Design Thinking 101

Design Thinking in Church Innovation

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TRYTANK
Research Institute

Overview

- An overview of TryTank
- Before we start
- How to Try – Step 1: Generating Insights
- How to Try – Step 2: Developing Ideas
- How to Try – Step 3: Trying

TRYTANK
Research Institute

But what is it?

- Is it a ”think tank”?
- Is it the “way to save the church”?
- Is it a “silver bullet”?
- Rather it’s…

…it’s a place where we can ask

Innovation in the church.

Current church model

1- think of an idea
2- pray about it
3- write it out
4- form a committee
5- hold listening sessions
6- write a paper
7- go to a conference
8- do theological reflection
9- talk about it in the diocese
10- discern some more
11- bring to vestry
12- bring to vestry again
13- try it

TryTank model

TryTank
1- try it

That’s what we are…

- An opportunity to ask “what if?”
- A chance to dedicate time and resources to this work.
- The R&D part of our church.

But our experiments speak best…

- Right now **96** of them
- Let's take a look at some…

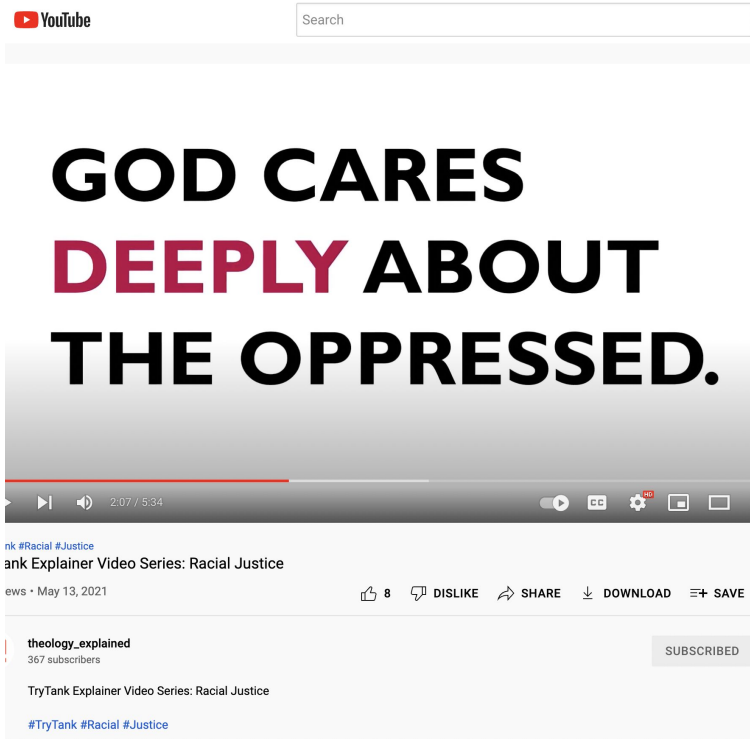
Alexa Prayer Skill

Creating a prayer leader out of Alexa to help people pray at home.

”one of the most engaged skills on Alexa”

Theological Explainer videos

Create short animated videos that explain Episcopal theology for use on YouTube.



La Misa in English

Creating a “culturally authentic” service aimed at Latinos that is in-culture but not in-Spanish.

1730 Evangelism

Organize and mentor smaller congregations to get to know their neighbors by inviting them to special events.

Spin Church

Taking the basics of a regular Soul Cycle group fitness class and making it full-out about Jesus and then sharing a liturgical meal after.

Spin Church

- We know …
  That 26,799 people saw the Facebook ads,
- Those people are 86% women and 14% men,
- They saw those ads a total of 160,671 times,
- And that 1,176 of those people took action from those ads.
- That’s a click-through rate of 1.40 which is more than 3x the Facebook benchmark for “well-performing” campaigns.
- However, only 9 people signed up to attend Spin Church over the campaign, and
- None went to the class.

