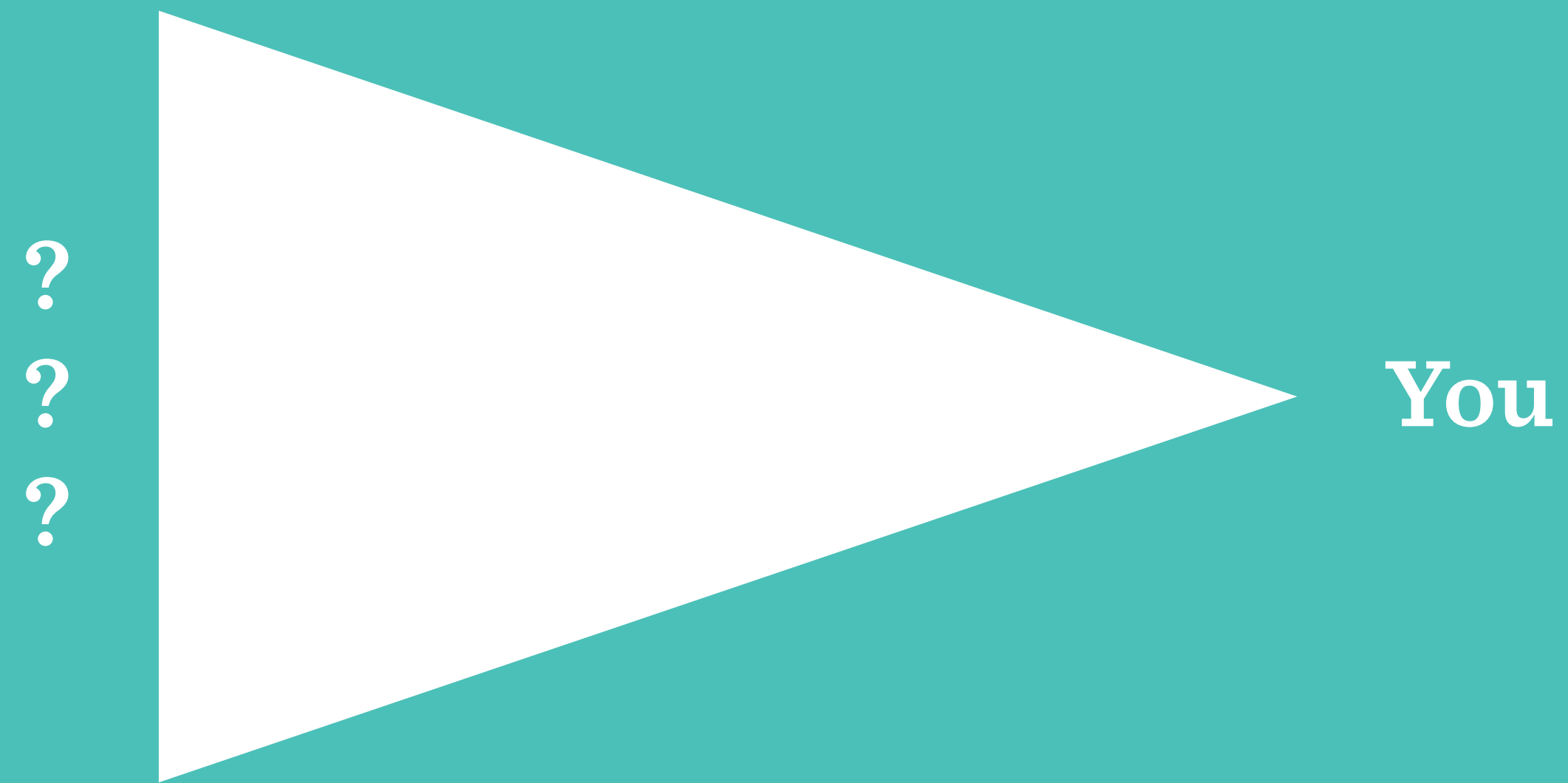
*Affirms
asymmetry*

No

*Disrupts
asymmetry*



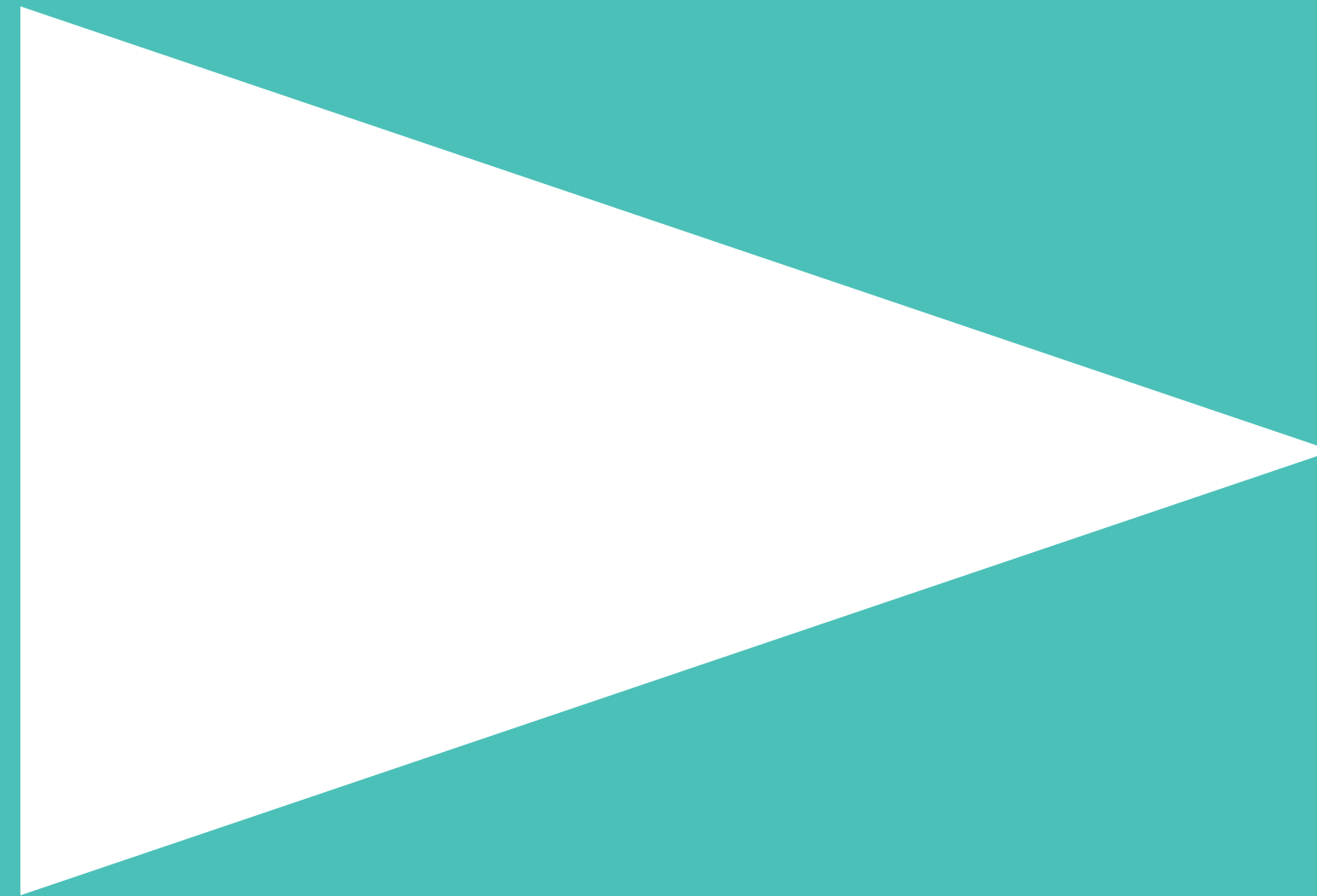
Power asymmetry



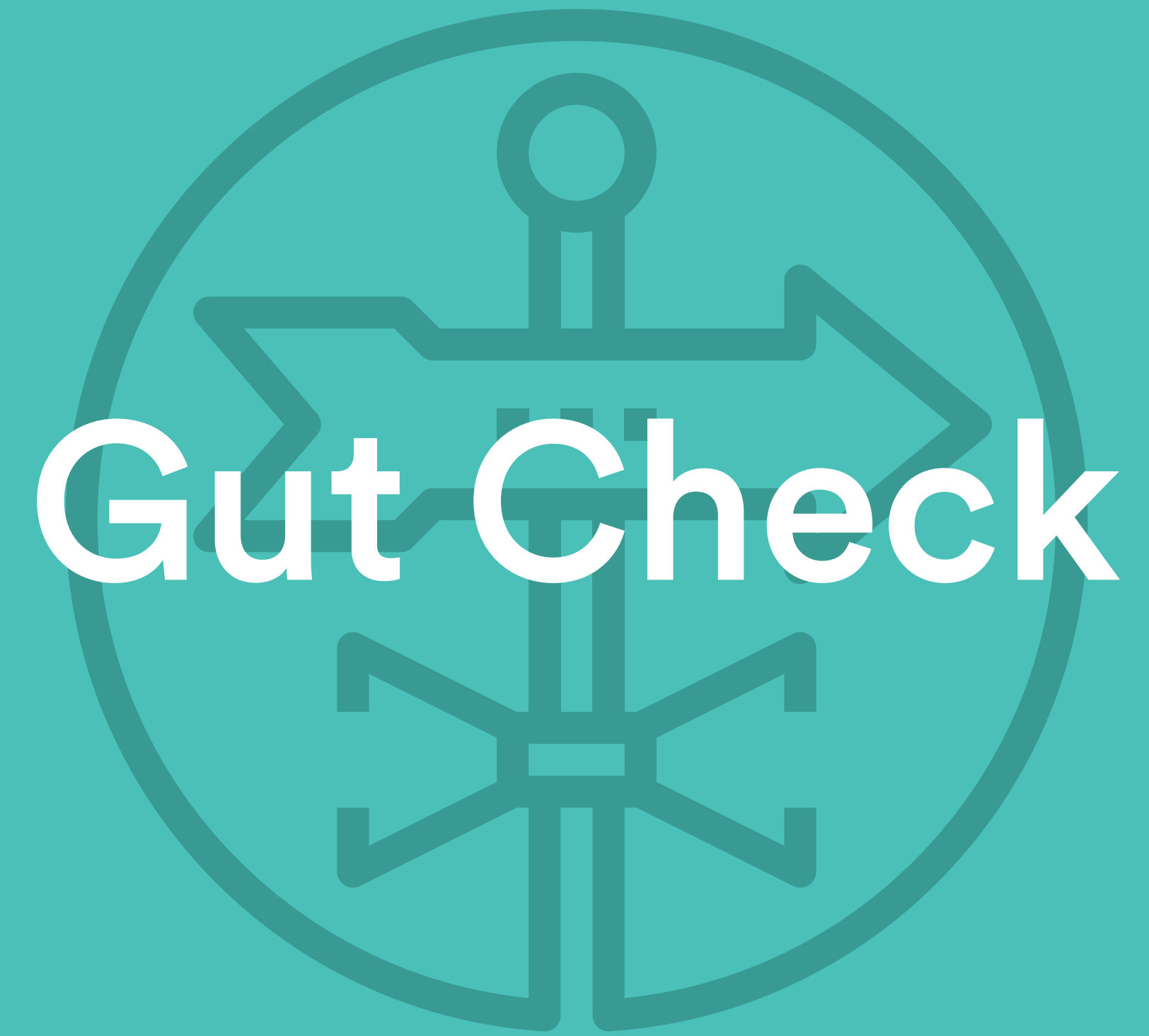


Power asymmetry

You



?
?
?





What is a Gut Check?

A defensible and explainable rationale behind each major decision you make.



A Gut Check is not...

A way to confirm your pre-existing assumptions leading to more self-deception.



GGG Gut Check

bit.ly/GGSGutCheck



Let's review a real live Gut Check



What does saying No,
really look like?



Dear _____,

Thank you for taking the time to ask questions yesterday in response to our email.

