

# Designing 21<sup>st</sup> Century Faith Formation



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## Four-Scenario Faith Formation



## Approach 1. Targeting Audiences & Needs

### Scenario #4

### Scenario #1

### Scenario #3

### Scenario #2

## Example: Targeting Audiences & Needs

### Scenario #4

- + Marriage & FF
- + Baptism & FF
- + Family faith formation in the 1<sup>st</sup> decade of life
- + Milestones faith formation
- + Pathways to deepen faith & engagement

### Scenario #1

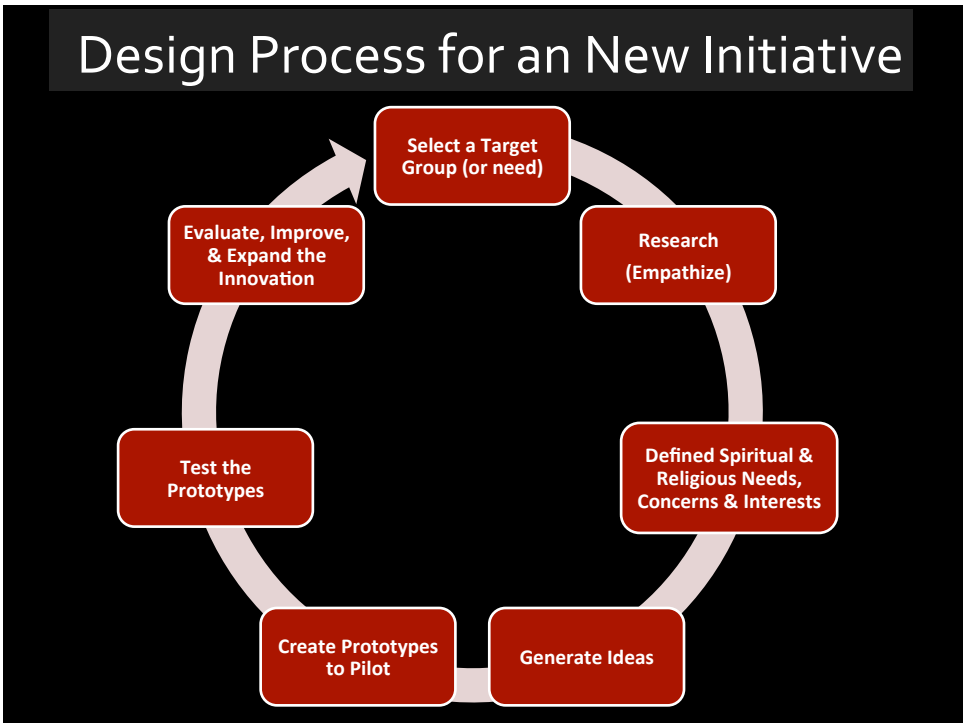
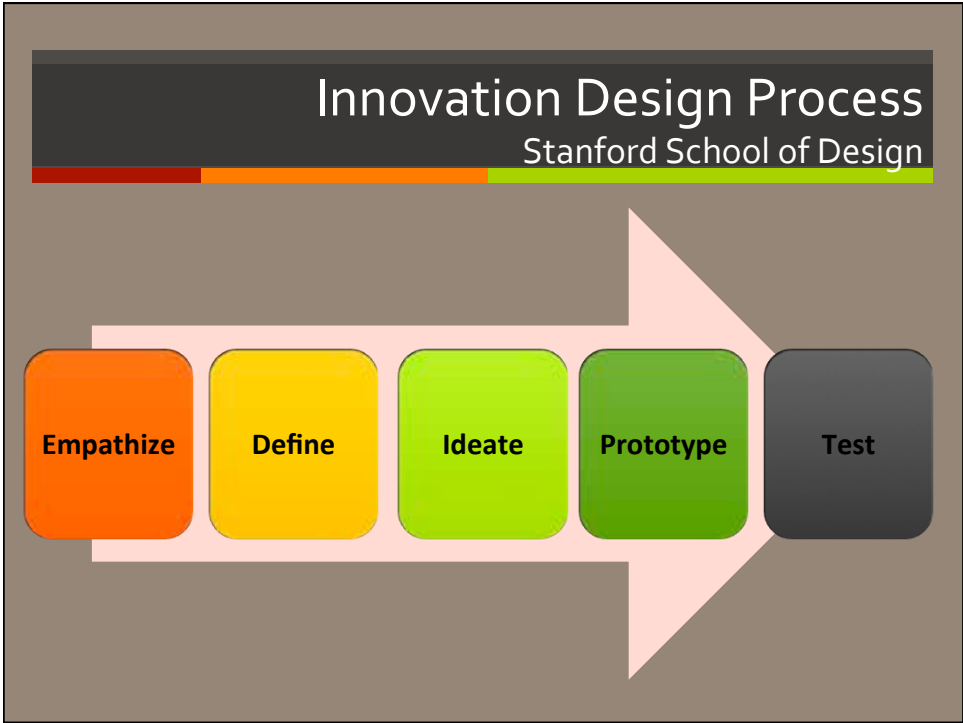
- + Millennial Generation
- + Marriage & FF
- + Baptism & FF
- + Baby Boomers FF
- + Empowering people to share their faith

