

Reconstructionist Incubator

How might we move bold ideas to action?



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Jewish Reconstructionist Communities

February 16, 2017

Reconstructionist Incubator

Today:

- Who is around the table?
- Why, what and how around the table
- Torah: strengthen one another's spirit of innovation
- Mission Model Canvas-Value Proposition
- Reflections, questions, and next steps



Who is around the table?



Why around the table?

Rapid and unexpected changes in the basic building blocks of life.
Like how we:

☐ Communicate

☐ Relate

☐ Gather

☐ Identify

☐ Perceive/do religion

☐ Family

☐ What else?



Why around the table?

Secular communities increasingly fulfill religious functions and new religious communities barely resemble their institutional forebears. Meanwhile, 3,500 churches close each year. To organized religions in crisis...: **How might they transform to meet a rising generation?**

How We Gather and Something More

Angie Thurston and Casper ter Kuile

(<http://howwegather.org/>)



Why? Slow-collective, focus on organizational change maps

Org map to better execute a known product to known recipients

Political: Power	Symbolic: Culture	Awakening	<ul style="list-style-type: none">• Identify a need for change and the opportunities by collecting data• Articulate the gap between the present state and the future state, enable others to “feel the gap.”• Develop a vision for change• Engage others in shaping and wanting the change
Human Resource: Meaning	Structural: System	Mobilization	<ul style="list-style-type: none">• Work with org structures to support the change• Navigate and cultivate power and cultural dynamics• Communicate (2 way) around need for change• Lead
Four Frames , Bolman and Deal http://bigthink.com/articles/bolman-deal-frameworks		Acceleration	<ul style="list-style-type: none">• Engage others in implementation and support• Build momentum, consolidate progress• Manage transitions
		Institutionalization	<ul style="list-style-type: none">• Measure• Develop new systems

The Change Path Model **Organizational Change an Action Oriented Toolkit**,
Cawsey, Deszca & Ingols <http://www.barnesandnoble.com/w/organizational-change-thomas-tupper-f-cawsey/1121343368>

Why? Entrepreneurial maps

The search for the unknowns

Humility	Empathy-Human centered
We don't know the answer!	The answers rests in uncovering pains and gains of people.
Attend to the system of recipient >< value If it doesn't meet recipients needs—no go.	Small steps, minimize risk, respond quickly toward bold holy vision Because we don't know—go slow and fast.



How & What around the table?

- Our Incubator is an experiment---feedback helpful at all times!
- Learn from experts and from each other
- Use a critical friends protocol: **Presenter:** Provide context. What is the problem you are trying to solve, with your idea/project? What steps have you already taken? Pose a pointed question. What would you like to “noodle” with colleagues? (2 minutes). **Colleagues:** Please share warm feedback. Ask clarifying questions. Share your thoughts, questions, experience. (7 minutes) **Presenter:** Reflection—I’m now taking away....I’m now wondering. (2 minutes)
- Meeting six times and in between—(virtual coffees, Facebook group, sharing resources, consulting time)
- Possible funding: Auerbach, Aviv, and Incubator (<http://jewishrecon.org/networks/reconstructionist-incubator>)
- Norms? Core Values?



Support One Another

ברכות - *Brachot for our holy work together*

1. לעסוק בדברי תורה – Torah as holy frame, "soaking in Torah"
2. שהחיינו - Beginning together, launching new ideas



Yehezkel Streichman,
Lithuanian born, Israeli artist,
1968

פרשת יתרו-Parashat Yitro

A Leadership Model for Innovation and Change

Exodus 18: 17 - 18

17 And Moses' father-in-law said unto him: 'It is not good, the thing that you are doing.

18 You will surely wear away, both you, and this people that is with you; for the thing is too heavy for you; you are not able to perform it yourself alone.



A detail from Moses with the Ten Commandments by Rembrandt, 1659

Perceiving and Understanding in New, Profound Ways

פרשת יתרו Exodus 20:15

טו וְכָל-הָעָם רָאִים אֶת-הַקּוֹלֹת וְאֶת-הַלְפִידִם, וְאֶת קוֹל הַשָּׁפָר, וְאֶת-הָהָר, עָשָׁן; וַיֵּרָא הָעָם וַיִּנָּעוּ, וַיַּעֲמִדוּ מֵרָחֵק.

15 And all the people **saw** the sounds, and the lightning, and the voice of the horn, and the mountain smoking; and when the people **saw** it, they fell back/trembled and stood at a distance.