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Before all the work

It is important to remember that this is about Jesus and spreading of the gospel.

Build your team!

Build your team!

- Excitement (like you!)
- Skills (to compliment)
- Roles (ongoing)
- Diversity (more is better)

Build your team!

- 3-5 in size
- Communicate
- Insights

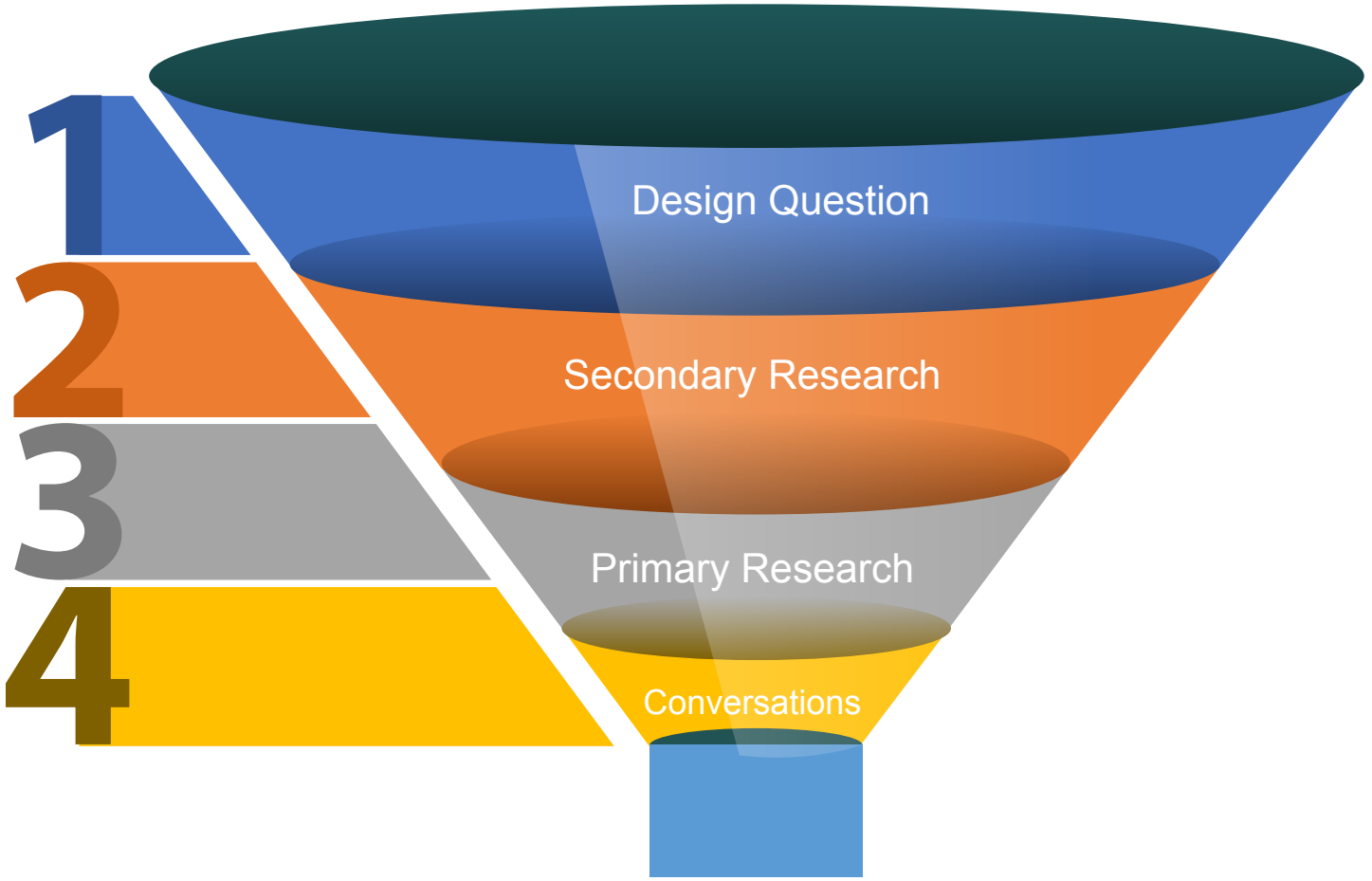
Step 1: Generating Insights

Mindset:
Be Curious

The Design Question

- Should we add a contemporary service?
- How can we better serve our neighborhood as it changes?
- Should we open a preschool?
- How can we bring in more revenue?