### Scenario #3

- + Third Place settings
- + Family life center
- + Events (movie nights, concerts, festivals)
- + Community-based ministry (service, recovery ministry)

### Scenario #2

- + Third Place settings
- + Targeting 20-30 year olds
- + Service: local - global
- + Spiritual formation
- + Pathways to deepen faith & engagement



## Target Audiences

- Who are your target audiences?
- What are their priority life tasks and concerns, interests, and spiritual and religious needs?

## 1 - Empathize

Empathy is the foundation of a human-centered design process. To empathize, we:

- **Observe.** View users and their behavior in the context of their lives.
- **Engage.** Interact with and interview users through both scheduled and short 'intercept' encounters.
- **Immerse.** Experience what your user experiences.

## Empathy Map

<b>SAY</b> What do you hear your target group saying?	<b>DO</b> What actions and behaviors do you notice in your target group?
<b>THINK</b> What might your target group be thinking? What does this tell you about their beliefs/convictions?	<b>FEEL</b> What emotions might your target group be feeling?

## Empathy Map

1. Define Needs (verbs not nouns)
2. Identify Insights – to better respond to a design challenge

## 2 - Define

- The define mode is when you unpack and synthesize your empathy findings into compelling needs and insights, and scope a specific and meaningful challenge. It is a mode of “focus” rather than “flaring.”
- Two goals of the define mode are to develop a deep understanding of your users and the design space and, based on that understanding, to come up with an actionable problem statement: your **point of view**.

## 2 - Define

- Your **point of view** should be a guiding statement that focuses on specific users, and insights and needs that you uncovered during the empathize mode.
- More than simply defining the problem to work on, your **point of view** is your unique design vision that you crafted based on your discoveries during your empathy work. Understanding the meaningful challenge to address and the insights that you can leverage in your design work is fundamental to creating a successful solution.

## 2 – Define

In order to be truly generative, you must first craft a specific and compelling problem statement to use as a solution-generation springboard. As a test, a good point of view (POV) is one that:

1. Provides focus and frames the problem
2. Inspires your team
3. Provides a reference for evaluating competing ideas
4. Fuels brainstorming by suggesting “how might we” statements
5. Captures the hearts and minds of people you meet
6. Saves you from the impossible task of developing concepts that are all things to all people
7. Is something you revisit and reformulate as you learn by doing
8. Guides your innovation efforts

## POV – Point of View

- A point of view (POV) is your reframing of a design challenge into an actionable problem statement that will launch you into a generative ideation.
- A good POV will allow you to ideate in a directed manner, by creating How We Might (HWM) questions based on your POV.
- Most of all your POV captures your design vision.

## POV – Point of View

### **A POV MADLIB**

**[USER] needs to [USER'S NEED]  
because  
[SURPRISING INSIGHT]**

## POV Want Ad

A point-of-view (POV) is your reframing of a design challenge into an actionable problem statement that will launch you into generative ideation. A POV Want Ad can be a good way to express your distilled findings in an intriguing format. The want ad format tends to accentuate a specific user, and her important character traits. Embed your user, his or her need, and your insights within the format of a want ad.



## POV Want Ad

### Format:

- Descriptive characterization of a user
- followed by “seeks” an ambiguous method to meet an implied need
- plus additional flavor to capture your findings.

### For example:

*High-energy teenager seeks awesome social network. Interests should include issues of societal importance (e.g. how much parents suck and also why being a vegetarian might be cool). Willingness to “text” constantly during the school year is a MUST!*

## POV Want Ad

### Example:

*Time crunched, stressed and pressured families seek connections, support and guidance to develop a strong, healthy, value-centered family life where faith can be applied to daily needs. Must deal with contradiction that we want to feel welcome and involved, but don't bug me or take my time.*

