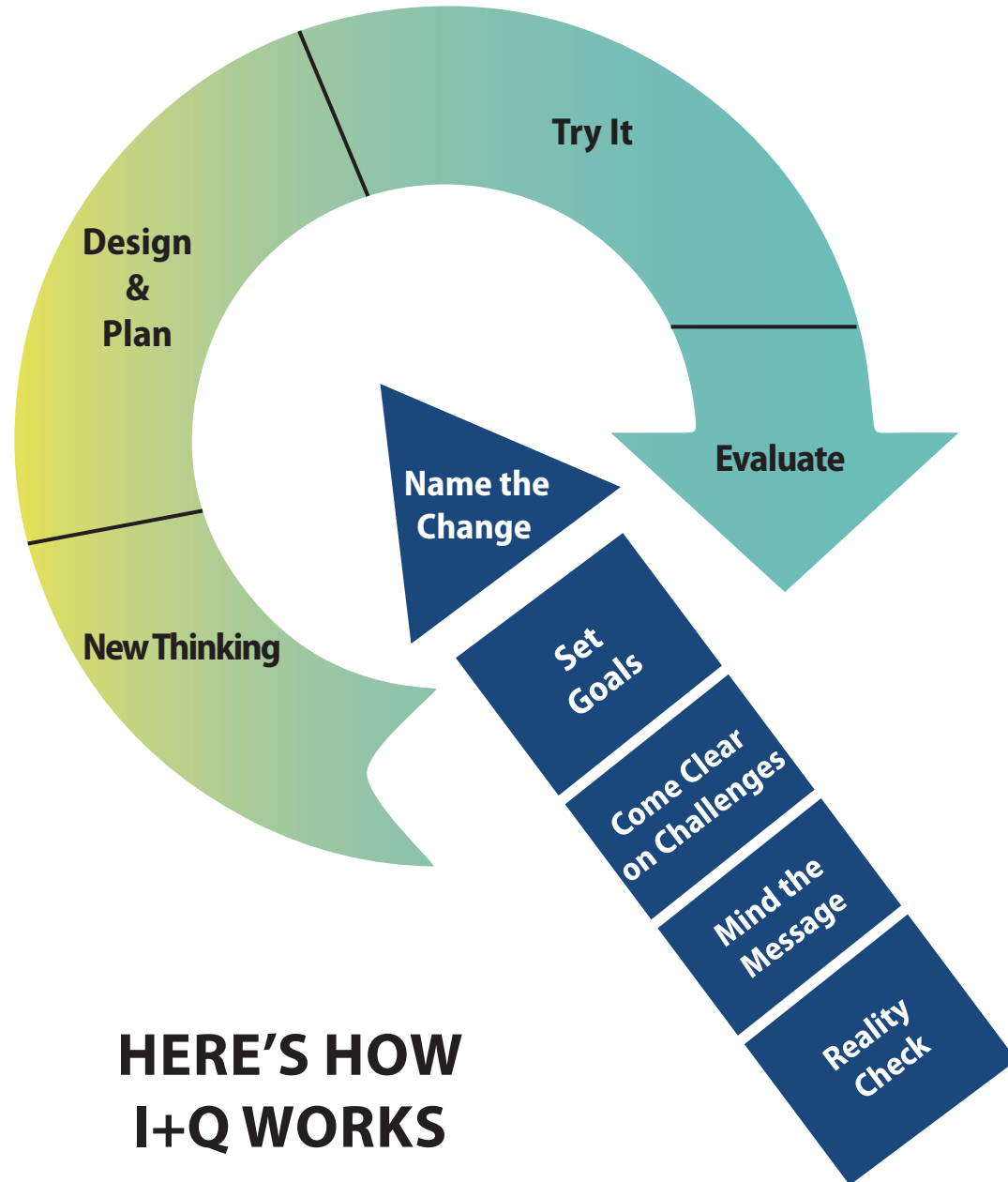


PMB'S INNOVATION + QUALITY (I+Q) STRATEGY



HERE'S HOW I+Q WORKS

I+Q is for organizations committed to engaging their customers in co-designing their services. A curated blend of innovation and quality approaches, tools, and techniques, I+Q moves your organization beyond today's successful practices to creating NEXT practices aimed at delighting your customer.

REALITY CHECK

Set aside assumptions and gain insight into your customer's needs. Ask "What Matters Most?" and "Why?" Consider the world around them, and any trends that may impact their lives.

MIND THE MESSAGE

Bring information together and listen for core messages.

COME CLEAR ON CHALLENGES

Core messages clarify the challenge, drive problem solving and decision making.

SET GOALS

Refine challenges into clear, measurable goals. Define what success will look like – evaluation starts when goals are set.

NAME THE CHANGE

Decide whether big, innovative solutions, organizational transformation, transitional planning or further development is needed. Name the change to prepare everyone for the intensity of the work ahead.

NEW THINKING

It's time for some NEW THINKING. All ideas are welcomed. Build participants' creative muscle and explore "How Might We..."

DESIGN AND PLAN

Select the best idea, strengthen, DESIGN AND PLAN the potential solution. Look around the table - your customer is there to guide the design and to make sure the plan addresses their challenge.

TRY IT

Take a small, smart step, pause to absorb the learning and build those lessons into the next step.

EVALUATE

With success metrics in place, you know what works, what didn't, and why. Decide to make corrections, pull the plug or stay the course.

PEOPLE MINDED BUSINESS. BOOSTING INNOVATION AND QUALITY (I+Q) IN HUMAN SERVICES.