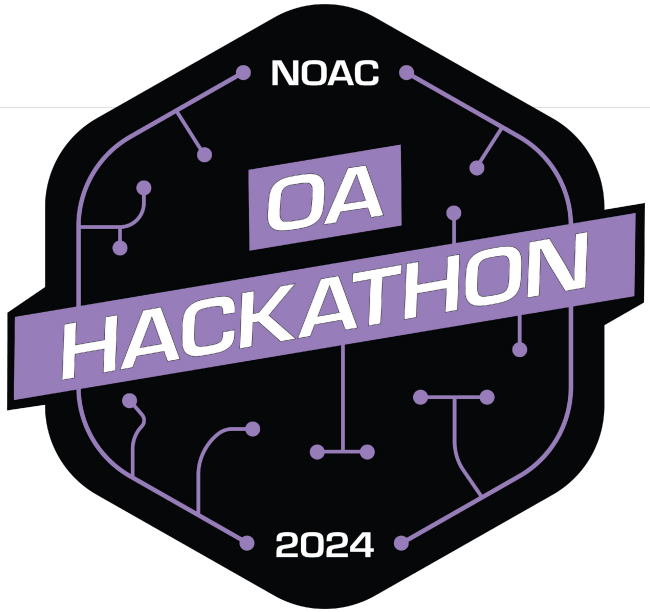
NOAC 2024

CU Boulder

SEEK NEW HEIGHTS

Unleashing Innovation at the 2024 NOAC Hackathon

SEEK NEW
HEIGHTS
NOAC 2024
CU BOULDER


NOAC
OA
HACKATHON
2024

Welcome

Learning Objectives

1. Building a Team
2. Goal Setting
3. Problem Solving
4. Hackathon Overview

So you may be wondering …

What exactly
<u>IS</u>
a hackathon?

The common perception

In reality a hackathon is …

Any event of any duration where people come together to solve problems.

We can be that catalyst for change

In our time together, we will learn to be able to look at our current challenges in the OA and come up with creative solutions.

Building a Team

Team Development

Forming

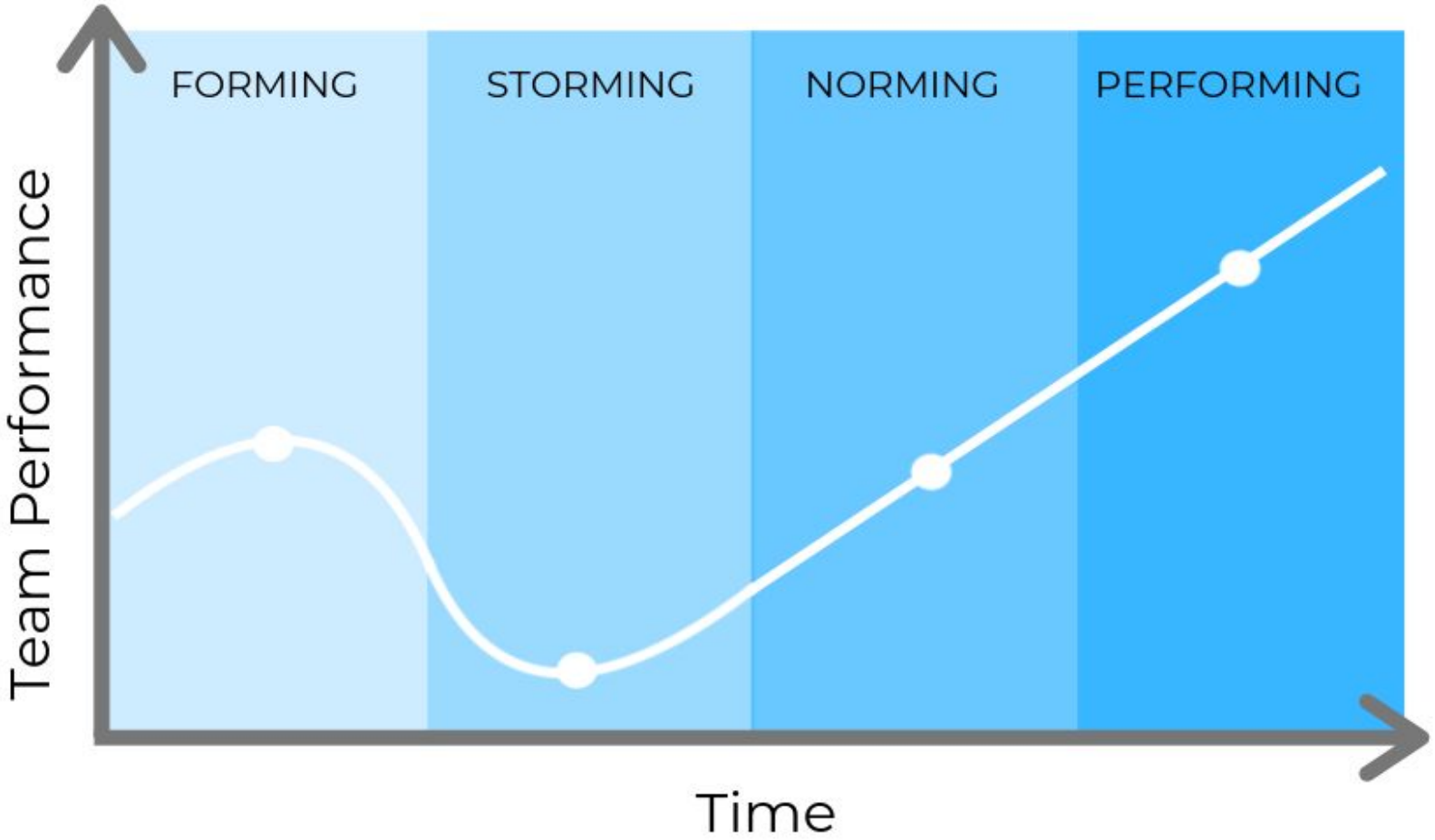
Storming

What are the 4 stages of team development?

