

# MURAL

Group 1 Team Lead: Pety Kerey

- Kati Ferguson
- Jan Jacobs
- Mark Mounier
- Melinda Wood
- Paul Bickart

### PART 1: Creating our "How Might We"

**Part 1 - 10 minutes**

● Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?

**BEST PRACTICE**

- Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?
- ▲ Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?

unfamiliar ground	technology	Reverse engineer what we do	difficults reengineering method	Legacy content has restrictions
unrealistic time constraints	Many different types of users and technologies	Fighting out what everyone wants	Who has the decision?	How to find time to work on these jobs already full
new employee educational products	Fighting out how to support ongoing work	Who has the decision?	How to find time to work on these jobs already full	How to find time to work on these jobs already full
all business response that methods	Fighting out who to contact for support	How to find time to work on these jobs already full	How to find time to work on these jobs already full	How to find time to work on these jobs already full
remote employees only	How to find time to work on these jobs already full	How to find time to work on these jobs already full	How to find time to work on these jobs already full	How to find time to work on these jobs already full

*How might we help/support veteran remote employees to lead current organization activities while also supplying the necessary energy & expertise to achieve the company's new direction?*

### PART 2 & 3: "How Might We" Solution Brainstorm

*How might we help/support veteran remote employees to lead current organization activities while also supplying the necessary energy & expertise to achieve the company's new direction?*

**Part 2 - 20 minutes**

● Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?

**BEST PRACTICE**

- Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?
- ▲ Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?

**Be easy to do**

**Be impossible to do**

**Be possible with unlimited resources and time**

**Get you fired**

**Assumes no budget and can be ready tomorrow**      *costs no money but quick*

**Part 3 - 20 minutes**

● Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?

**BEST PRACTICE**

- Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?
- ▲ Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?

### PART 4, 5 & 6: Sketch, Review, & Revise Solution

*How might we help/support veteran remote employees to lead current organization activities while also supplying the necessary energy & expertise to achieve the company's new direction?*

**Part 4 - 20 minutes**

● Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?

**BEST PRACTICE**

- Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?
- ▲ Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?

**Part 5 - 20 minutes**

● Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?

**BEST PRACTICE**

- Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?
- ▲ Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?

**Part 6 - 20 minutes**

● Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?

**BEST PRACTICE**

- Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?
- ▲ Read and discuss the "How Might We" process. What are the key elements of the "How Might We" process? How do you use it? How do you use it to generate ideas? How do you use it to generate ideas that are innovative and creative? How do you use it to generate ideas that are innovative and creative?

**Designated specialists**

**"Dial a leader": immediate access to someone to answer big questions on the spot**

**20 YEARS @ HMH**

**How to prevent abuse/people not checking FAQ?**

**FAQs created from questions**

**Live call (recorded with indexed transcript)**



Group 1: Design Thinking Workshop ↕ ↻ 🗨 All changes saved 👤 21 📤 SHARE 📄 EXPORT 🗨 🗨 ☰ ?

# Group 1

Team Lead: Patty Kenny

Kelli Flanagan

Jon Jacobs

Micah Newman

Malinda Weed

Pam Bachorz

## PART 1: Creating our "How Might We"

**Part 1 — 10 minutes**

- Think of our principles and Strategic moves. What are the pain points (People, Process, Technology) for your "user"?
- Develop a "How Might We" question to solve pin points.
- Identify your extreme users.

**BEST PRACTICE**

💡 Determine user or group that will benefit and what the specific benefit or behavior is that you are focused on achieving.

*How might we help/support [USER] to do/achieve [BENEFIT/BEHAVIOR]?*

⚠️ Think about users who are passionate, experienced, ambivalent, inexperienced, or unfamiliar with this topic.

unfamiliar ground

unrealistic time constraints

new employee educational products

old (traditional)

technology

Remote employees might feel disconnected

Many different types of tasks and technologies

Who has the decision?

Difficulties retraining/retooling mindset

Figuring out who oversees what

Figuring out how to support ongoing work

Figuring out who to contact for issues

Figuring out processes/steps

Legacy content has restrictions

Hard to find time to work on new initiatives when plate already full

Pressures to reduce spending while also increasing content functionality/life

Complex organization makes it hard to know where expertise lies outside of one's immediate group

rush for

AN

+

-

28%

Zoom settings



Group 1: Design Thinking Workshop | All changes saved | 21 | SHARE | EXPORT

## PART 2 & 3: "How Might We" Solution Brainstorm

# How might we support a Lead Learning Architect to hold the line on producing simplified, teacher-centric offerings?

**Part 3 — 10 minutes**

Review all ideas generated and eliminate any that do not address your "How might we" question.