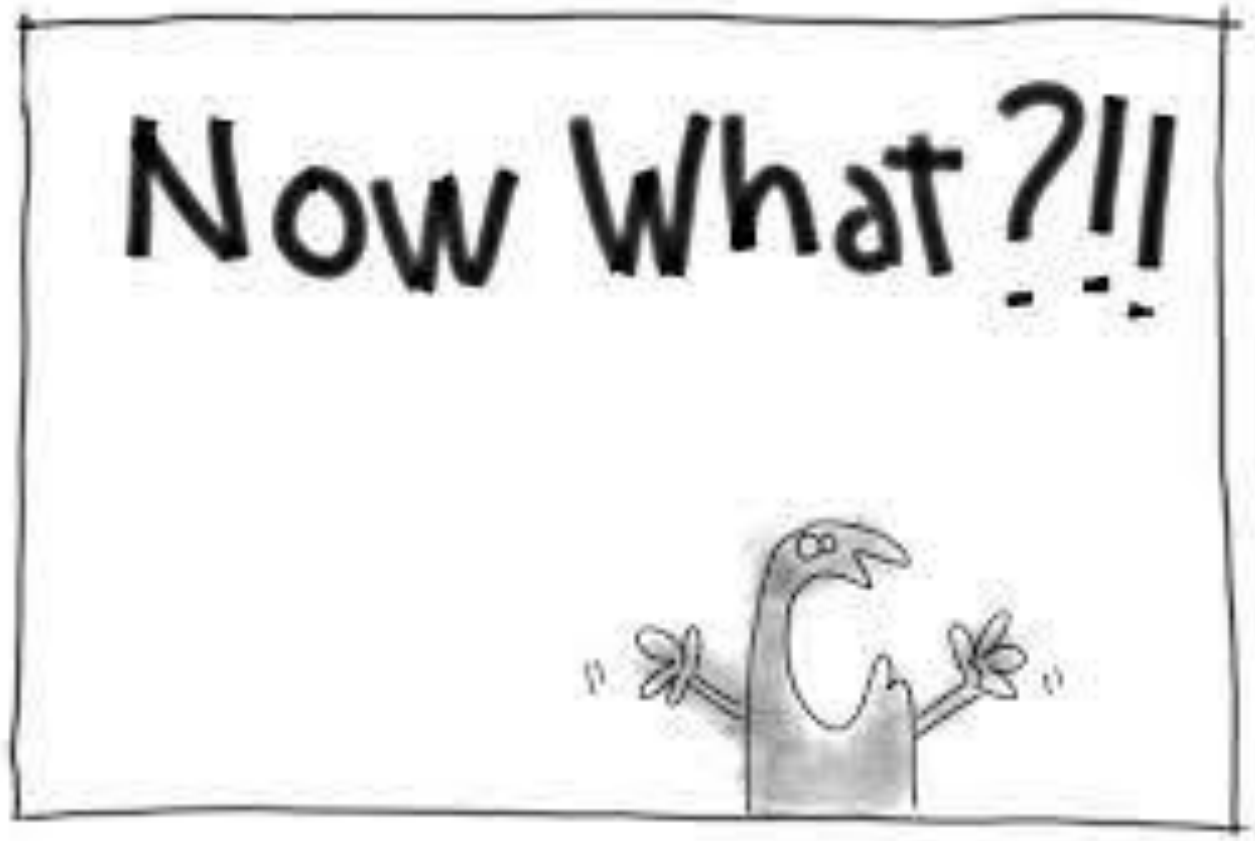
Generating Insights



Remember

Get others involved and make sure stakeholders buy in.