# POV Want Ad

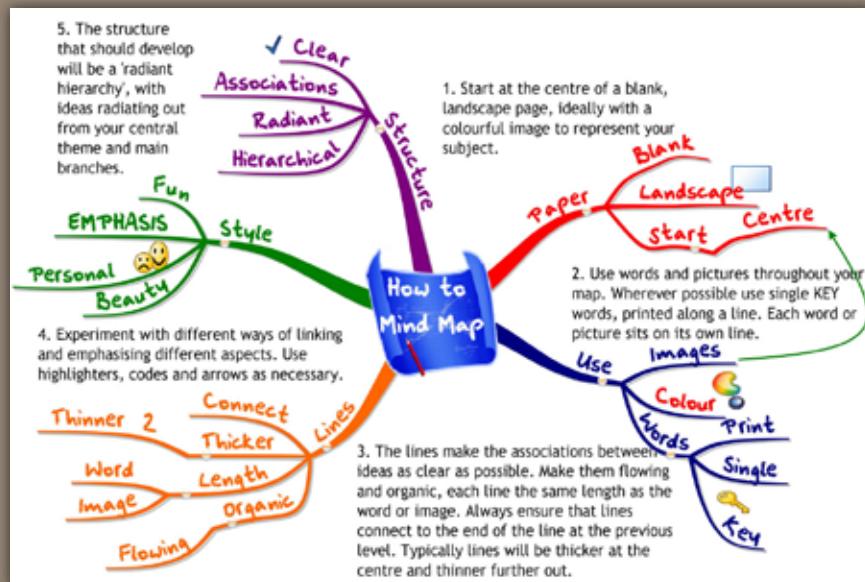
## Examples:

*A single energetic young adult seeks a social network.  
Desires a connection with others to get together and  
serve our community, hang out & have fun.  
Passionate about making a difference and doesn't  
want to be left on the sidelines.*

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*Highly motivated single young adults seek engaging  
faith-based social network that will help them  
navigate fast paced living in a hook-up town.*

## Generating Ideas: Mindmapping

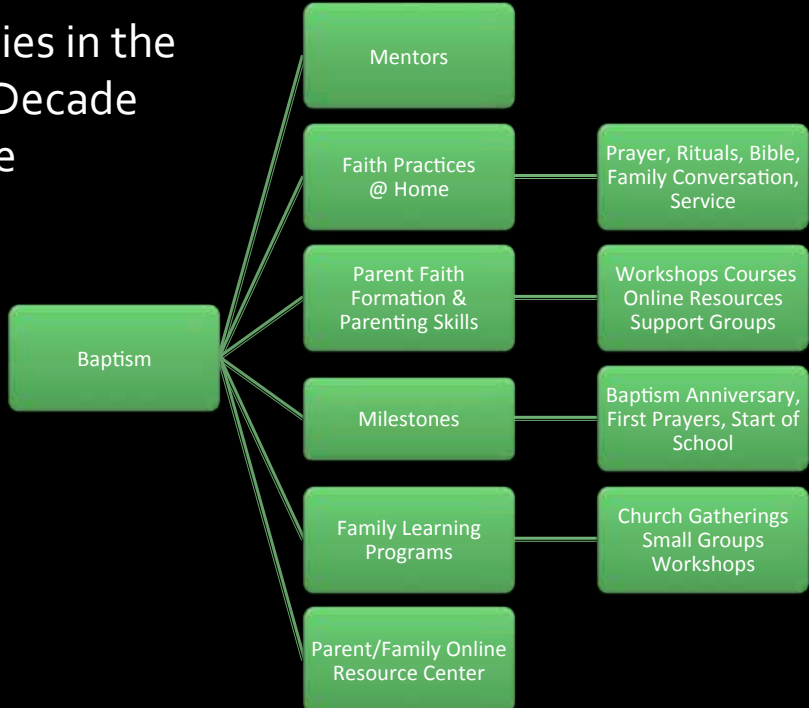


# A Network Approach

A Lifelong Faith Formation Network is a way to provide faith formation for everyone, anytime, anywhere, 24x7x365.



# Families in the First Decade of Life



## 4 - Prototype

- Prototyping is getting ideas and explorations out of your head and into the physical world.
- A prototype can be anything that takes a physical form – be it a wall of post-it notes, a role-playing activity, a space, an object, an interface, or even a storyboard. The resolution of your prototype should be commensurate with your progress in your project.
- In early explorations keep your prototypes rough and rapid to allow yourself to learn quickly and investigate a lot of different possibilities.
- Prototypes are most successful when people (the design team, the user, and others) can experience and interact with them. What you learn from those interactions can help drive deeper empathy, as well as shape successful solutions.

## 4 - Prototype

Traditionally prototyping is thought of as a way to test functionality. But prototyping is used for many reasons, including these:

- **Empathy gaining:** Prototyping is a tool to deepen your understanding of the design space and your user, even at a pre-solution phase of your project.
- **Exploration:** Build to think. Develop multiple solution options.
- **Testing:** Create prototypes (and develop the context) to test and refine solutions with users.
- **Inspiration:** Inspire others (teammates, clients, customers, investors) by showing your vision.

