

# Endnote

**#SDinGov**

Caroline Jarrett  
@cjforms

Jane Reid  
@janereid73

# #SDinGOV love for @rufflemuffin



Image credit: <https://wearesnook.com/author/sarah/>

# We're looking for diversity

Caroline	Jane
English with Guyanese childhood	Scottish as Scottish as Scottish
25+ years as freelance	25+ weeks as freelance
Not working (until this week)	Working
Advising teams	Working within teams



Caroline Jarrett @cjforms



Jane Reid @janereid73

# We're looking for similarity

Caroline	Jane
Service designer and ....	Service designer and ....
Not 35 any more	Not 35 any more
Qual by nature, quant is useful	Qual by nature, quant is useful
#oneteamgov	#oneteamgov



# Find someone you haven't talked to yet

- Find one way in which you're diverse
- Find one way in which you're similar



# We come to meet our tribe

- 250 people from 22 countries
- All interested in service design in government
- Find and share our joint experiences



# We come to change our minds

- If we're not challenged ....
- If we don't learn something new ....
- If there's nothing unexpected ...

Why are we here?

# Caroline's two key aims

1. Find out what's been happening in the last year
2. Follow the money



Image credit: <http://www.bbc.co.uk/news/uk-scotland-scotland-politics-33585087>

# Jane's two key aims

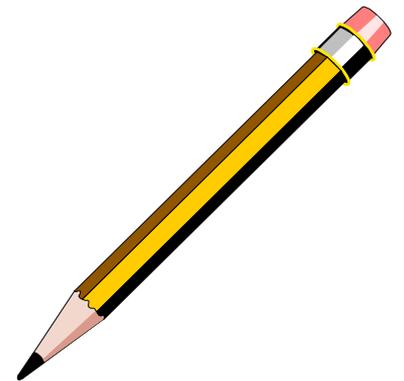
1. Are we still working in silos to try and solve the age old problems?
2. We often hear the phrase “everyone’s a service designer”. If that’s true, how can we make best use of the great people turning up to work in the public sector every day?



# Think back. What were your two aims?

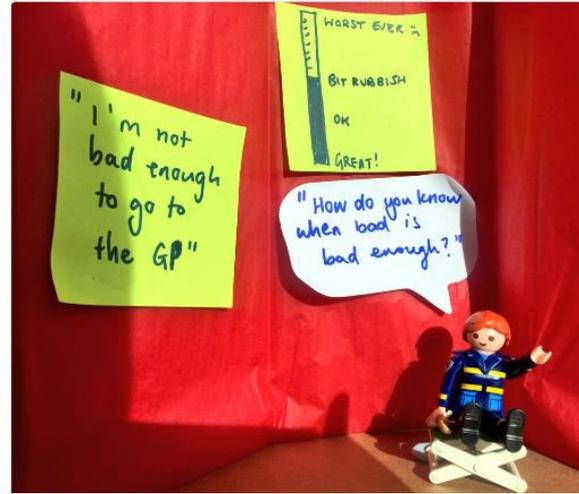
1.

2.



What we learned that we hoped for

# There's been huge diversity



Lack of choice and control leads to poor outcomes and avoidable cost

There are 1.2 million older people who struggle without help to carry out everyday tasks such as washing and dressing

Introducing design thinking is fun and rewarding, implementing the ideas it is a hard slog

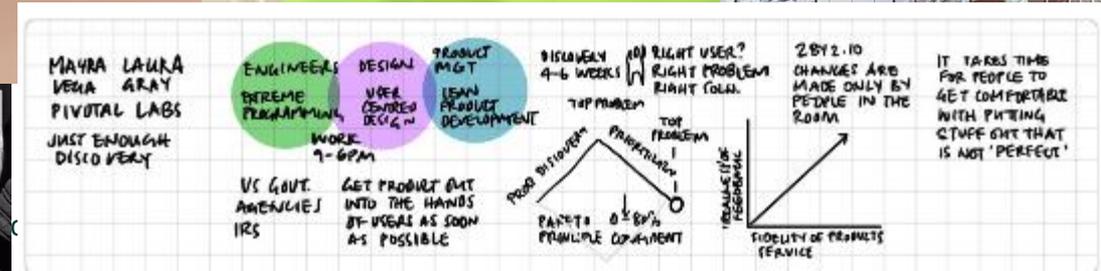
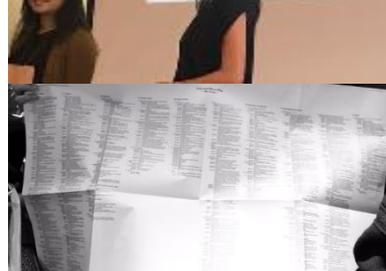
Approach to Government  
 ...t in public services, with an  
 ...ncouraging practitioners to  
 ...developing new initiatives;  
 ...is on experimentation.



