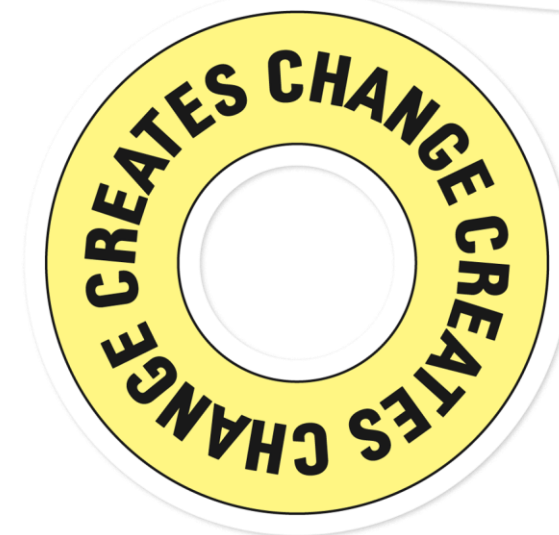
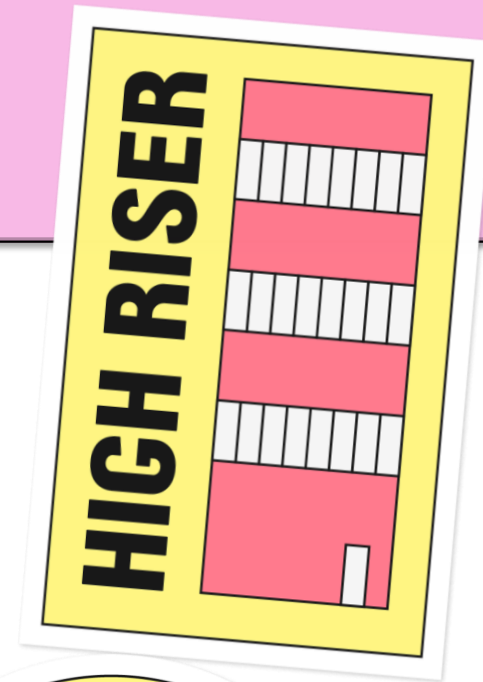


# PROBLEM SOLVING TO BETTER ENGAGE WITH YOUR COMMUNITY

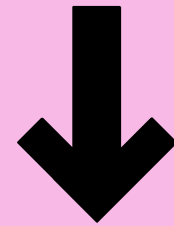


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# HOW TO MAKE THE MOST OF THIS SESSION

## WHY IT'S IMPORTANT



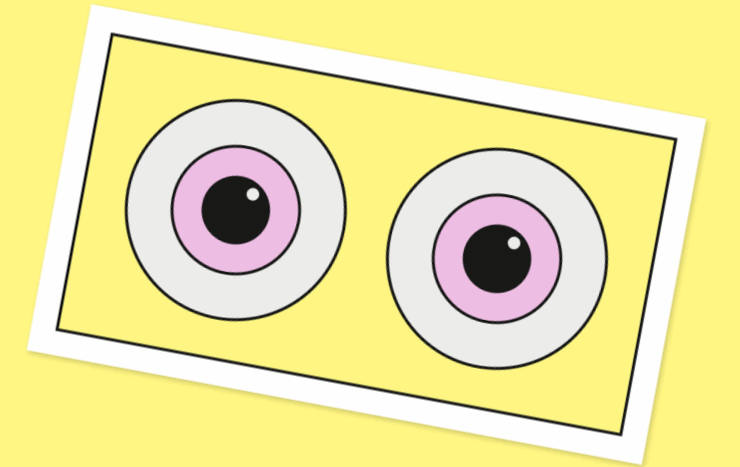
- Identify what is the **key challenge** that bothers you and why?
- Find out **who else** is seeking to tackle the social issue you're trying to address?
- How are you going to tackle it **better**, more **effectively** & with more **impact**?



