How to Innovate as we Evaluate

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Innovate to:

Develop  Create  Improve  Adapt

something

New  Valuable  Better  Progressed

eXtension Impact Collaborative (2019)
Adobe Kickbox

Law of Large Numbers

https://kickbox.adobe.com
Learning habits:

– Make thinking visible
– Ask powerful questions
– Combat biases
– Question causal inferences
– Answer “now what” ?s

www.evaluationinnovation.org/insight/
Evaluation **Challenges** in AK

Can’t get to

Didn’t happen

Wicked problems

Entangled strategies

Barriers to participation

Untested in rural setting
Personal Motivation

Prove something

Love challenges

Help someone

Hate job

Reach a goal

Need a new tool

Bored

Raise visibility
Work Out Loud #WOL
Build a Team

“If you want to go fast, go alone. If you want to go far, go together.”
–African proverb
RACI Method

• Responsible
• Accountable
• Consultant
• Informed

And who will facilitate communication across this team?
Facilitation

How will you make space for voices that have not been previously heard?

Say it Out Loud

Discuss ideas with Birds of a Feather
DeCaro (2011):
1. Express any and all ideas...
2. Do not criticize any ideas
3. Generate as many ideas as the group can
4. Combine ideas and parts of ideas...
Embrace Bad Ideas

Iteration is a key part of innovation

Many game-changing ideas start off labeled as dreams, silly, too hard

Start from the premise that it’s a bad idea and you can only improve!
Rethinking Failure

Ex: Failing Up; Failing Forward; Failure Fair
It Takes Time

“Success is a function of persistence and doggedness and the willingness to work hard for twenty-two minutes to make sense of something that most people would give up on after thirty seconds.”

– Malcolm Gladwell,

_Outliers: The Story of Success_
Convergent Thinking

Assumptions:

A linear approach is best

What’s familiar is most valuable

There is one and only one correct answer
Divergent Thinking

What if I changed:

The sequence
The scale
The value
The elements
Creativity Strategies

Roger von Oech’s
Creative Whack Pack (2003)

**Exaggerate:** “What if it were a thousand times bigger, louder, stronger, faster, brighter?”

Or the opposite?
Look Somewhere Else

“You can’t see the good ideas behind you by looking twice as hard at what’s in front of you”

Challenge Your Worldview

Divergent Sources
different fields, domains, perspectives, cultures, trend-setters

Example for Evaluators:
*Research is Ceremony*
Wilson (2008)