Of those remaining, select a maximum of three ideas that both:

Inspire you because they feel like something you'd love to work on or have used.

Connect with a genuine user need you've seen or heard expressed.

Choose one idea to prototype.

**BEST PRACTICE**

It's OK to combine ideas together into a single idea

Try not to lose creative edges when combining

**Be easy to do**

- Limit Offerings
- look for overlap between competitive needs and teacher problems
- Pay close attention to usage data and focus efforts on high-use areas

Develop a standards roadmap for teachers to navigate old vs. new standards

use existing user research to inform decisions

leverage data from Ed to support story for simplified offerings

Ongoing teacher interviews to take pulse in classroom re what isn't working

meet all the competitive needs by researching teacher-centric solutions

unlimited consultation with teachers to ensure materials meet needs without going over

**Be impossible to do**

- listening to every schools' needs and creating individual school programs
- help shift sale's attention to messages of teacher needs
- spend more time articulating story, less on competitive me too
- tell a competitive story with what you already have

ML algorithm that tells you what to develop

Identify classroom tech capabilities and needs

Offer a malleable ever-shifting product to meet changing needs

Parse out current materials into simplified offerings.

Repurpose all Product With Ext. Rights Needed

Repurpose existing products

Deep dive into districts' needs to offer specific solutions

Help LLA truly understand what teachers need

**Be possible with unlimited resources and time**

- Trial of new products to see if "usable" before officially putting product on the market
- Indepth review of products and how they are actually used in the classroom
- Rethink that teachers often shove TOS and other components they don't use.

customized resources for every teacher

Get input from teachers on most wanted content/features to shift focus from competition to teacher problems

say maybe to everything

Do Everything suggested

Say no to everything

give them unlimited power to say no

Say yes to everything

AN



Group 1: Design Thinking Workshop All changes saved 21 SHARE EXPORT

**Part 6 — 10 minutes**

Use the feed back collected to refine original prototype.

Prepare a 60 second "Elevator Pitch" to sell your idea.

Nominate someone to give the pitch to the rest of the room

**PART 4, 5 & 6: Sketch, Review, & Revise Solution**

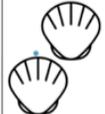
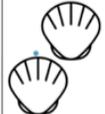
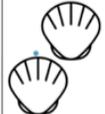
*How might we support a Lead Learning Architect to hold the line on producing simplified, teacher-centric offerings?*

**Give Lead LAs the Tools and Time to Understand Teacher Needs**

<p>Pressure from sales</p> 	<p>Pressure from LAs</p> 	<p>Pressure from management</p> 
<p>Pressure from time</p> 	<p>Help LLA truly understand what teachers need</p> 	<p>Pressure from competitors</p> 
<p>Help them prioritize time to focus on teacher needs</p> 	<p>Create a dynamic, ongoing online survey experience that provides specific insights to the LLA</p> 	<p>Give them tools to communicate teacher needs to internal partners</p> 

- Incentives for teachers to share thoughts with HMH
- Questions frequently change and are highly engaging
- Data is easy for all HMH-ers to access
- Could be informed by domain-specific needs as they arise (LLA input)