# SESSION OVERVIEW

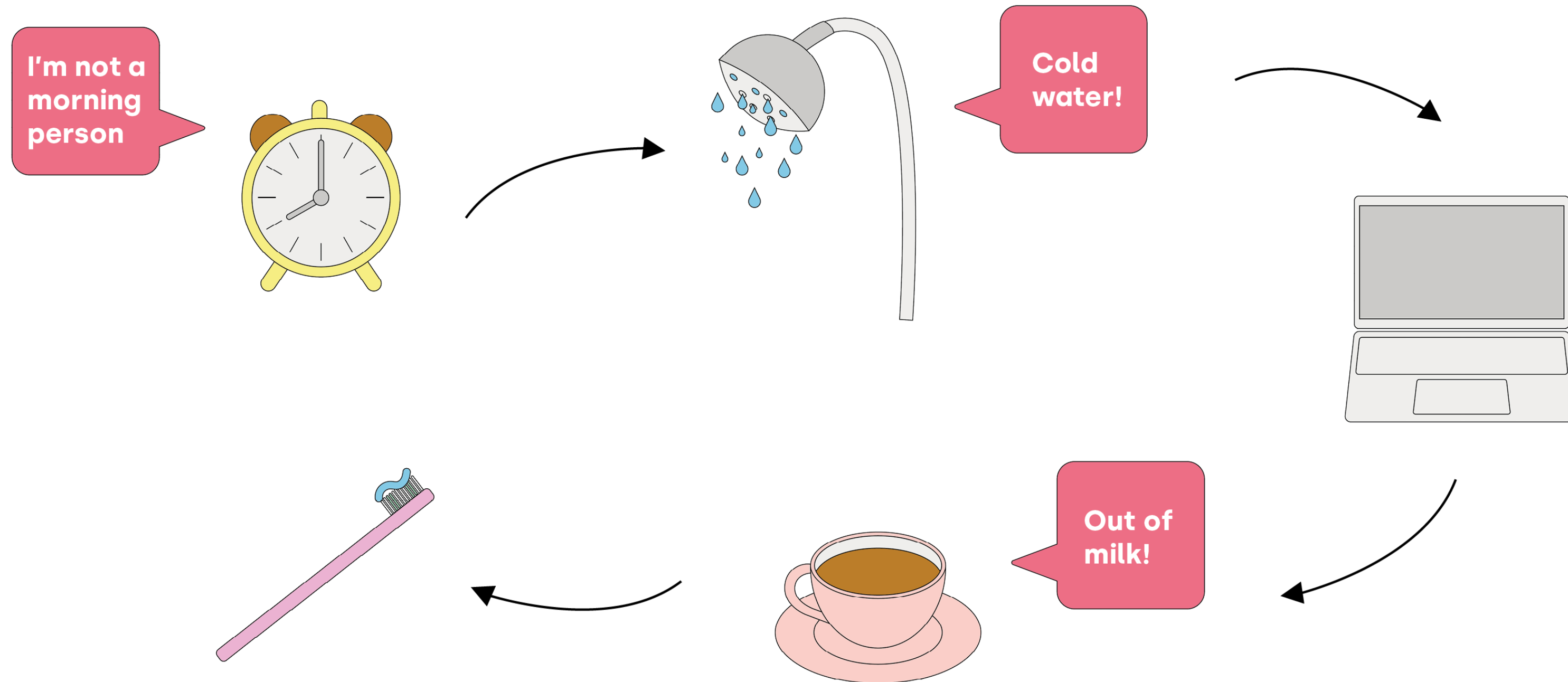


- identifying **challenges** & possible **solutions**
- Tools to map & identify **social issues**
- **Person centred design** & **stakeholder mapping**



# QUICK EXERCISE - 5 MINS

Draw your morning routine...identify your 'Pain Points'



# WHAT TO ASK...

Where are the pain points/challenges?

Who has control over these?

Are they big or small?

Who/what needs to be involved?

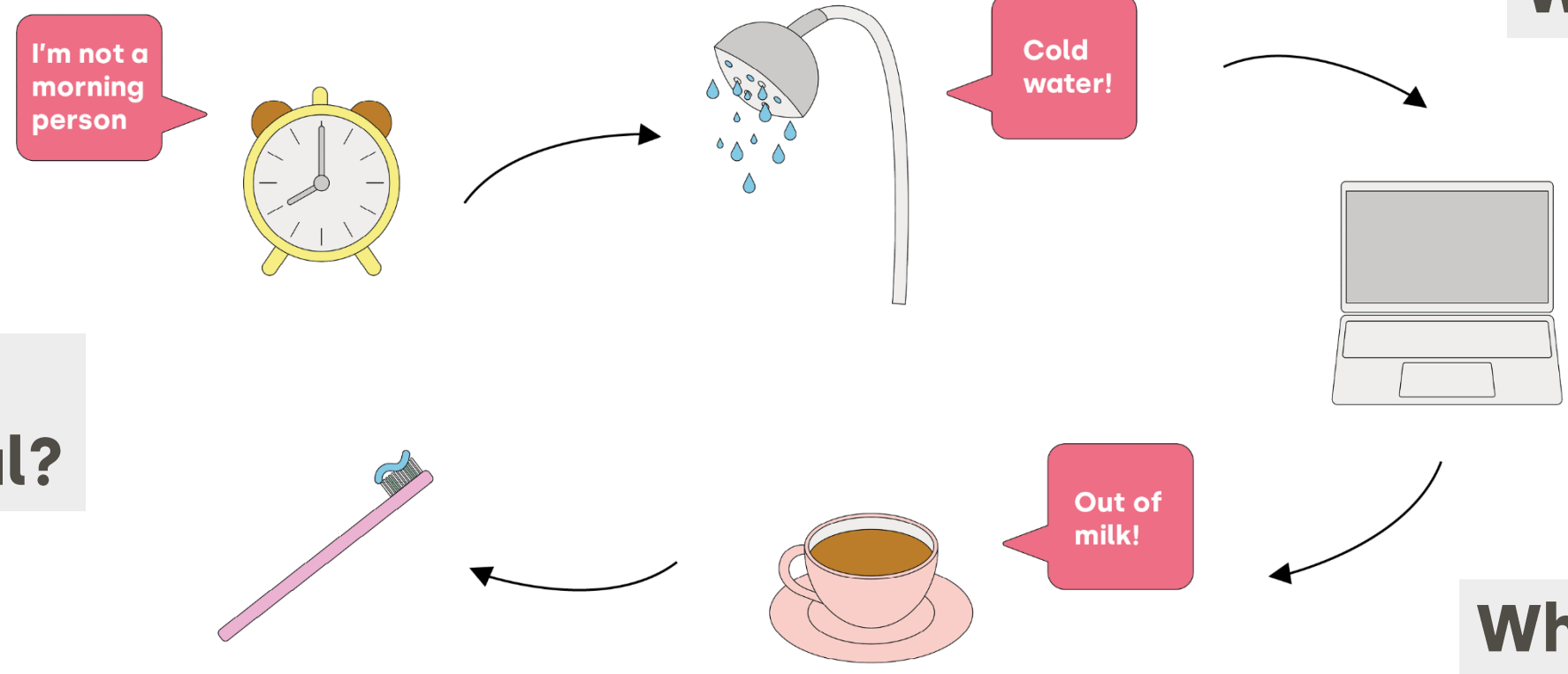
Are they internal/  
external/environmental?

