EXCITE

collaboration
innovation
transformation
entrepreneurship

transformation™

FOR LIBRARIES

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Day 1:

Day 2:

Day 3:

What is EXCITE?

▶ A method of design thinking

▶ Created to help libraries engage their communities and transform their programs, services, workflows, and collections

▶ Focuses on "whole brain thinking" as opposed to strictly problem solving

▶ It involves A LOT of Post-it notes

Prepare	Immerse	Ideate	Design	Launch
Vision *Collaborate* *Culture*	*360° Insights* *Empathize* *Map*	*Stretch* *Connect* *Evolve*	*Prototype* *Feedback* *Refine*	*Build* *Iterate* *Implement*
Learn True Collaboration Skills, Languages, and Tools	Use EXCITE Innovation Lens To Plan Approach To Insights	Brain Stretch Make Connections Maximize Ideas	Sketch Your Concept Label Features	Consider Your "Ecosystem"
Assemble an Innovation-Diverse Team	Determine Target: Who You Are Designing For	Synthesize Ideas into Idea Themes	Develop "Rough & Ready" 3D Prototype	Create Business Model Canvas Pivot-Refine
Environment That Inspires/Supports Collaboration & Innovation	Use 360° Human Centered Research: Observe, Listen, Interact, Shadow	Idea to Initiative Process to Refine Into Viable Concept	Interact & Get Feedback from Key Stakeholders	Tell Your "Story" Digital Storytelling Public Presentation
Articulate a Vision That Invites Collaboration & Innovation	Synthesize Insights Create Empathy Map and Define Key Motivational Drivers and Solve-fors	Develop Criteria Score Concepts Select Concepts	Rapid Refinement Agile Development Iterate-Experiment MVP, Fail Forward	Refine, Pitch with your story & Launch!

What we're trying to do…

▶ Based on targeted customer input, design and launch an innovative library program, service, or collection that engages a specific Motivational Segment in Collaborative Activity

▶ Motivational Segment = population with shared functional and/or emotional drivers that determine their actions and decisions

▶ Collaborative Activity = something that participants create together
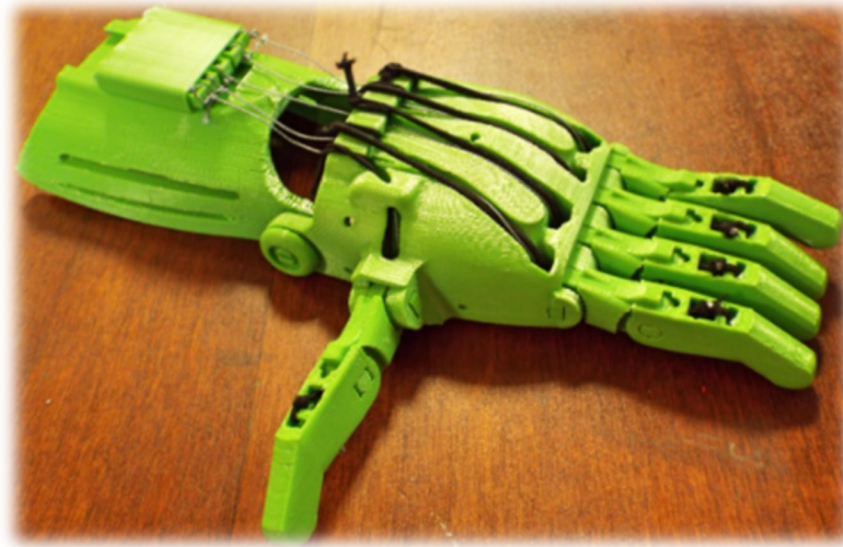
Uncover Branford
Blackstone Memorial Library

- Target: people who want to spend more time being active in the community, make new friends, and get to know Branford

- Deliverable: Participants documented hot spots with words and photos to produce a town guide; hosted an Open House and exhibit

MAKEconnections
C.H. Booth Library

- Target: "Makers" looking for meaningful way to give back

- Deliverable: Library offered six-week sessions during which volunteers worked together to create useful products to be donated to nonprofit organizations

Mind Stretching Ideation Excursions

Write it on a Post-It
&
Toss it in the Bin!

What is an idea for a REALLY BAD library program or service?

▶ Be fresh, creative, silly, absurd

▶ Don't think about what's impossible

▶ Don't worry about how it would happen

▶ Have fun!

- ▶ A circulating collection of gym socks.
  - ▶ Encourages a healthy community!
- ▶ Get a goat as a branch pet.
  - ▶ Helps repurpose withdrawn books!
- ▶ Put staff on roller skates.
  - ▶ Fast service!