## 4 - Prototype

We prototype to:

- **Learn.** If a picture is worth a thousand words, a prototype is worth a thousand pictures.
- **Solve disagreements.** Prototyping is a powerful tool that can eliminate ambiguity, assist in ideation, and reduce miscommunication.
- **Start a conversation.** A prototype can be a great way to have a different kind of conversation with users.
- **Fail quickly and cheaply.** Creating quick and dirty prototypes allows you to test a number of ideas without investing a lot of time and money up front.
- **Manage the solution-building process.** Identifying a variable to explore encourages you to break a large problem down into smaller, testable chunks.

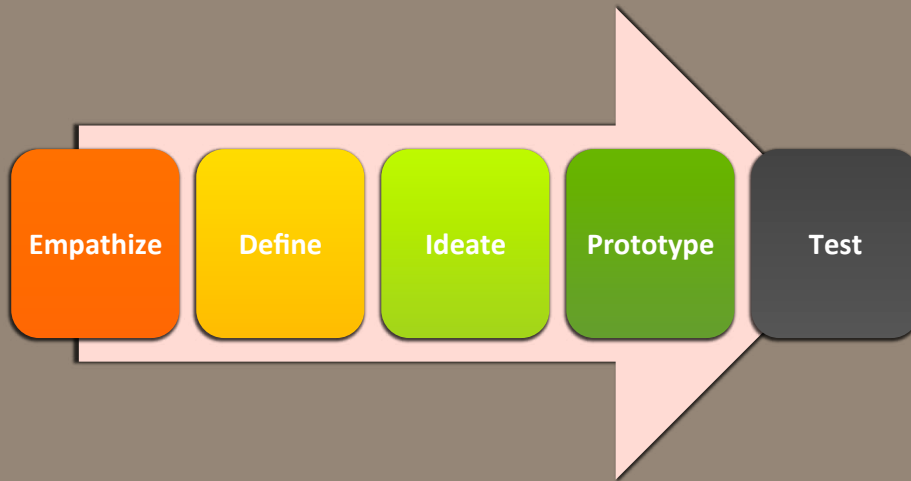
## 5- Test

Testing is the chance to refine our solutions and make them better. Prototype as if you know you're right, but test as if you know you're wrong.

- **To refine our prototypes and solutions.** Testing informs the next iterations of prototypes. Sometimes this means going back to the drawing board.
- **To learn more about our user.** Testing is another opportunity to build empathy through observation and engagement—it often yields unexpected insights.
- **To test and refine our POV.** Sometimes testing reveals that not only did we not get the solution right, but also that we have failed to frame the problem correctly.

# Innovation Design Process

Stanford School of Design



## Design an Implementation Plan

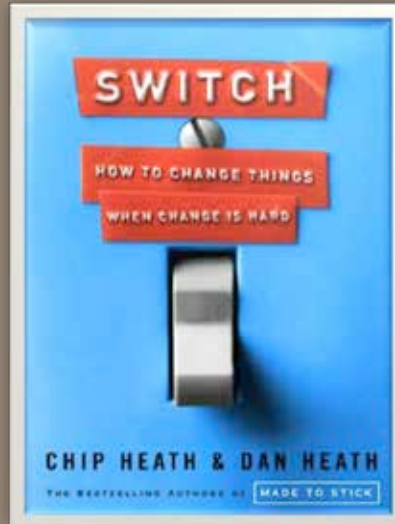
1. What are the dates and times?
2. What is the location: physical/facility and/or online/website?
3. What are the implementation steps and target dates (timeline) for completing each step.
4. What resources will you need to implement the initiative.
5. How much will the initiative cost?
6. How many leaders will you need to implement the initiative, how you will find them, and how you will prepare them?

## Parish Website: Planning Checklist

1. Who is the audience?
2. Planning—visit other sites.
3. Reflect on what you are: what are your core values and how do you want to say that?
4. Define a reasonable scope and get buy-in from stakeholders in the congregation.
5. Do an easy survey of your audience—what are they looking for, what do they expect?
6. Decide on the types of content to include (+ graphics).
7. Map out your basic navigation (7 buckets is about all a person can digest).
8. Pick the technology or platform.
9. Create the design.
10. Build your content .
11. Release the site.