Thanks

Unfortunately, we've come to the conclusion that we will be not submitting after all.

No.

We have greatly appreciated the care you have taken with our application and we hope you can appreciate that our decision to withdraw was not taken lightly.

It's not you, it's me.

We believe that we do our best work when we take a human-centered approach to innovation. We do this by observing existing behaviors to draw upon for inspiration, which leads to the creation of new tools that we can provide with the help of their feedback.

The way the _____ project is structured, is not the type of design work that we do best.

Justification

We hope that our response can help you understand how we work as a firm as well as others in the field of human-centered innovation.

We thank you for the opportunity to participate.

Respectfully yours,

George Aye
773-263-2603
Greater Good Studio
greatergoodstudio.com
@greatergood_

Let's stay friends.





What kind of project is this?

We've see four kinds of projects but our clients often think there's only one.

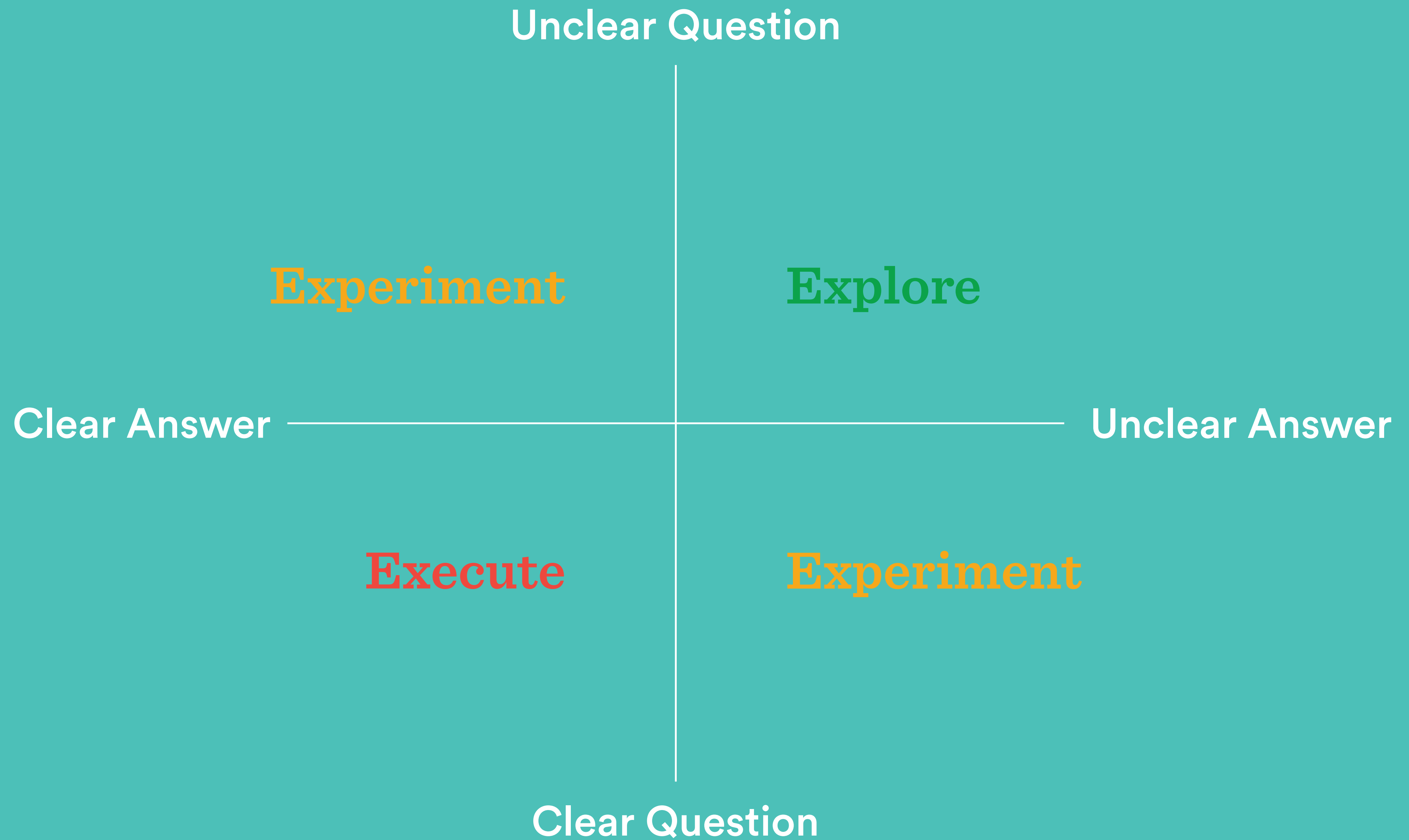


Unclear Question

Clear Answer

Unclear Answer

Clear Question





Unclear Question

826 National
Teacher facing website

Robert Wood Johnson Foundation
RaisingPlaces.org

Clear Answer

Unclear Answer

Reading in Motion
Sustainable model of impact

Clear Question



