Opportunity   Discovery   Ideate   Experiment   Implement
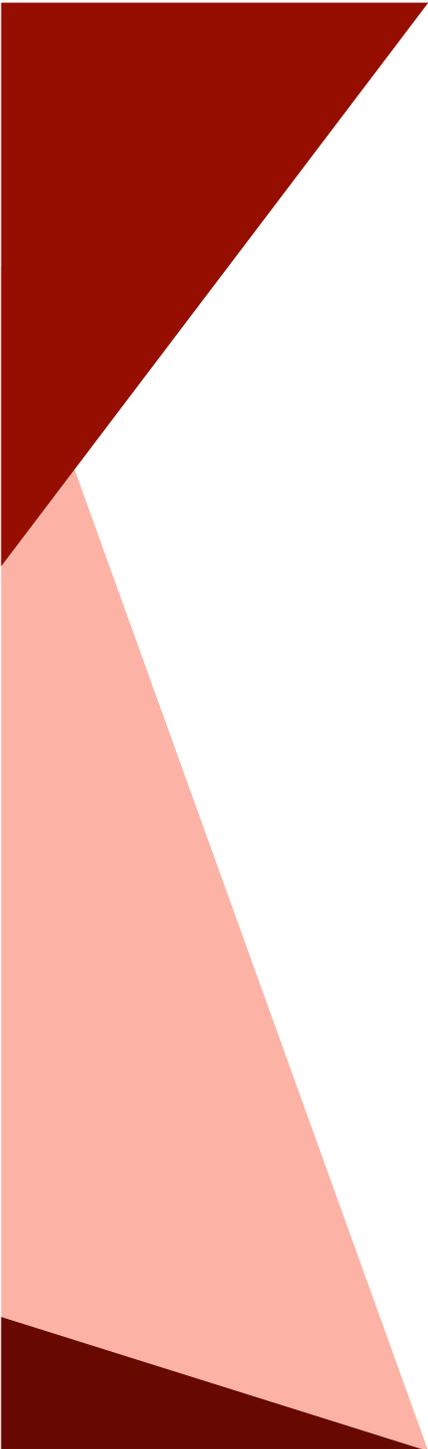
Implement

The Implement stage is when we can reap the rewards of our innovation efforts by rolling out our social innovation idea to our donors, beneficiaries, supporters and/or partners. Implementation may not always begin as a full scale roll out, but may start with a working prototype, pilot or trial. By slowly scaling our idea in this way we can continue to learn and iterate before investing large amounts of resources.

Although the large majority of testing will happen in the Experiment stage, project teams should continue to use the principles and methodologies the Experiment stage to test, learn and iterate the idea even when it is scaled up. Down the line, once the idea has matured, this constant learning will develop into continuous improvement work.

It may not always be possible to have continuous improvement work happening across all of your organisation's offerings. In this case, we need a way that will trigger us to know when one of our social innovations is at risk of becoming irrelevant and hence requires improvement. We can do this by using 'Tripwires'.

Tripwires are designed to draw our attention to something that would have otherwise gone unnoticed. They are explicit targets that we set in advance for our social innovations, that if not met, trigger us into continuous improvement action. Common examples of tripwires include:
o Deadlines – For example, "If we don't get local government approval for this policy change by *December 31*, then we'll need to revise our strategy"
o Quantitative goals – For example, "If we do not consistently see a *25% increase* in crop yield in this community, then we'll consider an alternative solution."
o Partitions – For example, "We want to see 5% growth *every month* in Cambodian beneficiaries engaging with our program/service, otherwise we'll consider a different approach to this development issue."

What this tool <u>will</u> do
Tripwires will ensure that you don't switch to autopilot once your social innovation is implemented. Instead it will keep continuous improvement top of mind by triggering when your innovation's impact has started to flat line. By continuously improving your social innovations, you will ensure that you stay ahead of the curve and respondent to external environmental factors such as emerging trends.

What this tool <u>won't</u> do
Although tripwires will tell you when continuous improvement is required, it will not tell you how to achieve this. You will need to begin a new social innovation project in the horizon 1 space (see page 34).

For each offering, it is useful to set a tripwire for the coming months/years and review these on a regular basis. If a tripwire 'goes off' and is not met over consecutive periods, then an innovation project around this should be set up. This project should begin at the Opportunity stage of the innovation process, with a well defined scope and target stakeholder (i.e. are we looking to acquire new donors, supporters, beneficiaries or partners to this offering, increase spend of current donors/private or government partners, incrementally improve the old offering or create a new completely new offering?) Once this Opportunity has been defined, project teams can be formed and should progress through each stage of the process as described in this guide from pages 30 to 64.

Additional resources

Best practice innovation theories and methodologies:
- Three Horizons of Growth
- Jobs-to-be-done Theory
- Human Centered Design
- Design Thinking
- Lean Enterprise
- Lean Startup Methodology
- Design Sprints
- Disruptive Innovation Theory

Opportunity identification tools:
- TrendWatching
- Innovators Guide to Growth

MVP development tools:
- WIX.com
- Marvel app
- Fiverr
- Google Sketch
- Survey Monkey
- Jot Form
- Start Some Good

Other social innovation resources and e-learning:
- Nesta
- +Acumen
- IdeoU
- Startup Stash
- Business Model Canvas
- Innovate at Scale

Examples of social innovation:
- Stanford Social Innovation Review
- Social Tech Guide
- Nesta
- The Guardian

Examples of general innovation:
- Springwise
- Live Science

Closing and Next Steps

Social innovation is a complex and challenging venture but something that the ANGO sector will continue to pursue and achieve because of the transformational impact ideas can have for our partners and beneficiaries.

Building upon the [Innovation for Impact](#) paper, this guide hopes to have demystified this path forward for ANGOs to practically and easily implement the recommendations noted in 2016, to further the amazing impact they're already accomplishing.

ACFID encourages members to:
- Try the tools and techniques provided here, to excel and extend, build capability and to engage with unusual suspects.
- Whether as a whole organisation, leader, small team, or individual trailblazer, make a commitment to encourage an innovation culture! This can be any shape or size. It could start with something as simple as completing the Pulse Check or be as big as running a full day idea generation 'hack' using the toolkit. Or bigger!
- Keep in touch with the ACFID Learning and Innovation Team – we would love to hear your stories, progress and learnings along the way to achieving innovation goals. We also would love any feedback, questions, or suggestions on innovation that might help ACFID member organisations into the future.