What is the challenge?

Who says...backs up that it's a  
challenge & why is it a problem?

How can you come up with ways  
to address these?

3 ideas for ways to improve things...



# MAPPING

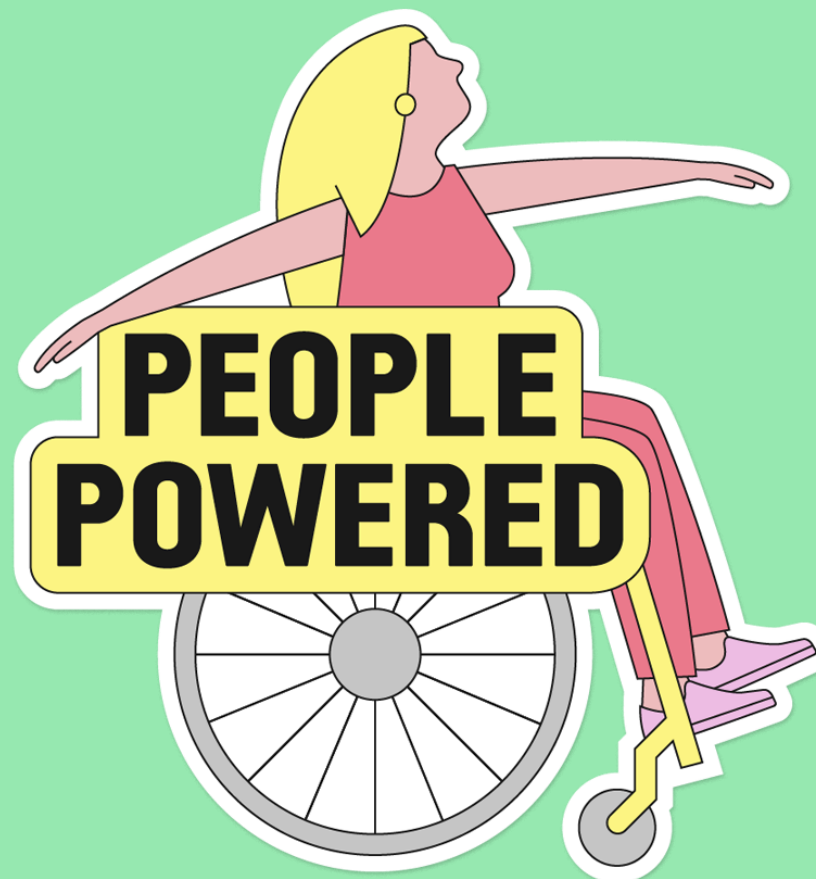
**Reflect with your community the challenges they face or how they engage with your project and what you can do to make their journey easier?**



