



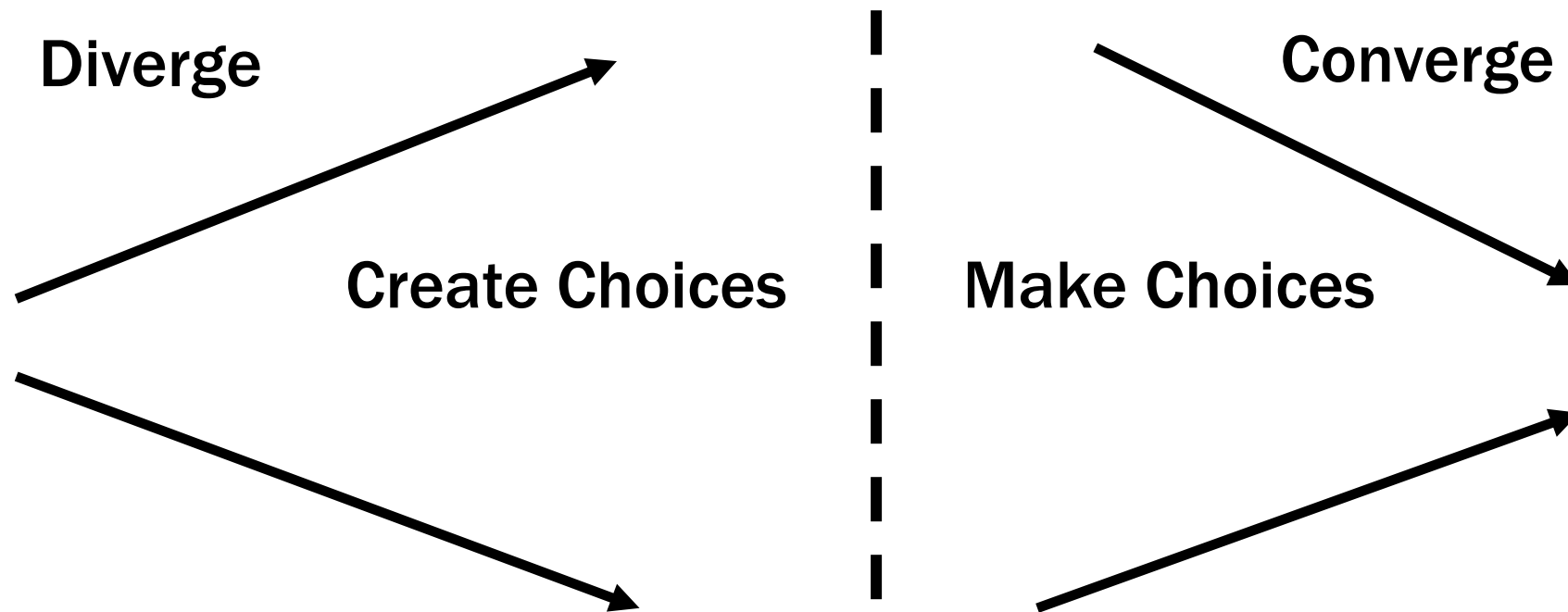
COMMUNITY ENGAGEMENT

A Design Process

THE CHALLENGE

Put a structure around your new ideas.