You have insights…



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Step 2: Developing Ideas

Mindset:
Be Playful!

Always begin with prayer

This is when the Holy Spirit can be with you.

Invite the Divine to inspire you to spread the Gospel.

Trust that God will be with you in this work.

Shift the Design Question

“What if…”

Becomes

”How might we…”

Other people's shoes

Imagine a whole day

Step by step

Come up with ideas along the way

Other people's shoes

"Listens to music while making coffee…"

"Reads the local paper…"

"Does yoga…"

"Listens to a podcast in car…"

eStorm

- Provocative subject line
- Manage expectations
- Present the challenge (question)
- Pictures work too!
- Follow up with a vote

Brainstorm

- Get a leader
- Right number of people (4-7)
- Clear design question
- Know the rules…

Brainstorm Rules(!)

- No bad ideas
- No budget
- Dream big! Wild!
- Stay focused!

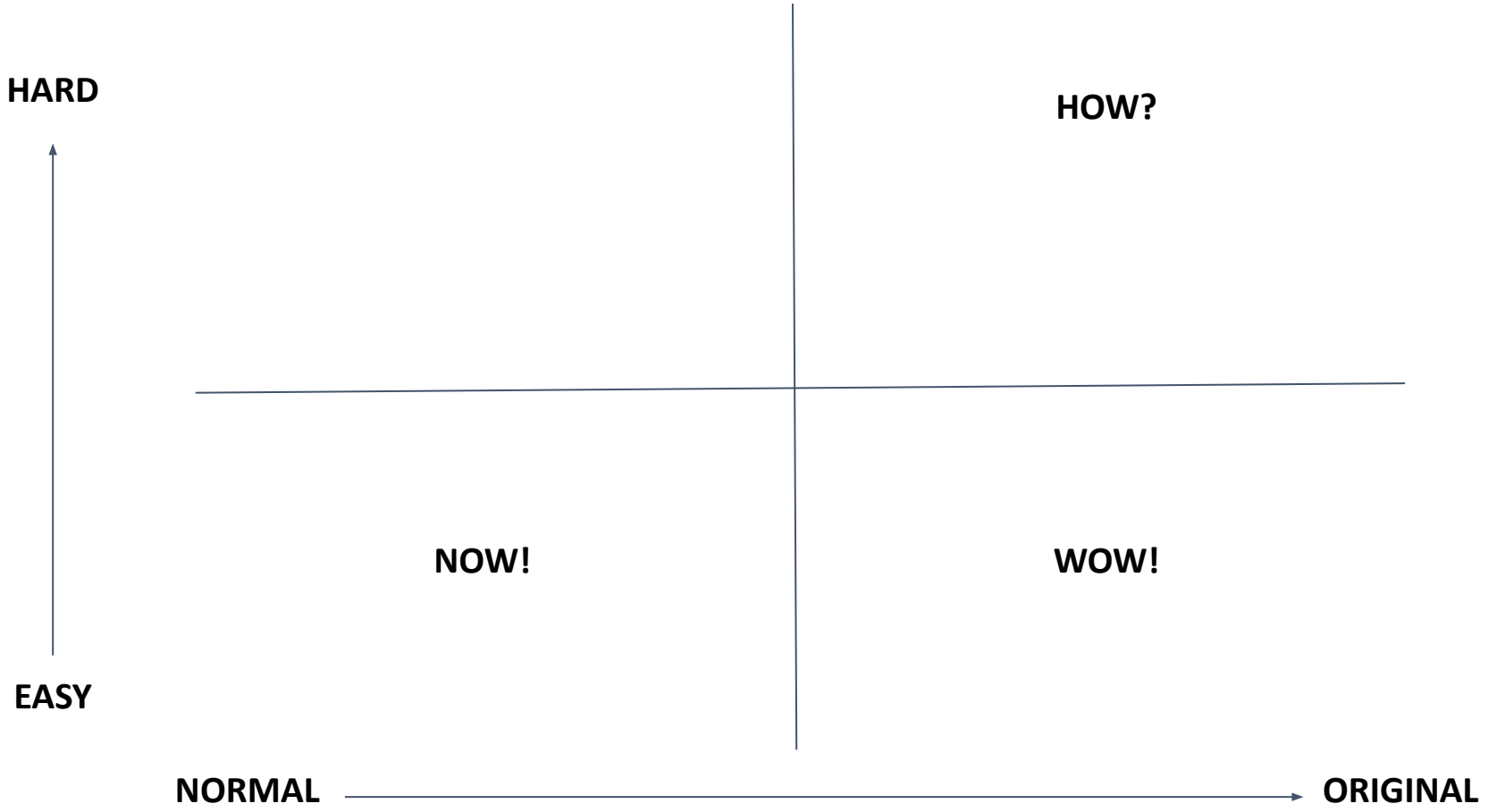
One at a time!