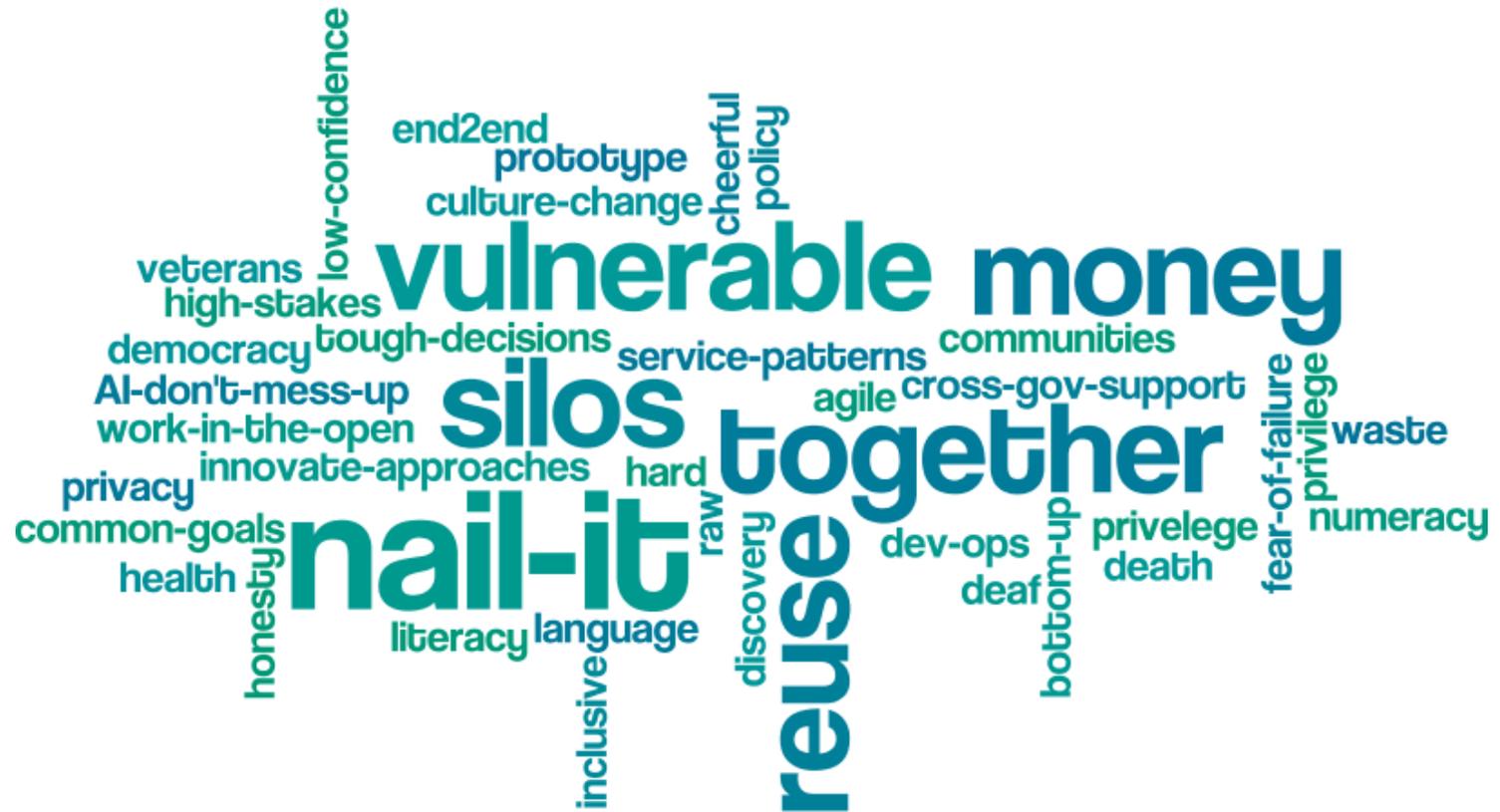
ballot for the next election.  
 I'll use the information you've given me to keep your voter registration up-to-date or register you to vote, if that's OK with you.  
 If they a



Policy is "hundreds of pages untested assumptions."  
 Tom Loosemore, formerly of GDS