The screenshot displays the Weebly website homepage. At the top, the Weebly logo is on the left, and navigation links for 'Other Versions', 'Designer Platform', 'Education', and 'English' are on the right, along with a 'Log In' button. The main headline reads 'The easiest way to create a website' with the subtext 'Free. Powerful. Professional.' Below this is a video player with the text 'Watch how to create a free website'. To the right is a sign-up form with fields for 'Full Name', 'Email', and 'Password', and a 'Sign Up. It's Free!' button. The lower section is titled 'Why do over 8 million people & businesses use Weebly?' and lists three benefits: 'Drag & Drop Website Builder', 'Powerful Hosting Included', and '100's of Professional Themes'. Each benefit includes a brief description and a small image.

## Facilitating Change



## A Framework for Change

**Direct the Rider** (the conscious mind), eliminating what looks like resistance but is more often a lack of clarity by providing crystal-clear direction.

- Following the bright spots: investigate what's working and clone it.
- Script the critical moves: don't think big picture, think in terms of specific behaviors.
- Point to the destination: change is easier when you know where you're going and why it's worth it.



## A Framework for Change

**Motivate the Elephant** (the subconscious), eliminating what looks like laziness but is more often exhaustion by engaging emotions to get people on the same path as you.

- Find the feeling: knowing something isn't enough to cause change. Make people feel something.
- Shrink the change: break down the change until it no longer spooks the Elephant.
- Grow your people: cultivate a sense of identity and instill the growth mindset.

## A Framework for Change

**Shape the Path** (the situation), eliminating what looks like a people problem but is more often a situation problem, by making the environment more conducive to the change you seek.

- Tweak the environment: when the situation changes, the behavior changes. So change the situation.
- Build habits: when behavior is habitual, it's "free"—it doesn't tax the Rider. Look for ways to encourage habits.
- Rally the herd: behavior is contagious. Help it spread.

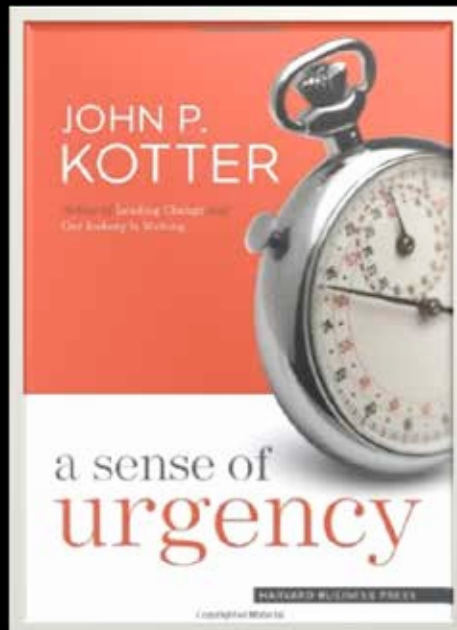
## Making Change Stick

1. Understand and spell out the impact of the change on people.
2. Build an emotional and rational case for change.
3. Ensure that the entire leadership team is a role model for change.
4. Mobilize people to “own” and accelerate the change.
5. Embed the change in the fabric of the organization.

## How Do We Make Change?

*(Transforming Congregational Education Project)*

1. Substantial change takes time and does not proceed smoothly.
2. Take action and be ambitious: “boldly go...”
3. Vision, action, reflection, and conversation feed off one another to drive the process forward.
4. Getting the right people engaged and empowering them is critical. “Get the right people on the bus...”
5. The change process is powered by and largely about learning.
6. Quality outside assistance can help the process tremendously.
7. Because change is complex, a multi-pronged support system is needed.
8. Financial resources can help “lubricate” change.



## Increasing a True Sense of Urgency

### **Strategy**

Create action that is exceptionally alert, externally oriented, relentlessly aimed at winning, making some progress each and every day, and constantly purging low value-added activities—all by always focusing on the *heart* and not just the mind.

## Increasing a True Sense of Urgency

### 1. Bring the Outside In

- Reconnect internal reality with external opportunities and hazards
- Bring in emotionally compelling data, people, video, sites, and sounds.

## Increasing a True Sense of Urgency

### 2. Behave with Urgency Every Day

- Never act content, anxious, or angry.
- Demonstrate your own sense of urgency always in meetings, one-on-one interactions, memos, and email, and do so as visibly as possible to as many people as possible.

## Increasing a True Sense of Urgency

### 3. Find Opportunity in Crises

- Always be alert to see if crises can be a friend, not just a dreadful enemy, in order to destroy complacency
- Proceed with caution, and never be naïve, since crises can be deadly.

## Increasing a True Sense of Urgency

### 4. Deal with the NoNos

- Remove or neutralize all the relentless urgency-killers, people who are not skeptics but are determined to keep a group complacent or, if needed, to create destructive urgency.