Unclear Question Clear Answer



826 National
Teacher facing website





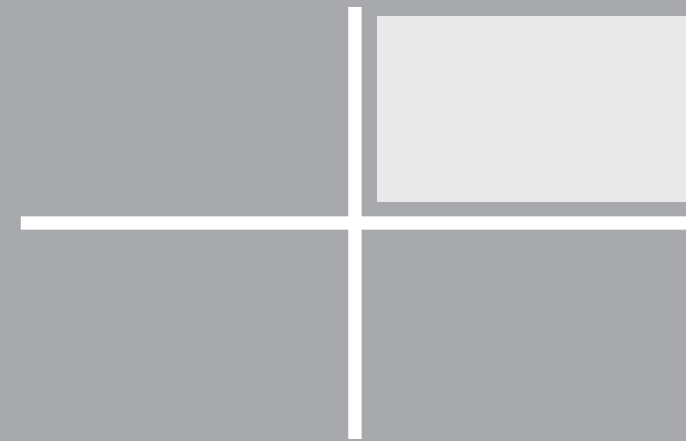
Clear Question Unclear Answer



Reading in Motion
*Sustainable model
of impact*

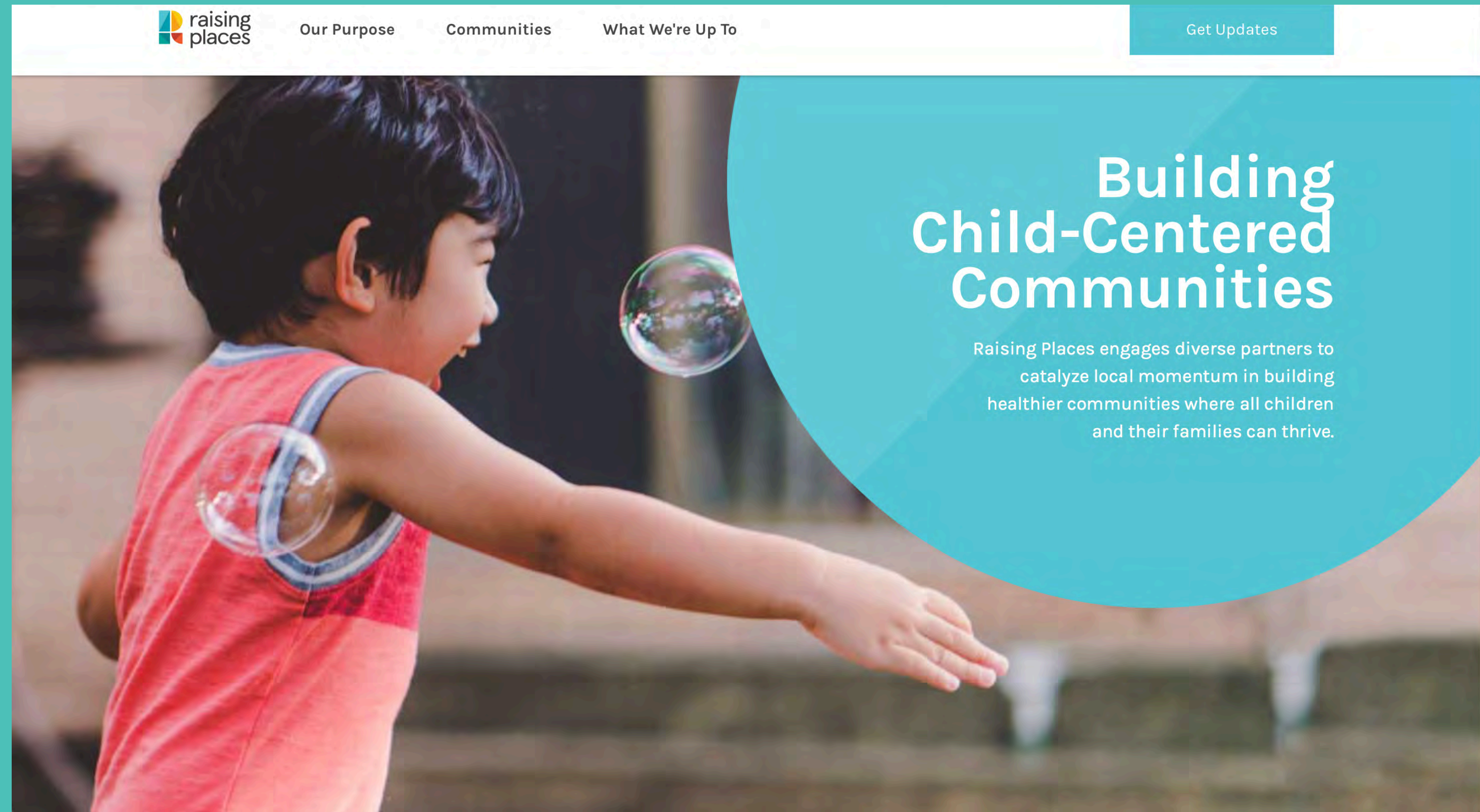


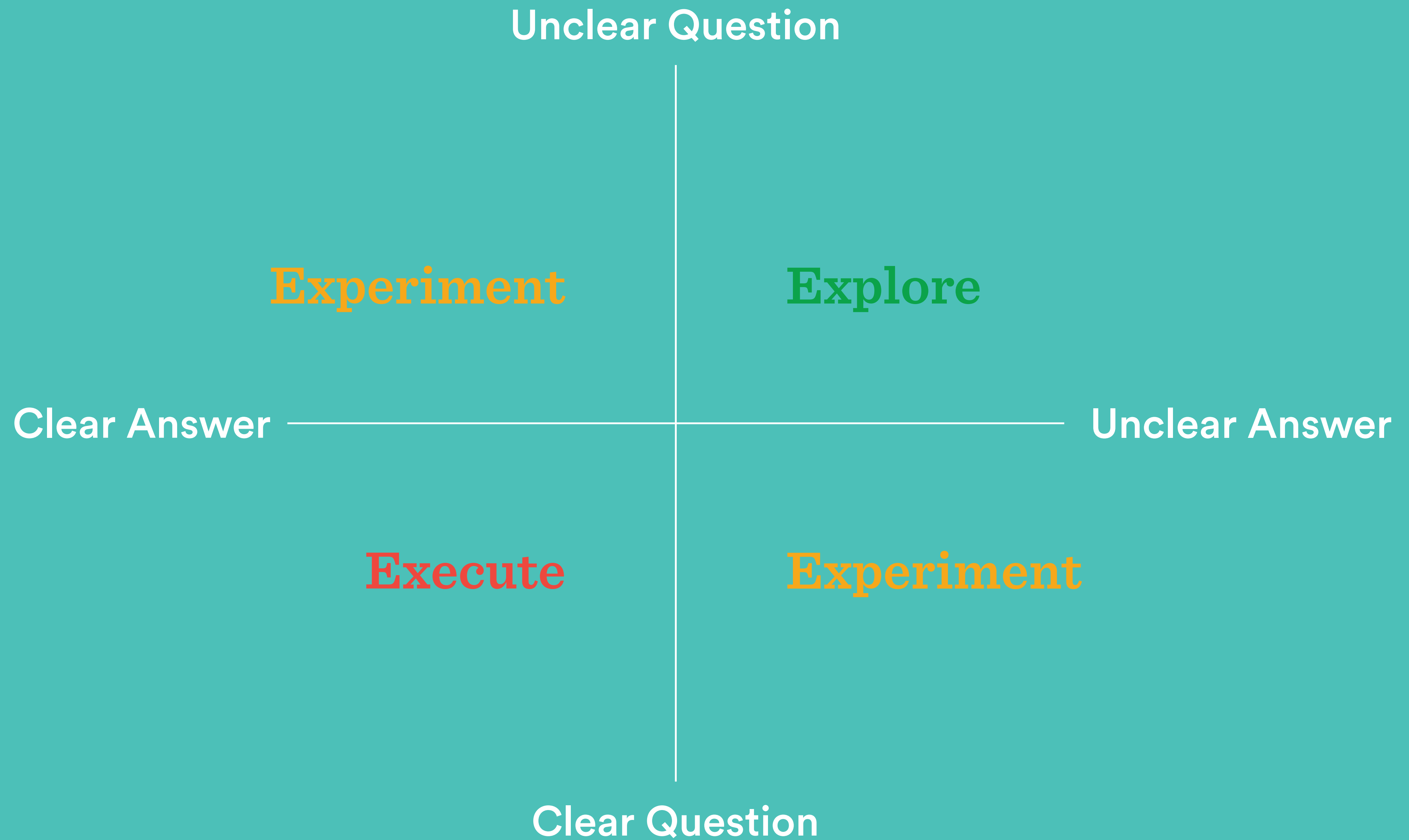
Unclear Question Unclear Answer



RWJF

RaisingPlaces.org







Let's build a Gut Check

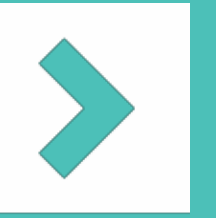




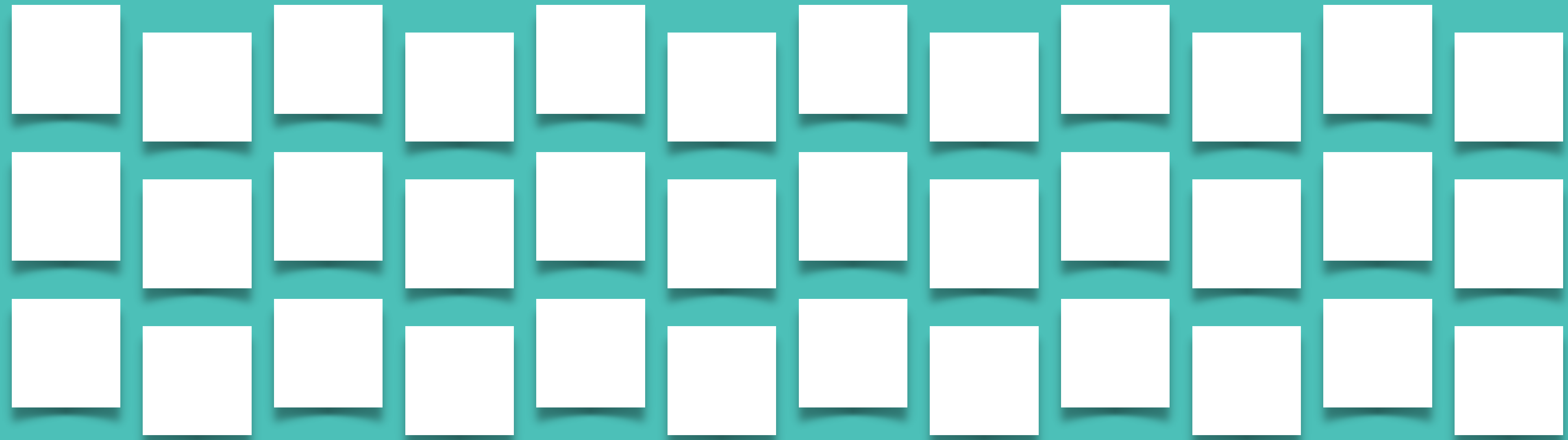
Reflections

Take stock of all the projects you've worked on for the last 12 months.

A project is bigger than an email, smaller than a book.



12 month project inventory





Yes!
All day,
everyday.

Maybe...
but here are
my conditions.