# Jane's day 1



# Jane's day 2



# 1. Are we working in silos?



Image credit: Will Harmer GDS

## 2. “Everyone’s a designer”



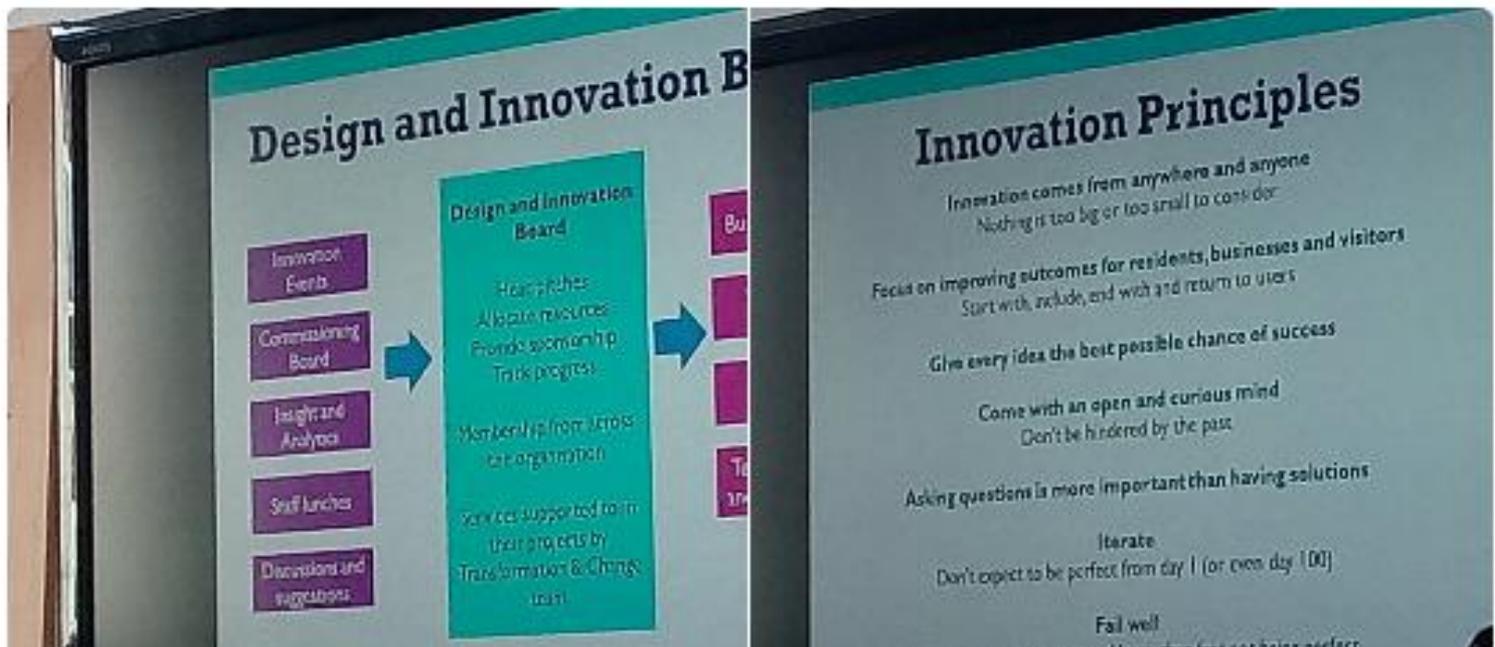
***“our reputations were on the line”***

## 2. “Everyone’s a designer”



**James Arthur Cattell** @jaCattell · Mar 7

Interesting talk at [#SDinGov](#) from Anne-Louise Clark and [@ellen\\_care](#) on building a culture of design in [@LBofBexley](#). Their Design & Innovation board sounds like something all of [#LocalGov](#) should have. HT [@FutureGov](#)



**“our reputations were on the line”**

# 1. What's been going on recently?



**Gordon Ross**

@gordonr

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"Astrology for management... what's that thing... you know..."

A: "You mean Myers Briggs?"

@jukesie: "Yeah that."

#SDinGov

3:41 PM - 7 Mar 2018

# We need to listen then listen again



Image credit: David Burgess, Deloitte Digital

# We need to listen then listen again



Image credit: Ignacia Orellana and Kay Dale, GDS

# Keep going



**ian roddis** @ianroddis · 19h

Thanks @timpaul, my life map for the next couple of years and a 'roadmap' for NHS Digital's service manual #SDinGov



What we didn't learn that we hoped for

# What happened to the money?



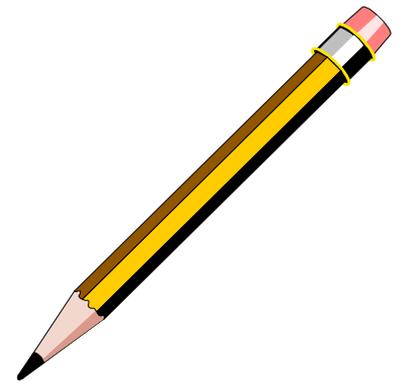
What surprised us

# Is there a doctor in the house?

- NHS = NHS Digital
- NHS = NHS
- NHS = medical

What, so what, now what?

What, so what, now what?



# We ended with a short diversity dance



**Nick England**

@nickeagland

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I'm at a Scottish ceilidh thing and they mixed it up and it's the coolest:



5:16 AM - 4 Mar 2018