BRAINSTORMING



START WITH YOUR STRENGTHS



Head



Heart



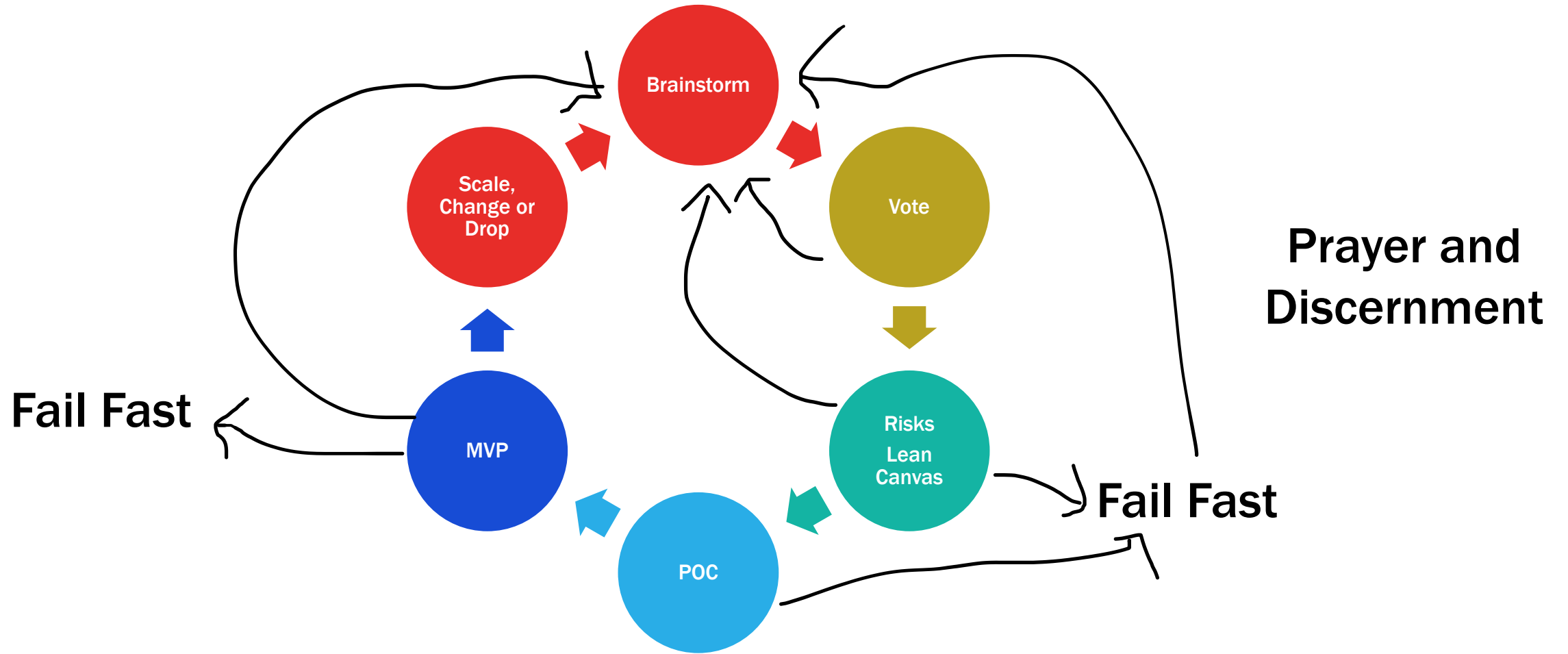
Hands

**Where is God at
Work?**

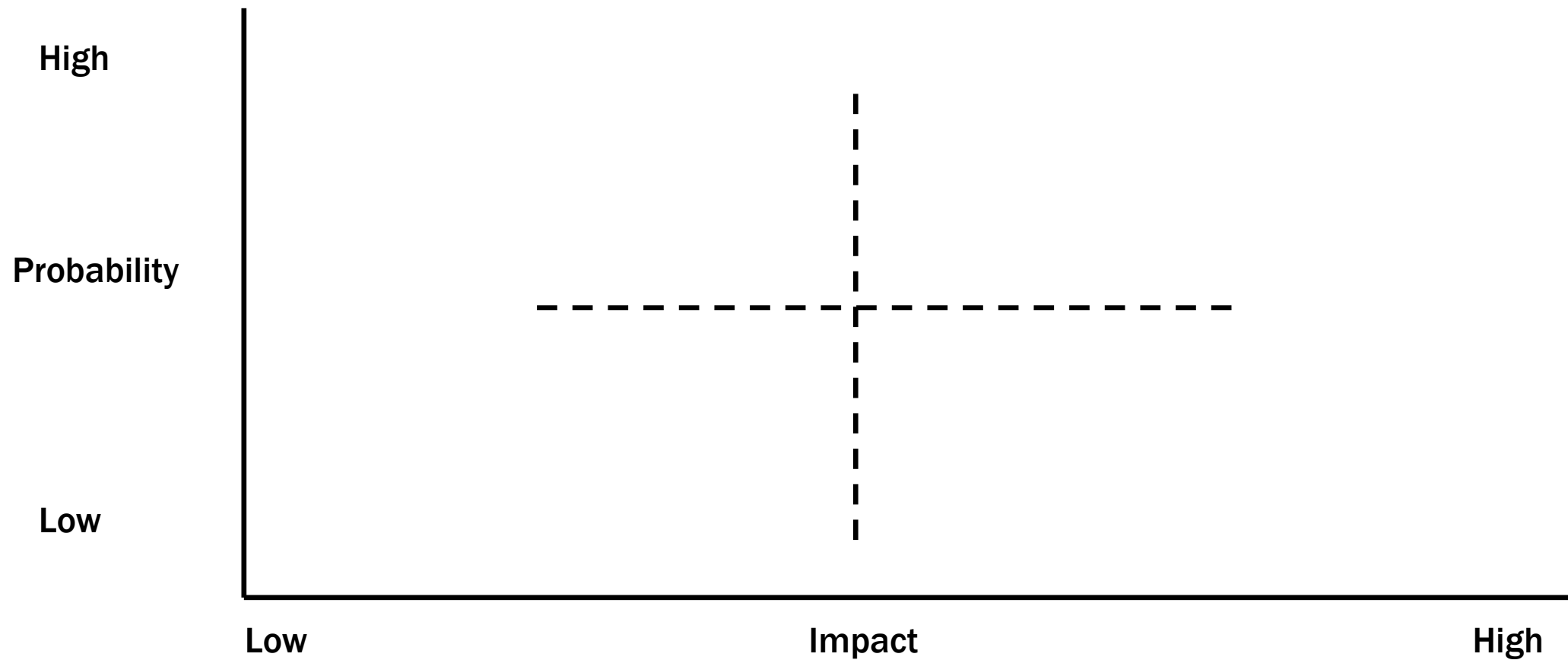
THE HARD PILLAR



THE CYCLE-TEST AND LEARN



RISK ANALYSIS



SOCIAL BUSINESS MODEL CANVAS

MISSION:				
IMPLEMENTATION		VALUE	MARKET	
Key Allies	Key Resources	Social Innovation	Customer Relationships	Channels
	Key Activities	Value Proposition	Consumer Benefits	
FINANCES				
Cost of Delivery		Community Reinvestment	Revenue Streams	

PROOF OF CONCEPT

- **Demonstration of how it would work. Is what we are trying to do feasible?**
- **A chance for people to interact with something tangible and provide feedback.**
- **A document, a demo, a one-off-event, an evaluation of where it has worked before, etc.**
- **Not the finished product.**

MVP

- **Minimum Viable Product.**
- **Something that works, that people can engage with, that we can scale up later.**
- **A pilot delivered for a shorter period of time.**
- **Goals and timelines.**

FAILURE

It hurts.

Celebrate the process.

Document it.



CASE STUDY

YOUR ROLE

- 1) Have a process
- 2) Be the meaning-maker