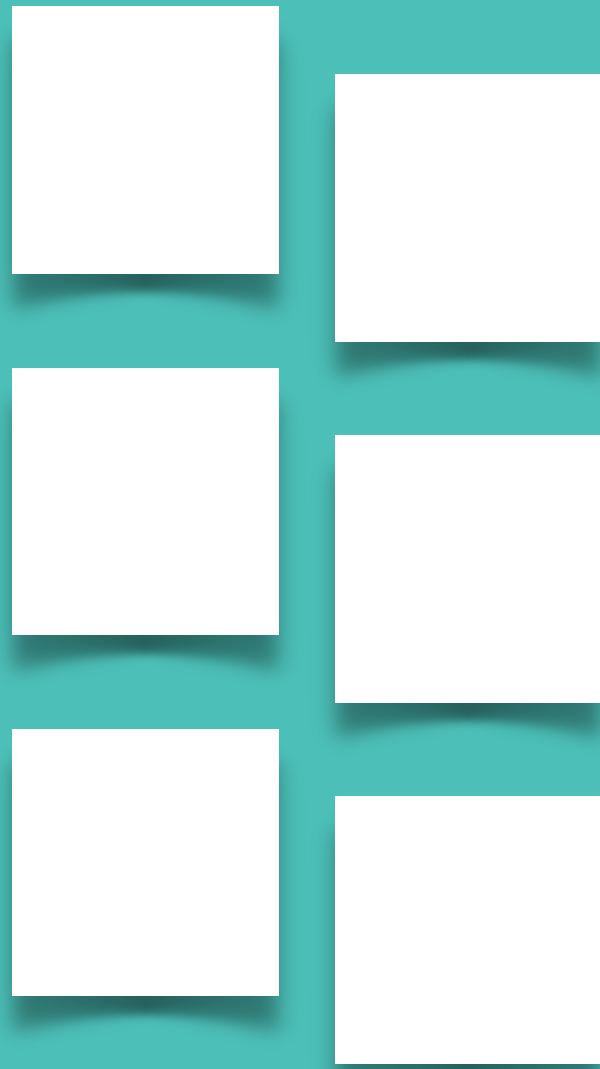
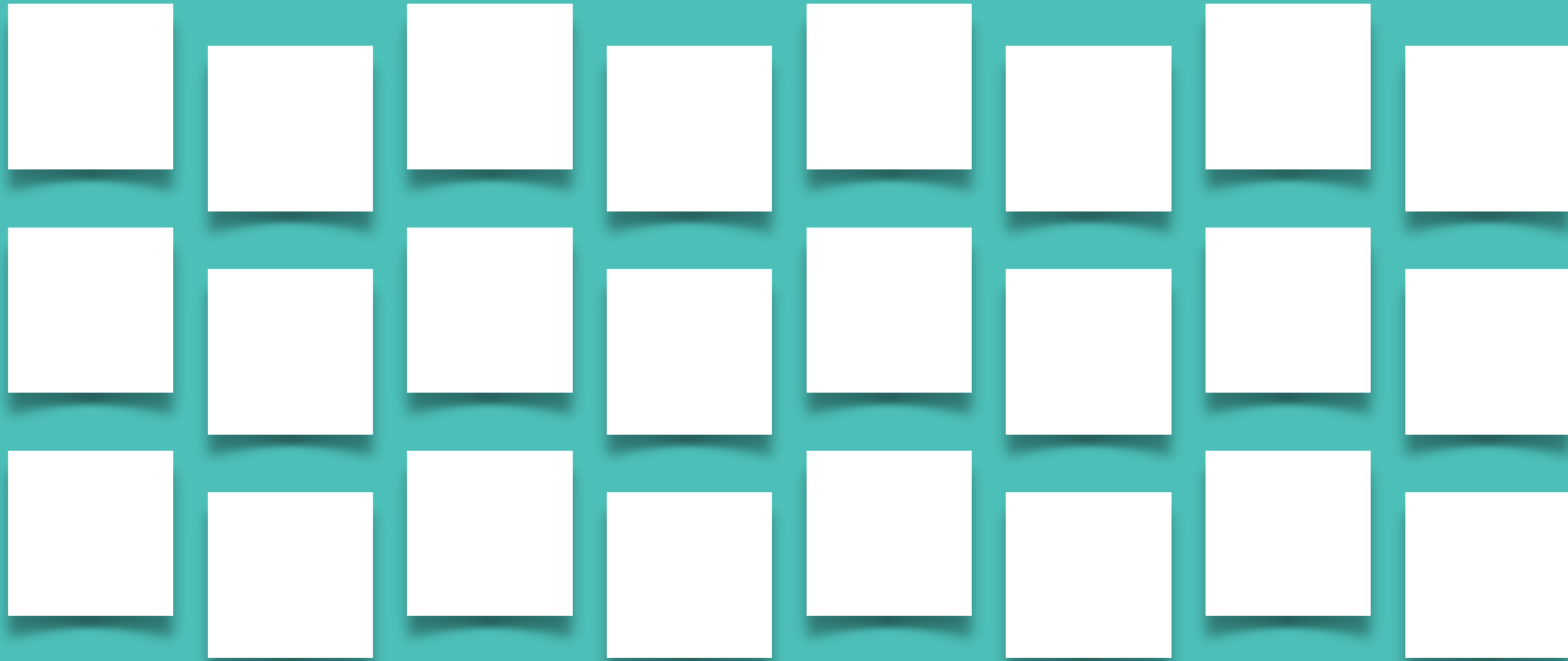
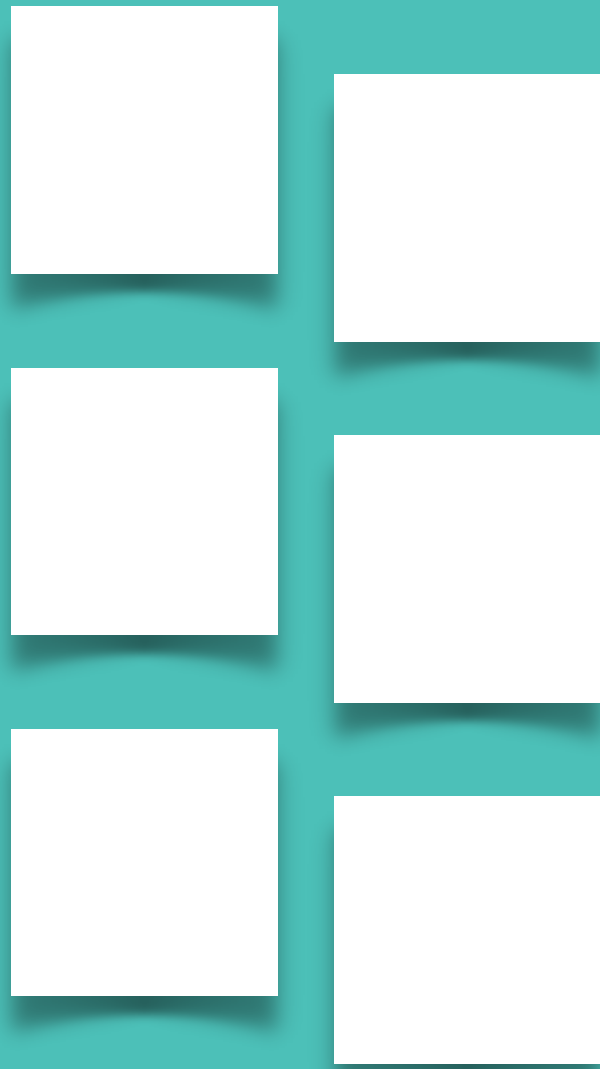
Nope!
Never again.



Yes!

Maybe

Nope!





Themes

Find patterns based on the projects in your Yes, Maybe and Nope groups.