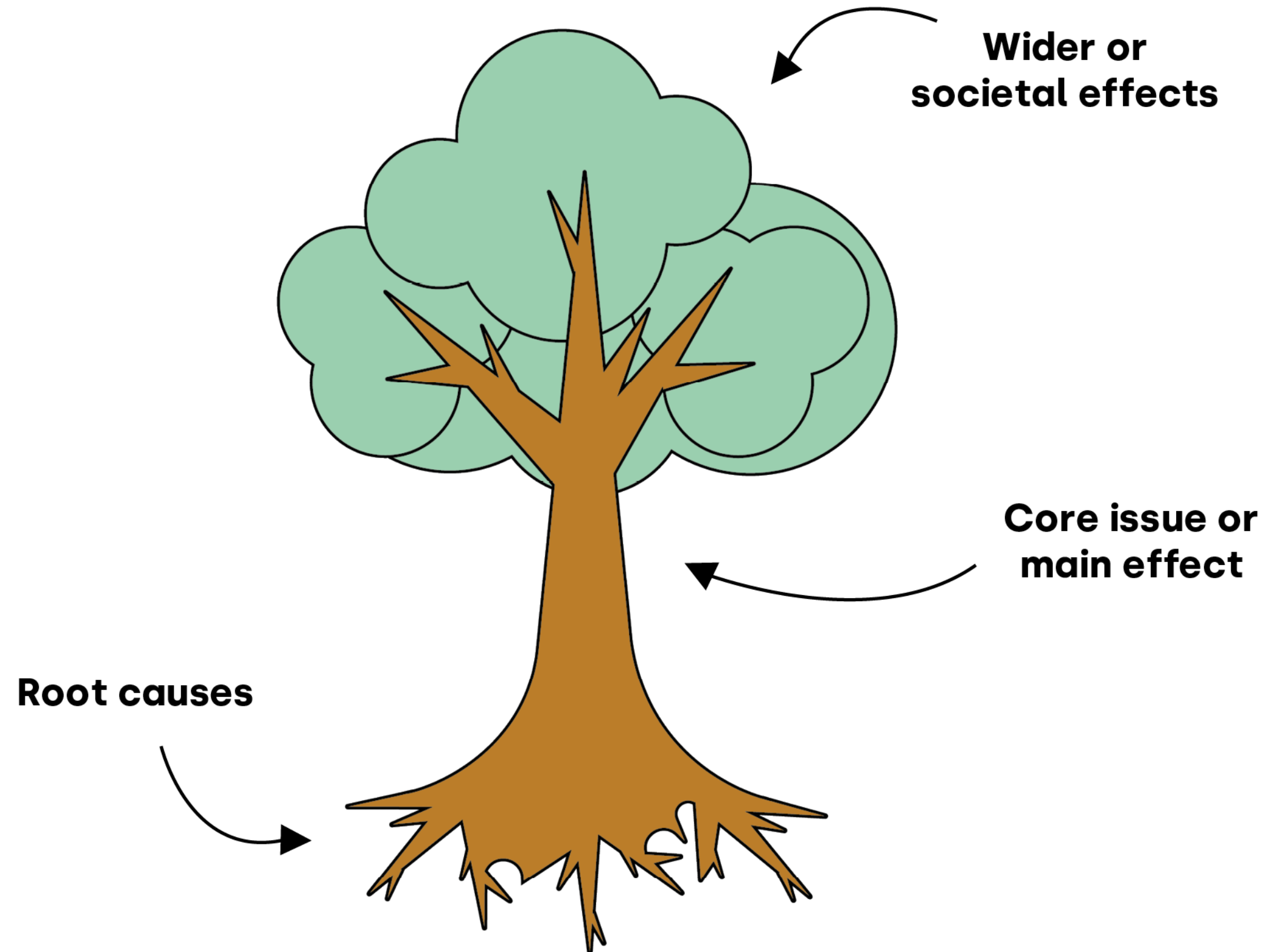
# IDENTIFYING SOCIAL ISSUES

## The Problem Tree Tool

Use the Problem Tree Tool to look at the **root causes** of the challenges you're trying to address, the **impact & effects** to see where you can **innovate, stand out, make impact** and best use your skills & networks



