




**1** Think about your current process. What do customers need to do? What do staff members need to do? What are the barriers each group may face?

(Note: There may not be a single corresponding agency action for every customer action, and vice versa.)

## Current Process

	1	2	3	4	5	6	7	8
 CUSTOMER ACTIONS								
 STAFF ACTIONS								
 BARRIERS								

**2** Next, think about changes you want to make to address the barriers or simplify the process. Think BIG. What is the most exciting, outrageous change you would make to the process? Write it down, plus at least four other ideas.



**3** What barriers does each change address?



- 4 Map out what your changes to the process would look like, including any potential new barriers that may emerge.

## Reimagined Process



	1	2	3	4	5	6	7	8
CUSTOMER ACTIONS								



STAFF ACTIONS								
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BARRIERS								
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5 What would it take to make these changes?

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6 What are you already doing that will help you make these changes?

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7 **Share** your ideas. Which idea in the group is everyone most excited to take further?

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8 What's the **single next step** you need to take to get the ball rolling on this idea?

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### Exercise: Effort Versus Impact Matrix

When you have a lot of ideas coming out of a brainstorm, it can be helpful to think about effort and impact when deciding what to do first.

- **Effort** considerations might include coordination across multiple teams, political support, and investment in labor and materials.
- **Impact** considerations might include how many people you might reach, what types of barriers you might address, and whether the people reached are the ones needing the most support.

Where do your ideas belong on this chart?