# Voting for favorite idea

<p><b>Group 1</b></p> <p>We like PIZZA because</p> <table border="1"> <tr> <td>  <p>Sidney Allen...</p> <p>It comes in slices!</p> </td> <td>  <p>It can be delivered to you while you're in your pajamas while watching TV.</p> </td> </tr> <tr> <td>  </td> <td>  <p>DESIGN YOUR OWN</p> </td> </tr> </table>	 <p>Sidney Allen...</p> <p>It comes in slices!</p>	 <p>It can be delivered to you while you're in your pajamas while watching TV.</p>		 <p>DESIGN YOUR OWN</p>	<p><b>Group 2</b></p> <p>We like ... because</p> <table border="1"> <tr> <td> <p>Many possible shapes</p>  </td> <td> <p>Cheese</p>  </td> </tr> <tr> <td> <p>Many possible toppings</p>  </td> <td> <p>Thin Crust Medium Crust Deep Dish</p>  </td> </tr> </table>	<p>Many possible shapes</p> 	<p>Cheese</p> 	<p>Many possible toppings</p> 	<p>Thin Crust Medium Crust Deep Dish</p> 	<p><b>Group 3</b></p> <p>We like scallops because... HEY!</p> <table border="1"> <tr> <td>  </td> <td> <p>Scallops are versatile! Eat them with pasta, or greens, or anything you like!</p> </td> </tr> <tr> <td> <p>Scallops are healthy and contain many important nutrients</p> </td> <td> <p>✓</p> </td> </tr> </table>		<p>Scallops are versatile! Eat them with pasta, or greens, or anything you like!</p>	<p>Scallops are healthy and contain many important nutrients</p>	<p>✓</p>
 <p>Sidney Allen...</p> <p>It comes in slices!</p>	 <p>It can be delivered to you while you're in your pajamas while watching TV.</p>													
	 <p>DESIGN YOUR OWN</p>													
<p>Many possible shapes</p> 	<p>Cheese</p> 													
<p>Many possible toppings</p> 	<p>Thin Crust Medium Crust Deep Dish</p> 													
	<p>Scallops are versatile! Eat them with pasta, or greens, or anything you like!</p>													
<p>Scallops are healthy and contain many important nutrients</p>	<p>✓</p>													
<p><b>Group 4</b></p> <p>We like grilled vegetables because</p> <table border="1"> <tr> <td> <p>Grilled Vegetables</p>  </td> <td> <p>It goes with every thing it is Healthy</p> <p>Always Tasty</p> </td> </tr> <tr> <td> <p>Even Oker!</p> </td> <td> <p>Can find a vegetable no matter what allergy or eating needs or habits.</p> </td> </tr> </table>	<p>Grilled Vegetables</p> 	<p>It goes with every thing it is Healthy</p> <p>Always Tasty</p>	<p>Even Oker!</p>	<p>Can find a vegetable no matter what allergy or eating needs or habits.</p>	<p><b>Group 5</b></p> <p>We like BBQ because</p> <table border="1"> <tr> <td> <p>It's Delicious</p> <p>It's Power Food</p> <p>Keto- and Paleo-Friendly</p> <p>It's unpretentious -- not fussy</p> </td> <td>  <p>It Takes Time To Do Right</p> <p>It's an Elite, Craft Activity</p> <p>Done Right, It's a Source of Pride!</p> </td> </tr> <tr> <td> <p>It's a Core Component of the Meat and Three!</p> </td> <td> <p>Frequently local, regional variation</p> <p>It cuts across red and blue america</p>  </td> </tr> </table>	<p>It's Delicious</p> <p>It's Power Food</p> <p>Keto- and Paleo-Friendly</p> <p>It's unpretentious -- not fussy</p>	 <p>It Takes Time To Do Right</p> <p>It's an Elite, Craft Activity</p> <p>Done Right, It's a Source of Pride!</p>	<p>It's a Core Component of the Meat and Three!</p>	<p>Frequently local, regional variation</p> <p>It cuts across red and blue america</p> 	<p><b>Group 6</b></p> <p>We like sweets because</p> <table border="1"> <tr> <td> <p>Strawberries are ...</p>  </td> <td> <p>Who doesn't like sweets</p>  </td> </tr> <tr> <td> <p>Healthy</p> <p>Tasty</p> <p>Beautiful Color</p> </td> <td>  </td> </tr> </table>	<p>Strawberries are ...</p> 	<p>Who doesn't like sweets</p> 	<p>Healthy</p> <p>Tasty</p> <p>Beautiful Color</p>	
<p>Grilled Vegetables</p> 	<p>It goes with every thing it is Healthy</p> <p>Always Tasty</p>													
<p>Even Oker!</p>	<p>Can find a vegetable no matter what allergy or eating needs or habits.</p>													
<p>It's Delicious</p> <p>It's Power Food</p> <p>Keto- and Paleo-Friendly</p> <p>It's unpretentious -- not fussy</p>	 <p>It Takes Time To Do Right</p> <p>It's an Elite, Craft Activity</p> <p>Done Right, It's a Source of Pride!</p>													
<p>It's a Core Component of the Meat and Three!</p>	<p>Frequently local, regional variation</p> <p>It cuts across red and blue america</p> 													
<p>Strawberries are ...</p> 	<p>Who doesn't like sweets</p> 													
<p>Healthy</p> <p>Tasty</p> <p>Beautiful Color</p>														

Type your name into one of the yellow