# THE PROBLEM TREE

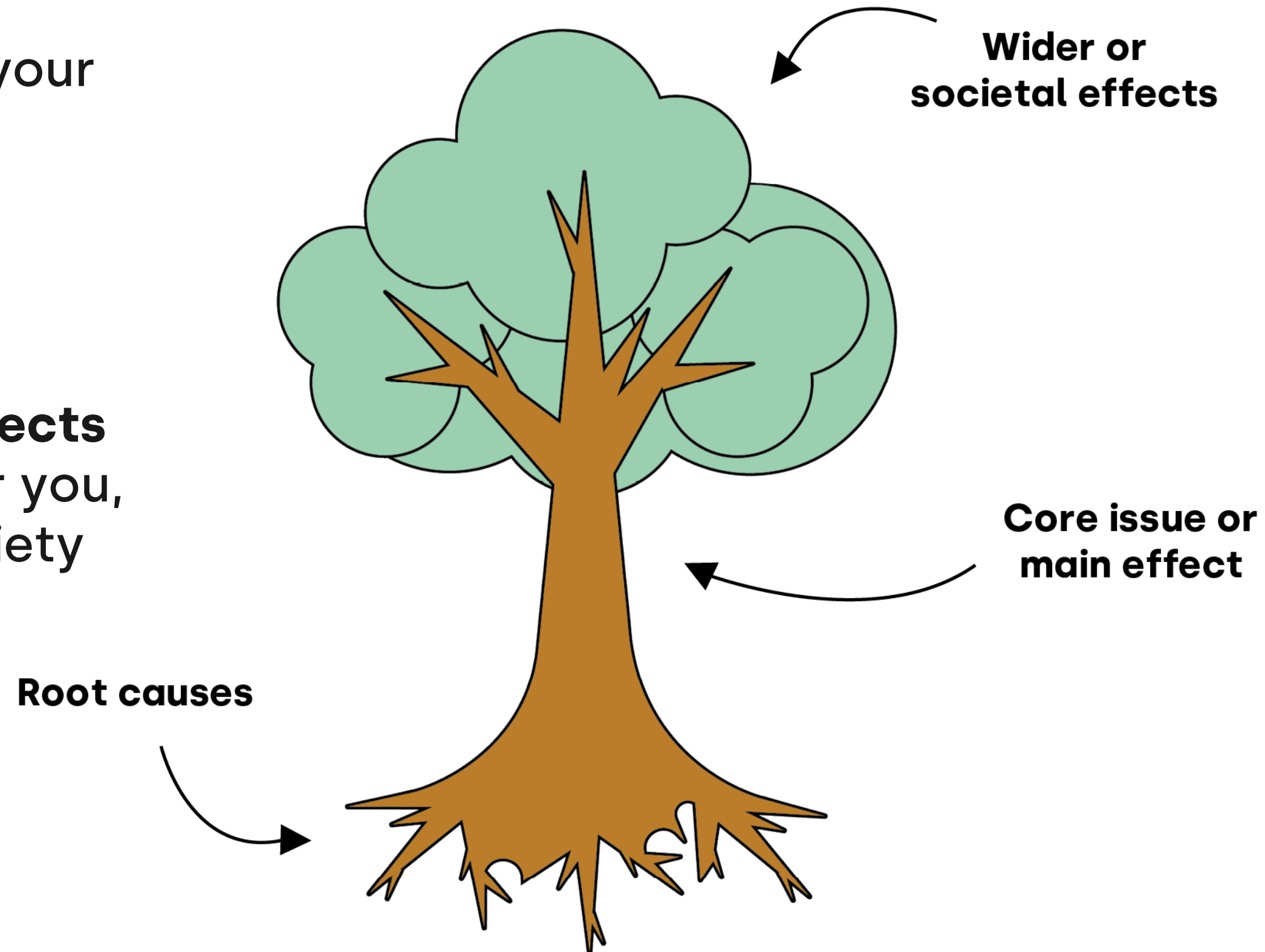




# THE PROBLEM TREE

## Consider...

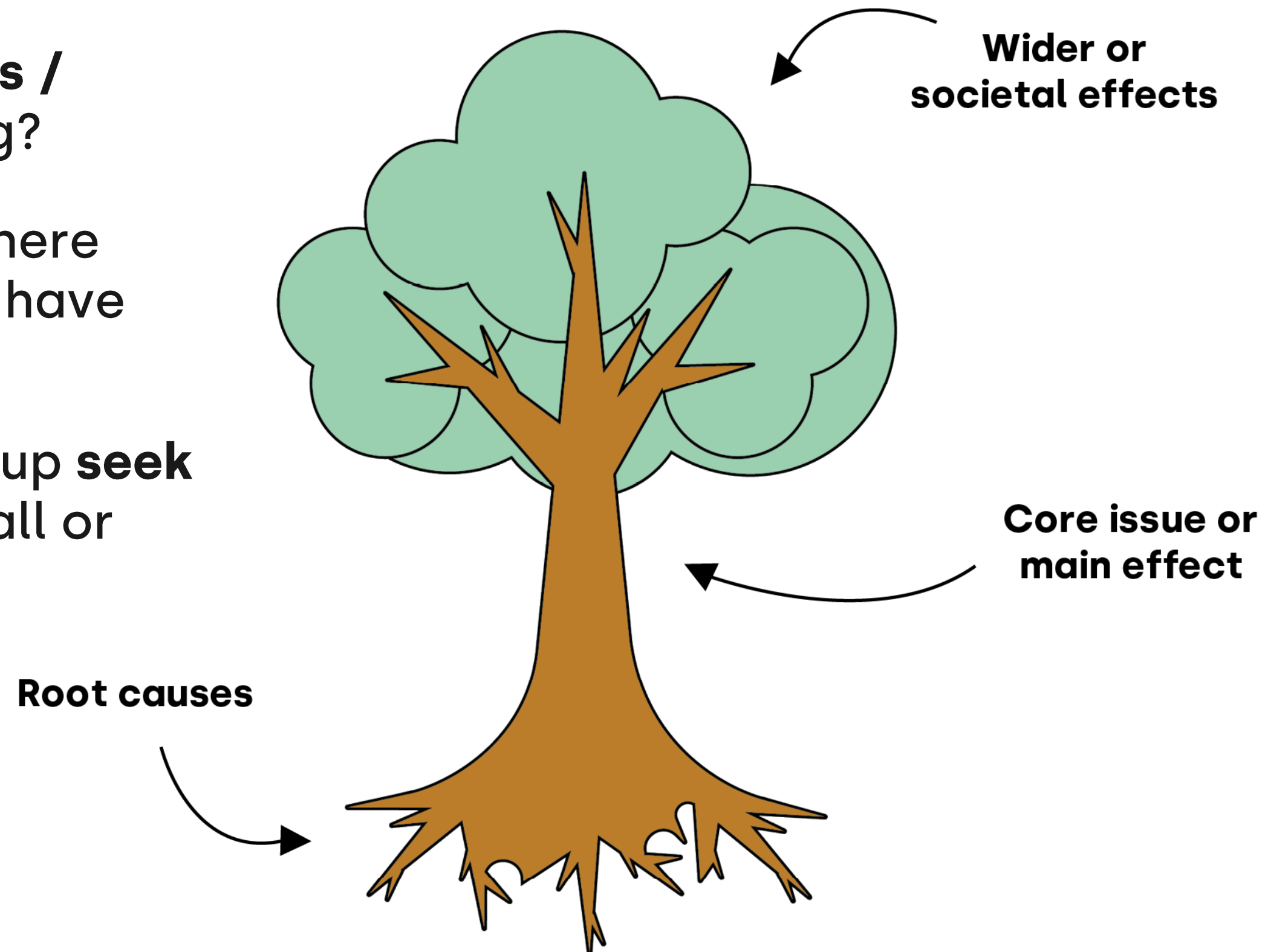
1. What is the **core issue** your idea seeks to address?
2. What are the **root causes** of this issue?
3. What are the **wider effects** this issue leads to – for you, for wider groups & society



# THE PROBLEM TREE

How you could make a difference...

