

## The Solution-Centered Design Canvas

c. 2021

See - Create Your Working Solution	Frame - Design Stakeholder Engagement	Constrain - Creatively Leverage Resources	Connect - Articulate the Why	Name - Identify Critical Branding and Messaging
<p><b>Develop a Prototype Solution-Statement</b></p> <p><i>With your problem in mind</i>, what do you have to <i>find</i> a way to do?</p> <p>Articulate your solution statement with broad and specific words.</p> <p>Sometimes it's helpful to start the statement with: We've go to find a way to... Or, We've go to...</p> <hr/> <p>Share your first draft solution statement with others. Let them challenge your thinking. As they challenge your thinking about the solution, you'll likely uncover important elements of, and angles into, the problem. This will undoubtedly reshape your solution.</p> <p>Edit your solution statement as you gain more and more clarity, until you're convinced you have a workable solution for your problem.</p> <p>If you take the time to form and refine solutions, you're more likely to reduce rework and increase effective adaptation when needed.</p>	<p>Too often people jump right from <i>creating a solution</i> to <i>determining necessary actions</i>. Of course solutions require action. They require significant emphasis on "how." But the emphasis on "how to solve" is directly connected to something just as fundamental: <i>Who is critical to our solution?</i></p> <p><b>Who and How are Deeply Connected</b></p> <p>With this in mind, begin the design of your solution with the identification of critical stakeholders or stakeholder groups. Identifying the stakeholders and stakeholder groups will inform what work (how we proceed) needs to be done.</p> <p><b>Work is Connected to Stakeholders</b></p> <p>When you identify the key stakeholders, the work forms around them.</p> <p><b>But that's not all...</b></p> <p><i>Sometimes it is critical to sequence stakeholder engagement as well as the work to be done.</i> When you order stakeholder engagement, you are more likely to bring people into the work at the right time.</p> <p>Think how often you've prematurely engaged a stakeholder that wasn't ready. Or, think about the many times you've left someone out.</p> <p>Engaging stakeholders in the solution in the right order will reduce redo, decrease frustration and deflation, and create allies for your solution.</p> <p>Of course stakeholders overlap and enter the work at multiple points along the way. Your sequencing can take this into account by simply adding stakeholders more than once or combining them into a stakeholder group.</p> <p><b>Remember this:</b> Identifying stakeholders that are connected to <i>the work to be done</i> is a complex activity. Your first design of this part of the canvas will likely evolve. But getting a first design will help you better design and execute stakeholder engagement along the way.</p> <p><b>See Below for Examples</b></p>	<p>Resources are woefully underutilized in organizations. During the design of your solution, think broadly and deeply about your resources.</p> <p><b>HINT:</b> Resources are often tied to critical stakeholders. In fact, your stakeholders ARE a resource. However, they are also connected to other resources (time, money, experts, technology, and wisdom).</p> <p>This is a two step process. Map your resources <i>and then</i> determine how you might creatively leverage them to advance your solution.</p> <ul style="list-style-type: none"> <li>• First identify your resources - think broadly and deeply about the possible resources around you that could help you</li> <li>• Second, get creative in how to use your resources. This is the magic of ingenuity. It happens when we take what we have and creatively turn it into what we need.</li> </ul> <p>Resource and Creative Use</p> <hr/> <p>Resource and Creative Use</p>	<p>When people know the "why" and the critical rationale for the solution, they are more engaged in the act of solving.</p> <p>There are three ways you can create positive urgency for a solution.</p> <p><b>Upgrade the Moment</b></p> <p>Connect the needed solution to a larger mission, a larger "why."</p> <p>Draw a line, if you will, from the solution to the advancement of some critical element of the mission. The more people see (with clarity) the reason for the solution, and the associated work, the more engaged they become.</p> <p><b>Be articulate, specific, and compelling as you describe the why.</b></p> <p><b>Consider a World Where You Fail</b></p> <p>Another way to create urgency is to <i>own the implications of failure</i>. This is not a negative thing to do. It's essential.</p> <p>Identify what failure points are possible if the solution is not achieved. You have to do this in a positive way or people become deflated or dejected. This isn't about shaming people into working hard. This is about articulating the real implications of failure.</p> <p>Organizations that are successful have a preoccupation with how they could fail and they work to avoid it.</p> <p><b>Consider a World Where You Succeed</b></p> <p>As important as it is to understand the implications of failure, it's equally important to articulate what solution-success will yield.</p> <p><i>Connect the achievement of the solution to points of possible success.</i> This whets the appetite of stakeholders to work hard and give their best energies.</p>	<p><b>Human beings are name-givers, brand-creators, category-makers, and message-deliverers.</b></p> <p>If you want to capture the energy and attention of people (for your solution), the way you identify and talk about it matters.</p> <p>There are two ways to create compelling messaging and communication around your solution and related work.</p> <p><b>Give the Solution/Work a Name</b></p> <p>Yep. Brand your solution - especially if your solution will take a significant amount of time and energy to achieve.</p> <p>Make your name both <b>optimistic</b> (revealing a better future) and <b>realistic</b> (revealing the hard work ahead). It's the combination that makes the difference.</p> <p>Sometimes the branding of solution is best served with a literal name. Sometimes it's better to create a catchy slogan. Other times an image might do the trick. Sometimes it's a combination of these elements. Make the name catchy and creative to better engage your stakeholders..</p> <p><b>Identify Key Words and Phrases Critical to Ongoing and Inspirational Communication</b></p> <p>Branding is important but it's not enough. Once you have a branded solution, you then need to think about important words or phrases you will use to conversationally lead your solution.</p> <p>Often called "word tracks," use these words, phrases, or ideas to consistently used engage stakeholders as you do the work.</p> <p>It is hard to underestimate the power of words in connection to work and achievement. Getting the right words, and consistently using them, is a powerful tool to harness the energy and inspiration of a group.</p>
	<p>Stakeholder/Stakeholder Group</p> <p><input type="checkbox"/> Work to be done</p> <p><input type="checkbox"/> Work to be done</p> <p><input type="checkbox"/> Work to be done</p> <hr/> <p>Stakeholder/Stakeholder Group</p> <p><input type="checkbox"/> Work to be done</p> <p><input type="checkbox"/> Work to be don</p> <p><input type="checkbox"/> Work to be one</p> <hr/> <p>Stakeholder/Stakeholder Groups</p>			