

Design Conversation – What's the Plan?

In the future what will be embedded?

So this might already be happening but isn't consistent as business as usual

In the future what will be different?

So this might be an innovation idea about people or process that is not currently happening

In the future what will be measurable?

So this might be something that is either embedded or new but is not currently being measured. Remember this is about measurement for a purpose

- From this create 3 very specific statements, one for embedded, one for different, one for measurable
- Design statements must be specific rather than too broad. For example “**better engagement**” is too broad
- An example of a **specific** Design statement would be ‘**We are having regular and planned conversations with a wide variety of stakeholders about goal setting and what matters to them**’
- Write them in the present tense – i.e. as if you are there and it is already happening and start each statement with ‘**we**’ followed by a detailed description of the action you would see
- You have **30** minutes to write your specific statements which you will then share with the other 2 groups
- **Please write your statements directly on to the big chart**