4. Where are the **solutions / services** already strong?
5. Where are the **gaps**, where would ideas/ solutions have **most impact**?
6. How could we as a group **seek to address this** in a small or large way?
7. What **next steps** could we take?



# PERSON CENTRED DESIGN

## What is it?

When thinking about the challenges you are trying to address or designing the services you offer, you need to put yourself in the shoes of>>>

>>>The community

>>>The person who might access your service



# PERSONA EXERCISE

**Name:** Joan

**Who do you want to reach?**

**Age:**

**Relationships:**

**Living Situation:**

**Occupation:**

**Interests/hobbies:**

**Media/devices:**

**Visits regularly:**

**Goals/needs:**

**Motivations:**

**Frustrations:**

**Additional notes:**

**Attitude/values:**

Low  
Med  
High

**Rate of engagement:**

# PERSONA EXERCISE

**Name:** Joan

75yr old whose health & wellbeing is suffering from living alone and not feeling confident to leave the house independently

**Age:** 75

**Relationships:** Widow – partner died 2 years ago

**Living Situation:**  
Lives alone in one bed flat

**Occupation:**  
Retired

**Interests/hobbies:**  
Reading magazines, crosswords, watching tv

**Media/devices:**  
TV, smartphone

**Visits regularly:**  
GP, Specsavers, hospital

## Goals/needs:

To have some more people to talk to on a frequent basis in person. To have some more purpose in her day and something to think about whilst home alone. To keep up her routines and not have to deal with too much change.

## Motivations:

Pictures & letters from her family

Being active on social media

Maintaining her independence with cooking & cleaning

Getting her hair done at the hairdressers once a fortnight

## Frustrations:

Family & friends live far away or have passed away

Feeling lonely – missing her family & friends

Painful hip prohibits her walking alone far  
Hearing deteriorating

## Additional notes:

Takes the time to properly recycle – knows it's important but not an 'eco warrior'

