Jewish Poverty Challenge

Crafting or Recrafting Your Intervention
1. Client Journey
2. Business Model Canvas
3. Operating Model Canvas
4. Value Chain Analysis
1. Stating the Service/Solution
2. The Double Diamond
3. Mapping the Service/Solution Delivery
4. Other Interventions Needed to Be Successful
5. Funder PowerPoint
Most of you it’s a 1st Step

- Rolling out a new program or service
- Relationship management strategy
- Marketing & Client Engagement Process
- Data as a solution
- Delivery system

Putting the right mix of things together to accomplish a goal!!! Do you know what the goal is and can it be measured?
Process Tracking Using the Double Diamond

Activity | Phase
---|---
Discovery | Research
Define | Synthesis
Develop | Ideation
Deliver | Implementation

Primary Research | Secondary Research

Don’t Know
Could Be

Question, Challenge, Client Brief
Unstructured Research Findings
Final Brief HMW-Question

Primary Research
Cluster Topics
Insights
Themes
Opportunity Areas
HMW-Ideation
Evaluation
Ideas
Build, Test, Iterate
Out

Do Know
Should Be

Answer, Product, Solution

STARTUP
Internet Alone Means Nothing: Must Fit Into a Greater Strategy: The Social Envelope

Enveloping Youth & Their Families With the Supports Needed for Success
- Start drawing or writing on paper the steps
- Organize the steps
- Rearrange the steps
- Visualize the client, employee, or partner journey
- The more elementary the better; in the beginning don’t leave anything out
- What is needed to execute the steps (time, money, resources, people)
- Process of subtraction from there
- Unknowns lead to more research and homework
- Go talk to people
Other Interventions

- Civic Realignment
- Filling the Management Gap
- New Volunteer & Donor Goodwill Pipelines
Jewish Poverty Pitch Template

5 Minute Pitch
The Problem

- What’s the Pain/Problem that you seek to solve? (Problem Slide)
- State the big, important problem that you are solving
  - State concisely and clearly why this situation exists and persists
  - Be specific less about overall poverty and more about what the client is facing
Define the Client Journey

Where is intervention needed?
Solution

What is your Solution? (Solution Slide or Slides)

- State concretely what you will build that solves the problem.
- New product/service; new alignment of partners, filling the management gap, mobilizing new volunteer/donor pipelines
Benefits

What is the Benefit(s) or Value that your Solution provides?

State clearly and quantify the 3 to 5 key benefits

- Performance - serve more or better
- Client Satisfaction
- Brand
- Price/Cheaper
- Ability to Scale
- Convenience
Social Landscape You Are Building In

- What factors in your social environment are affecting success
  - Competitors
  - Partner alignment or misalignment
  - Supplier relationships
  - Client engagement & relationships
  - Constrained resources
Reaching & Retaining Clients

- How will you get your solution to the RIGHT clients?
- How does your solution fit into your clients’ behavior for higher adoption?
- What is the client relationship needed for success?
Could You Scale & How?

- Assuming you can get it to market, how will you scale your impact?
  - Train the Trainer
  - Service Enterprise
  - Scaled Operations
  - Earned Income
  - Technology Driven
  - Advocacy
Team & Progress Slide

- Who's on your team today, and what progress have you made?
  - Research and discovery,
  - Did you design something; service model, business model, alignment strategy, a technology, data strategy, etc.
  - Began experiments
  - Uncover the right problem
  - Uncover a better customer segment
  - Understand better what not to do
Ask

- What resources are needed and what milestones will be achieved with them?
  - Monetary support
  - Strategic partnerships
    - Management support
    - Advocacy support
    - Tactical support
    - Innovation & reform support
  - In-kind services
  - Volunteers
The Calendar

**November**- Risk Factors & Competitive Landscape
  Content: Risk Mitigation
  Recommended Action: risk table

**December**- Talking Scale
  Content: train the trainer, technology implementation, scaling operations, modifying the service model, creating/enhancing partnerships
  Recommended Action: create a scale strategy

**January**- Business & Service Model
  Content: business development and fundraising; reaching, engaging, and retaining clients; onboarding and relationship management; working towards stability; pitching
  Recommended Action: construct business model and prepare pitches
Mapping Exercise
Creative Process From Scratch
Keep Talking to Clients & Partners to Get Feedback on:
- Problem
- Solution
- Behavior
- Funders or Payers
  Create a Funder PowerPoint