- How can we perceive in new, profound ways?
- How can we support one another in these new ways
- of "**seeing**" and understanding?



Marc Chagall

Support One Another

חזק חזק ונתחזק



Victory O Lord, John Everett Millais, 1871

**May we support one another in strength
and with a new spirit of innovation!**



RECONSTRUCTIONIST LEARNING NETWORKS

The Mission Model Canvas: An Entrepreneurial Map

W/post its to frame; then test hypothesis with a **Lean Start-Up**;

Alexander Osterwalder and Yves Pigneur

Key Partners What activities and resources will you outsource?	Key Activities What are the key activities you will perform?	Value Proposition What problem does this solve for your beneficiary? What needs does it satisfy? Pains and gains are you meeting? What are you building and for who?	Beneficiaries Who will benefit?
Buy in-support (customer relationships) How will you develop buy in with your beneficiaries?	Deployment (channel) How will you bring the value proposition to your beneficiaries?		What else should you consider?
Mission Budget or Cost (cost structure) What are your costs? Your income? Your grant expectations? Your fundraising needs? Alternative revenue streams?	Key Resources What are the key resources/assets required to offer and deliver your value proposition?	Mission Achievement-impact (revenue streams) What is the observable/measurable impact of your service/program? Impact results when your value propositions successfully offered to beneficiaries.	

The canvas is to play with your team.

Test assumptions with your team.

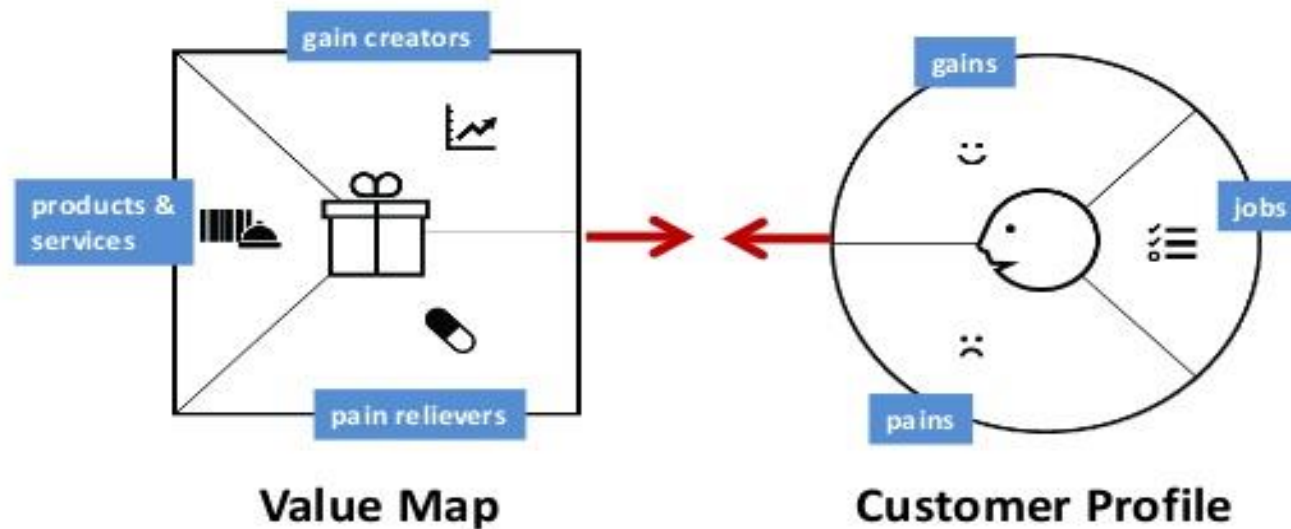
- **A business model or mission model** describes the rationale of how an organization creates, delivers, and captures value
- **Need the concept to be simple, relevant, intuitive and understandable**
- **Need to have a shared language** that allows you to easily describe and manipulate business models to create new strategies...systematically challenges assumptions about ones model



Value proposition

of your service, experience, or product. A canvas for your team to play with post its, assumptions & tests.

Value Proposition Canvas (VPC)



How does it meet the pains and gains of your beneficiaries?

Focus on the fit between **Value Proposition** and **Beneficiary**

<https://www.youtube.com/watch?v=gB-YwIBrVVs> or <http://www.slideshare.net/esaife/value-proposition-canvas-101>

You are designing to offer value to your beneficiary

Stop starting with the program!!! Start with human need!!!