Doesn't like waste  
Likes to help others

Likes to hear about other people's lives & activities

## Attitude/values:

Low	
Med	High
High	

## Rate of engagement:

Low

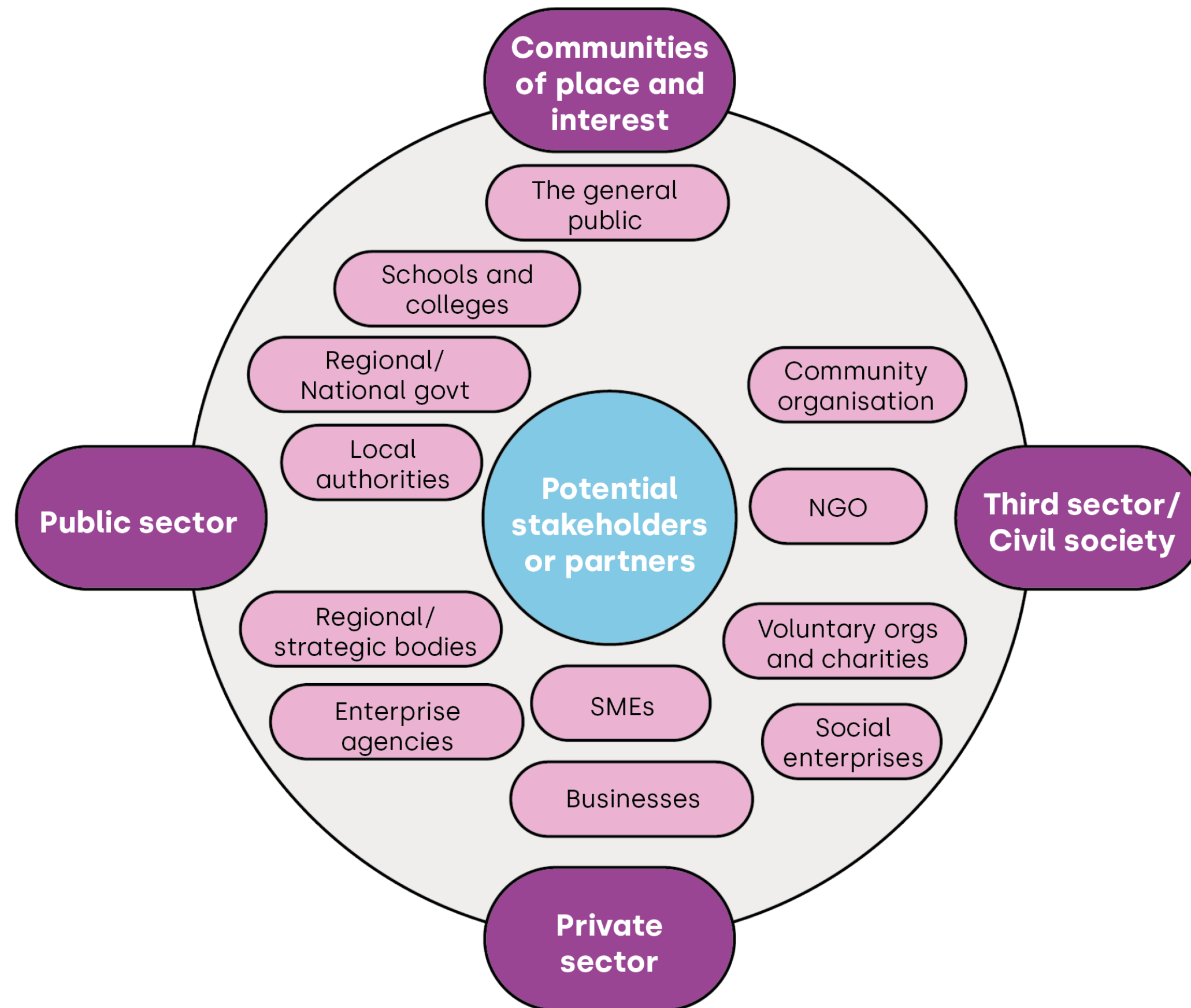
# PERSONA EXERCISE

## Next steps

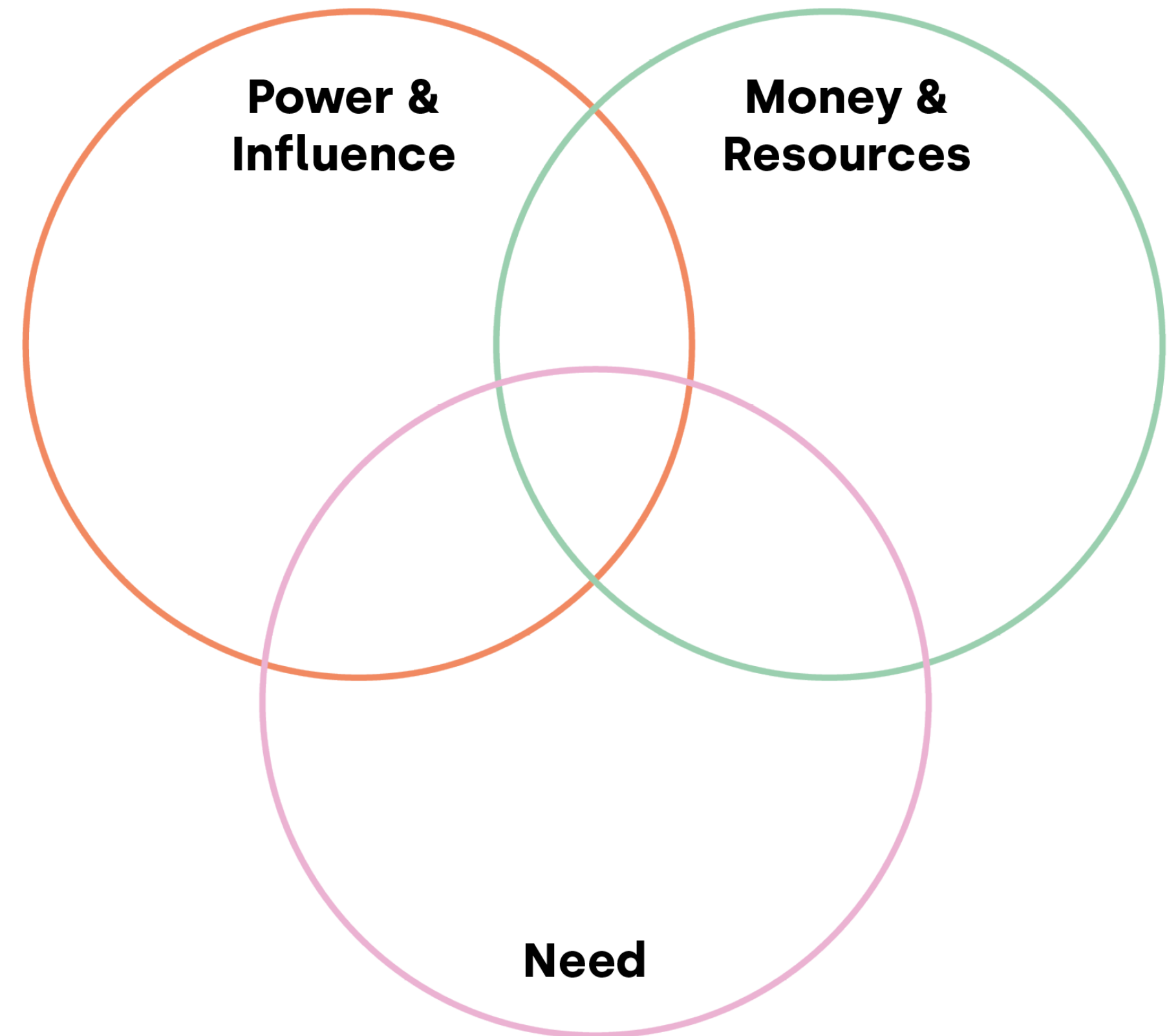
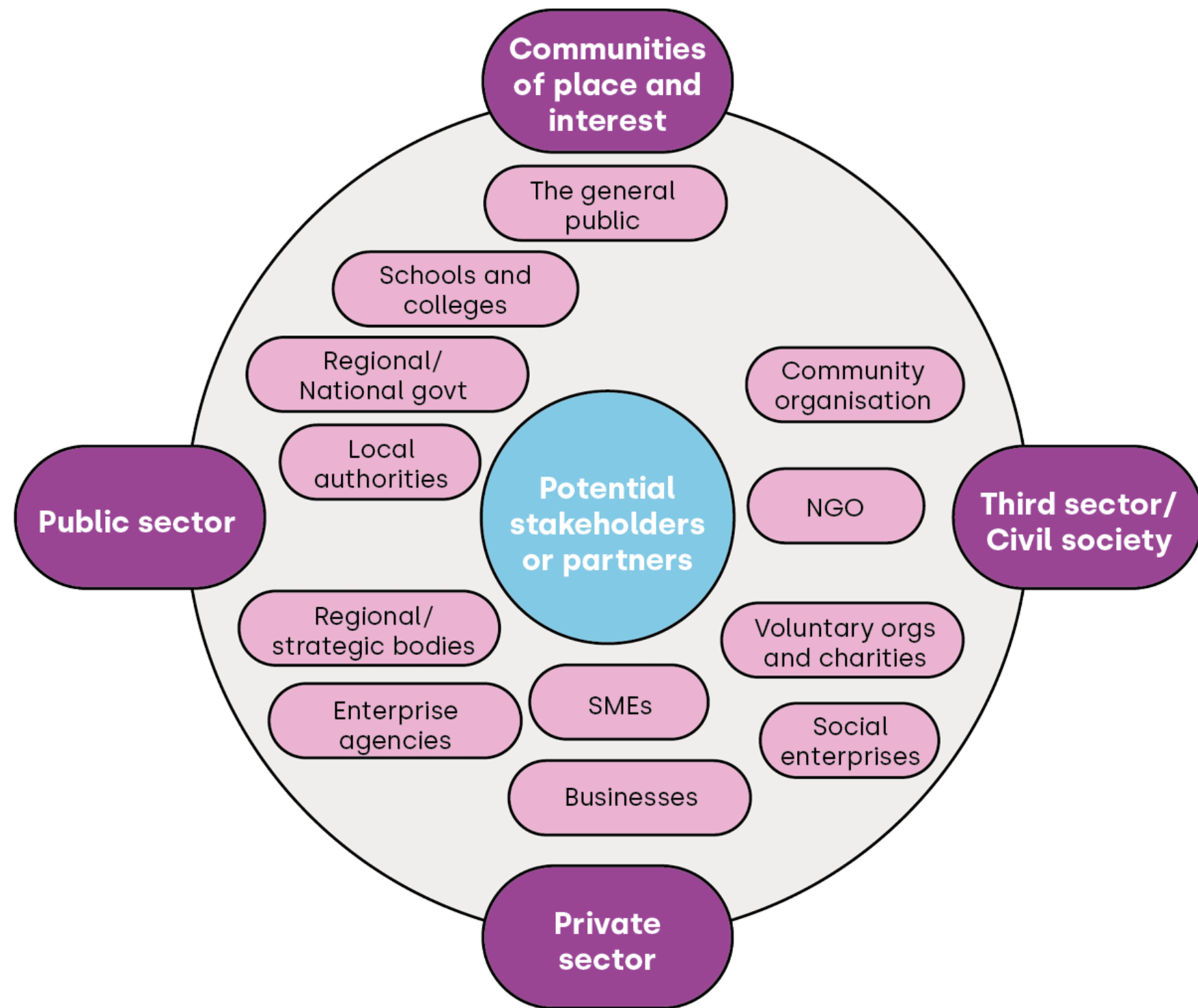
- **Give it a go** in your own time & relate it to your idea/scenario
- **Repeat** with different customers/beneficiaries
- Does it make you **think differently** about how you'd design your service?
- Has it **changed the way** you think about your customers/service users/beneficiaries?
- **Test your service design** with people, get feedback & adapt your idea based on the feedback