Quantity (t+5)

Be open

Have fun (laugh!)

Brainstorm Rules(!)


HARD
EASY
HOW?
NOW!
WOW!
NORMAL
ORIGINAL

So many ideas! How to manage them all!

1. Cluster
2. Discard
3. Vote

In the end.

You want to finish this step with 2 or 3 good ideas. The ones that give you feeling.

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Step 3: Trying

Mindset:
Be BOLD!

Mission Canvas

(1) DESIGN QUESTION	**(3) STAKEHOLDERS**	**(4) ELEVATOR PITCH**	**(6) PARTNERS**	**(2) OUR SOLUTION**
EXISTING ALTERNATIVES	**(9) KEY METRICS**		**(5) PATH TO TARGETS**	
(8) EXPENSES			**(7) FUNDING SOURCES**	

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Mission Canvas

15 minutes to fill out

Order is suggested only

OK to skip for a moment, but come back to it.

Do one for each idea.

(1) DESIGN QUESTION	(3) STAKEHOLDERS	(4) ELEVATOR PITCH	(6) PARTNERS	(2) OUR SOLUTION
EXISTING ALTERNATIVES	(9) KEY METRICS		(5) PATH TO TARGETS	
(8) EXPENSES			(7) FUNDING SOURCES	

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Mission Canvas Parts

1- Design Question

2- Our solution

3- Stakeholders

4- Elevator pitch

5- Path

Mission Canvas Parts

- 6- Partners
- 7- Funding Sources
- 8- Expenses
- 9- Key metrics

(1) DESIGN QUESTION	(3) STAKEHOLDERS	(4) ELEVATOR PITCH	(6) PARTNERS	(2) OUR SOLUTION
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Worth noting!

Decide which idea or ideas you can honestly and faithfully do.

MVP - Minimum Viable Prototype

Using the Mission Canvas, especially section 9!

Must be able to measure what you'll measure for success.

Strip away from the completed project until you can't.

Try!

What is the very next step to take?