Designing inspired by human need

Profile your beneficiaries

the group of people who share similar characteristics that you aim to reach & create value

Jobs: Tasks they want to get done in their lives—

Gains: Outcome they would love to have related to job (what do they expect or desire)

Pains: Fears, frustrations, obstacles related to the job

Identify how your value speaks to folks?

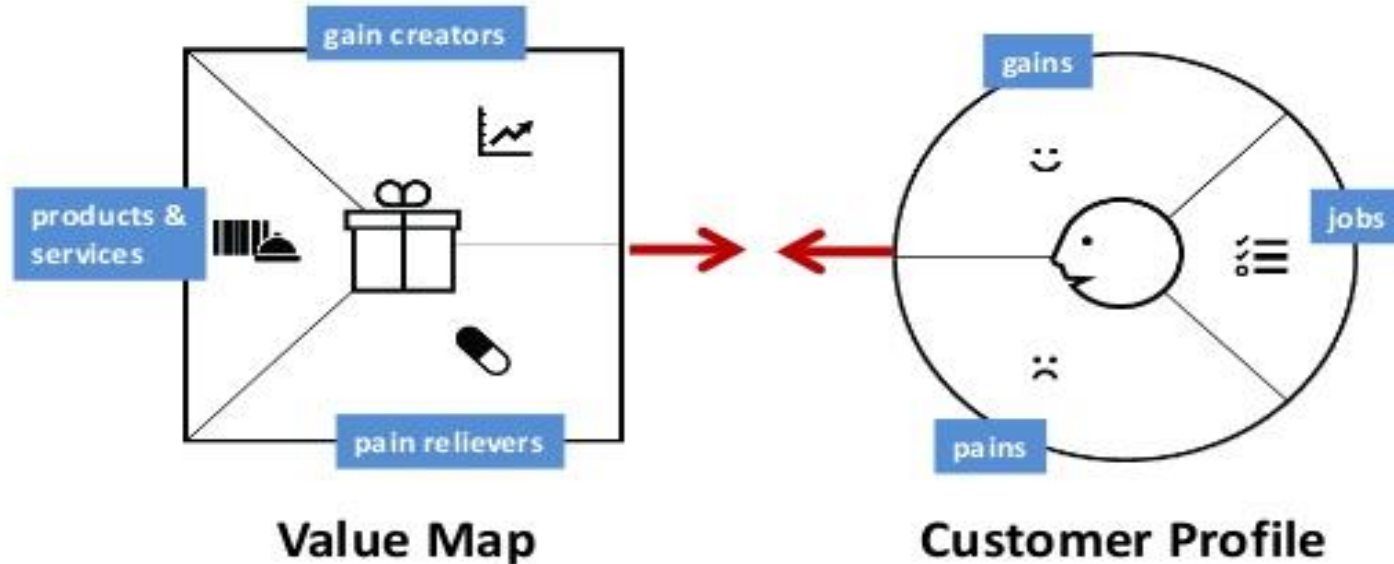
1. What are the products, services experiences you are crafting?
2. *How* your product, service, experiences relieve pains?
3. *How* your product, service experience fosters gains?

Test your assumptions in front of your beneficiary.










Get out of the building. Count on prototypes. Count on failing to learn.

Let's try to sketch one out—
then you'll test with Lean Start-up

Value Proposition Canvas (VPC)



Business Model Canvas—for profit map

Key Partners 	Key Activities 	Value Proposition 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	

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Maps to enable an entrepreneurial approach

Entrepreneurship is:

- Managing uncertainty
- Managing risk

by iterating and pivoting through

different value propositions and mission model canvases (Alexander Osterlander)



Where we've been today around the table

Reflections and Questions: How might we move bold ideas to action?

- **Who is around the table?**
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- **Mission Model Canvas-Value Proposition**



<input checked="" type="checkbox"/>	Incubator launched!
<input type="checkbox"/>	_____
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Next Steps

*Words of Torah: One leader

*Protocols: Two leaders

<http://jewishrecon.org/files/critical%20friends%20protocol.pdf>

*Virtual Coffee/Facebook group sharing

*Next Gathering: March 2, 2017, Guest Rabbi Doug Heifetz, The Lean Start Up

https://www.amazon.com/dp/B004J4XGN6/ref=dp-kindle-redirect?_encoding=UTF8&btkr=1

*Our page: <http://jewishrecon.org/networks/reconstructionist-incubator>

