

## Systemic Design Training Intensive: Client Brief

Every year, Alberta CoLab delivers its Systemic Design Training Intensive. This course uses a live Government of Alberta case study and client as a way to both bring the coursework to life for public servants taking it and to help advance work on an ongoing public sector challenge.

We start looking for training clients 2-3 months prior to each course offering. Course dates are posted on our website. Visit us online at [colab.alberta.ca](http://colab.alberta.ca). If you are interested being a client for our training intensive, please reach out to us and we can chat about whether we are a good fit.

Brent Wellsch  
[brent.wellsch@gov.ab.ca](mailto:brent.wellsch@gov.ab.ca)

Roya Damabi  
[roya.damabi@gov.ab.ca](mailto:roya.damabi@gov.ab.ca)

### Client Overview

#### Our Ideal Client is:

- Open to changing their mind about the nature of their challenge and how to tackle it.
- Open by default – willing to share ideas, information, and learnings with others.
- Committed to their project and using the work generated in the course to accelerate their progress.
- Comfortable with a degree of uncertainty.

#### Client Role

- Provide a complex challenge space for course participants to explore.
- Provide input and feedback on course work, including next steps for how you will use it moving forward.

#### Client Responsibilities & Time Commitment

- At least one senior member of your project team must be available for the following:
  - **Pre-Course Planning:** for two hours to meet with the CoLab team and discuss the challenge question and go over the game plan for the course. This takes place 3-5 weeks before the course.
  - **User Research Support:** the CoLab team may connect with you to identify people that course participants can speak with as part of their user research and/or co-design.
  - **Course Day 1:** for two hours to deliver the project brief (project overview, aspirations, and challenge question) and to answer student questions. This takes place late morning/early afternoon.
  - **Course Day 6:** for two hours the final afternoon of the course, from approximately 1:30 p.m. to 3:30 p.m. to witness the final performance and provide feedback and questions to course participants.
  - **Evaluation:** be available for 1-2 hours over the months following the course to meet with the CoLab team and discuss learnings, impact, and project work status since participating in the course. This may include being profiled in CoLab documents, such as our Portfolio.

#### Client Benefits

Clients for the SD Training Intensive receive the following:

- 6 days of intensive work on your challenge.
- Preliminary user research data.
- Opportunities for you and/or your staff to participate in co-design/user research, if appropriate.
- 4-6 prototypes of ideas you can take forward and test.
- A narrative document that summarizes all the work and key insights generated from the course.

## Course Overview

**Location:** CoLab | 11th Floor, 108 Street Building | 9942 – 108 Street | Edmonton

**Offered:** 1-2 times per year

### Course Summary

Organizations, globally, deal with increasingly complex situations that are ill-defined, span multiple programs and involve numerous internal and external players. Training for systemic design (SD) introduces the methodology as a unique approach for addressing these ‘fuzzy’ issues with a view to build practitioner capacity across government ministries. The course covers the core disciplines that feed into the methodology: systems thinking, design thinking, integrative thinking, facilitation, and prototyping. Participants will explore and practice newly learned content by working on a real-life case study for a Government of Alberta client.

### Course Aim

To provide participants with interactive skill building exercises, dedicated discussion time, and a practical set of tools that can be applied immediately in daily work.

### Course Learning Objectives

Participants in systemic design training will learn how to:

- Target tools to guide groups towards a different mindset for problem solving
- Combine tools in a time-constrained environment to make sense of ambiguity
- Elicit innovative outcomes
- Manage collaborative group processes

### Alberta CoLab

Alberta CoLab – also known as the Energy Transition and Policy Innovation Unit of Alberta Energy (ETPI) – lives at the intersection of energy and innovation. We are a space, a team and an approach based in the Government of Alberta's Department of Energy.

#### *Purpose Statement*

Alberta CoLab exists to create new paths forward through complex and shifting landscapes.

#### *Our Values*

- **Creativity:** we push boundaries, inspiring possibilities and bringing new ideas to life.
- **Curiosity:** we explore and experiment, focusing on learning as we journey to unknown destinations.
- **Empathy:** we practice compassion and appreciation among people (including each other) and systems (including those we aspire to change).
- **Excellence:** we strive for excellence in our work and in the services we offer.
- **Joy:** we delight in playfulness as a vital quality for collaborative problem-solving and innovation. #zombies
- **Partnership:** we build mutually beneficial relationships to further shared aspirations.