# WHO ARE YOUR CUSTOMERS, BENEFICIARIES & STAKEHOLDERS?



# MAP THEM TO PRIORITISE TIME & EFFORT

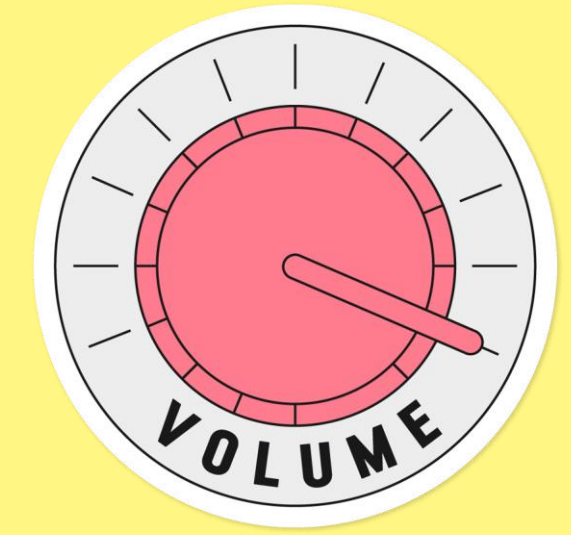




# SESSION SUMMARY

- Map **challenges, problems – causes & effects** to refine the quality of your ideas and see where you might make the most difference and be best placed to help
- Put **people at the centre** of designing the solutions
- Think about **wider stakeholders needs** and who has need, money & influence to get involved?





# TAKE THE LEAP



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OR FOLLOW @THELEAPBD