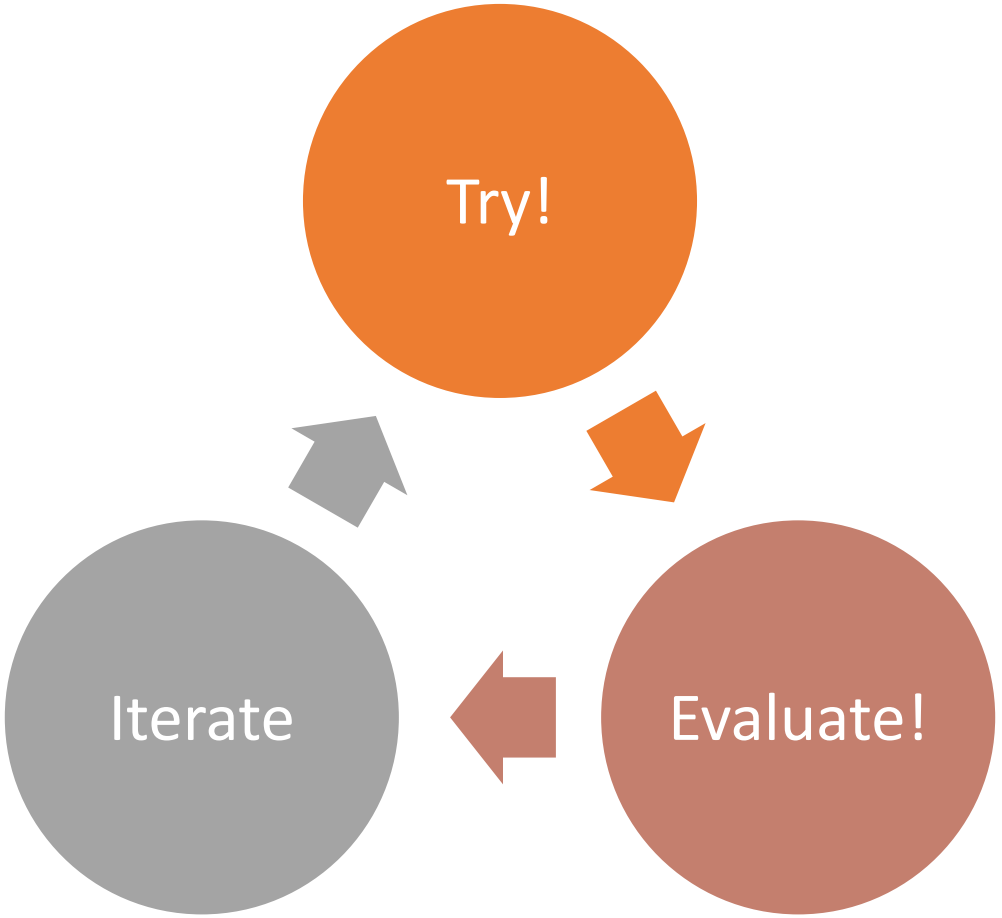
"Good enough" is good enough

It's ok to gauge interest using Facebook/Google ads

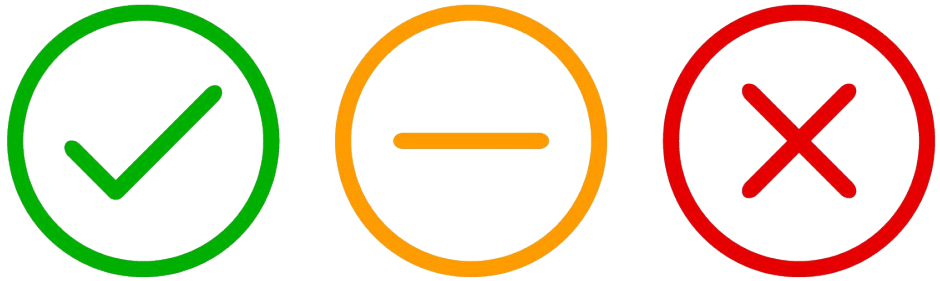
Refine, update mission canvas as you go and reality hits

Try again!

Trying Cycle



Evaluate



- Is it what you thought?
- Is it what you want to do?
- It’s ok if it didn’t work
- Is it something worth doing?
- Roll out! (or not!)

Remember

Get others involved and make sure stakeholders buy in.

A real moment

Let’s remember the “in-between” time. It’s a spiritual discipline.

WARNING!!

It is important to remember that this is about Jesus and spreading of the gospel.

Thank you.