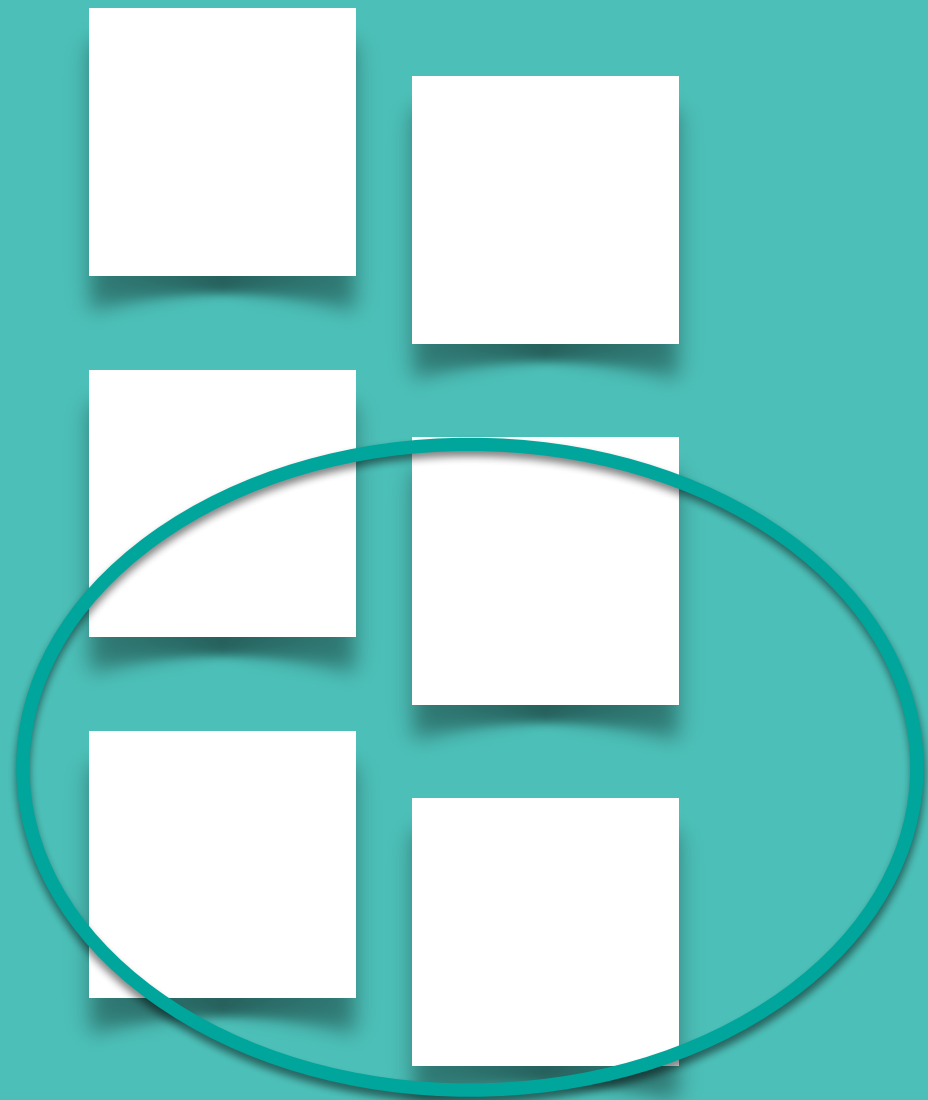
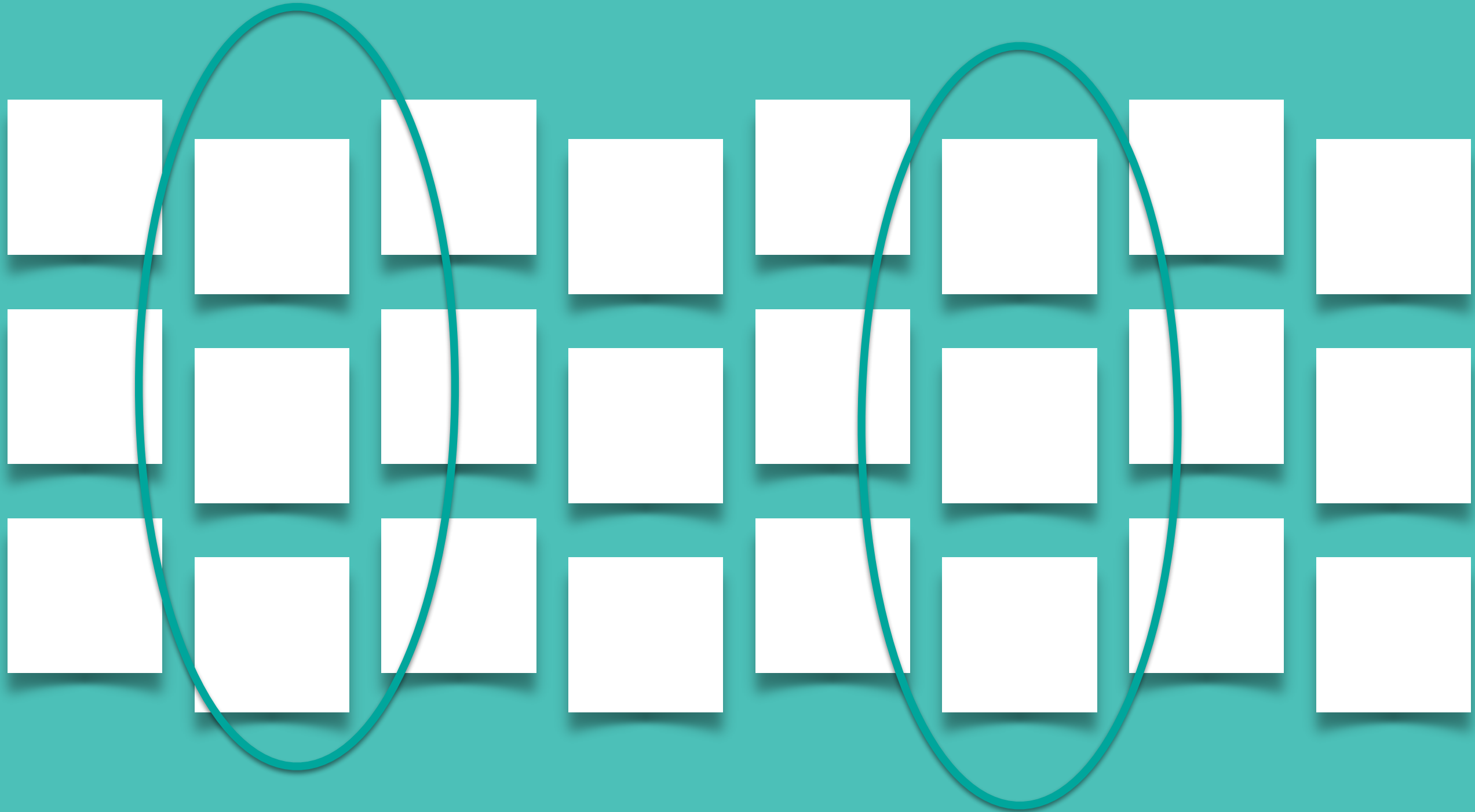
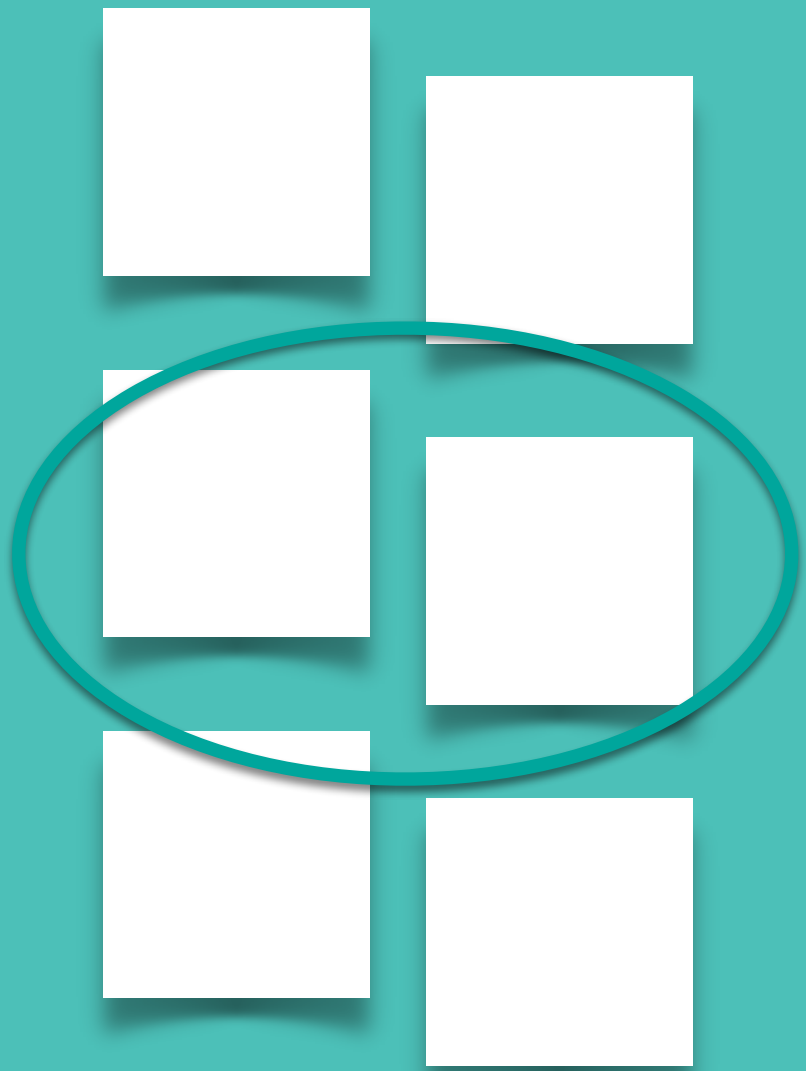


Themes

Yes!

Maybe

Nope!





***Autonomy,
Impact, I can
choose my team,***

***Realistic
timeline,
Deliverables
are in my
wheelhouse***

***Lonely,
Busywork,
Trivial problem***



Preemptive questions

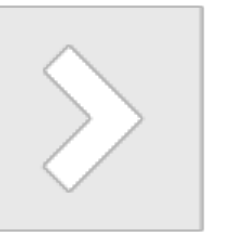
Based on your themes, write questions that surface the factors that matter.



Preemptive questions

Theme: I want my projects to have impact in the world

Question: What type(s) of positive impact might come about as a result of my work?



Preemptive questions

Theme: I hate it when our clients ignores my research

Question: What makes us think they are interested (or not) in learning from me?



Preemptive questions

Theme: I never have the time to make final design refinements

Question: If the timeline doesn't allow for final refinement, how can we set expectations for the final deliverables?

Stress Test the Gut Check

**Take an upcoming project/opportunity,
and ask your questions.**





Your Gut Check





bit.ly/YourGutCheckNYCMarch2019

Open Your Gut Check

The screenshot shows a mobile interface for a form titled "Gut Check Workshop (3/12/19) Please make a copy!". The interface is divided into two main sections: "Section 1 of 8" and "Section 2 of 8".

Section 1 of 8:

- Section title: "Workshop questions"
- Form description: "Form description"
- Question 1: "Question" with "Long answer text" input field.
- Question 2: "Question" with "Long answer text" input field.
- Question 3: "Question" with "Long answer text" input field.

At the bottom of Section 1, there is a navigation bar with the text "After section 1 Continue to next section".

Section 2 of 8:

- Section title: "Section 2 of 8"

The interface includes a top navigation bar with a back arrow, the title "Gut Check Workshop (3/12/19) Please make a copy!", a folder icon, a star icon, a "SEND" button, and a user profile icon. A vertical toolbar on the right side contains icons for adding content (+), text (Tt), image, video, and a list icon. A question mark icon is visible in the bottom right corner.