Norming

Performing

Team Development



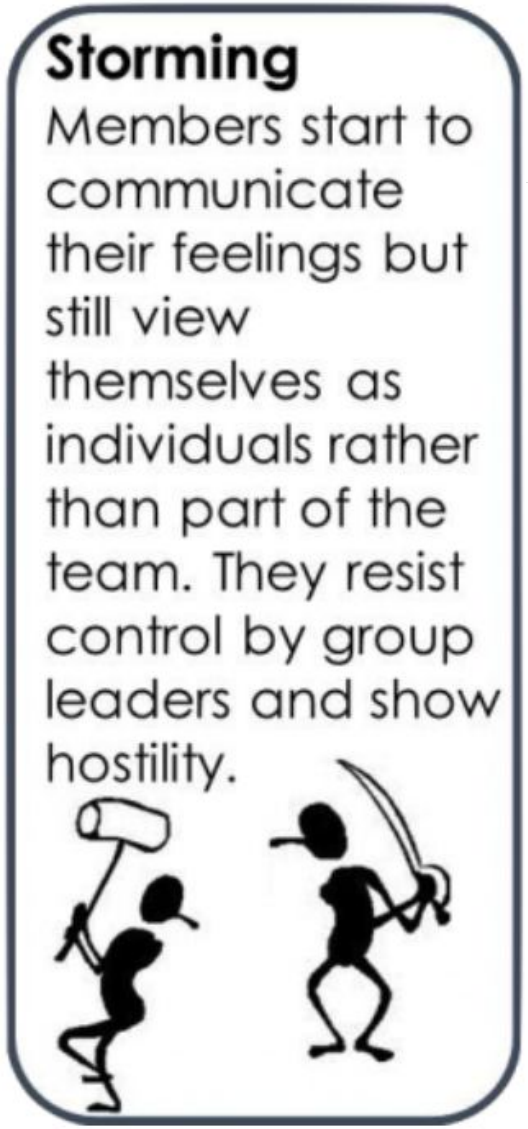
Bruce Tuckman (1965) developed the stages of team development.

Team Development

- **Forming**
  - Behaviors
    - Getting to know each other
    - Developing trust
    - Team members still dependent
  - Tasks
    - Establish basic expectations of group dynamics
    - Agreeing on common goals
    - Establish member similarities and strengths

Team Development

- **Storming**
  - Behaviors
    - Expressing differences of ideas, feelings, and opinions, each competing for consideration
    - Team members expressing independence
  - Tasks
    - Identifying power and control issues
    - Gaining skills in communication
    - Identifying resources



Team Development

- **Norming**
  - Behaviors
    - Decisions are made through negotiation and until a consensus is reached
    - Single goal established
  - Tasks
    - Members agree about roles and processes for problem solving
    - Members take responsibility to work for success

Team Development

- **Performing**
  - Behaviors
    - Members work collaboratively
    - Members care about each other
    - The group establishes a unique identity
    - members are interdependent
  - Tasks
    - Members agree about roles and processes for problem solving
    - Members take responsibility to work for success

(If accomplished results in high-performing team, but not always accomplished)

Performing
The team works in an open and trusting atmosphere where flexibility is the key and hierarchy is of little importance.

4 Stages of Team Development

Forming
Team acquaints and establishes ground rules. Formalities are preserved and members are treated as strangers.

Storming
Members start to communicate their feelings but still view themselves as individuals rather than part of the team. They resist control by group leaders and show hostility.

Norming
People feel part of the team and realize that they can achieve work if they accept other viewpoints.

Performing
The team works in an open and trusting atmosphere where flexibility is the key and hierarchy is of little importance.

Goal Setting

SMART Goals

What are the criteria for a SMART Goal?

S*pecific*

A*chievable*

T*imely*

M*easurable*

R*elevant*

SMART Goals

Specific **Well defined, clear, and unambiguous**

SMART Goals

Specific **Well defined, clear, and unambiguous**

Measurable **Able to track and quantify**

SMART Goals

***S**pecific* — **Well defined, clear, and unambiguous**

***M**easurable* — **Able to track and quantify**

***A**chievable* — **Attainable and not impossible**

SMART Goals

***S**pecific* — **Well defined, clear, and unambiguous**

***M**easurable* — **Able to track and quantify**

***A**chievable* — **Attainable and not impossible**

***R**elevant* — **Aligns to your priorities and values**

SMART Goals

Specific	**Well defined, clear, and unambiguous**
Measurable	**Able to track and quantify**
Achievable	**Attainable and not impossible**
Relevant	**Aligns to your priorities and values**
Timely	**With a clearly defined timeline**

SMART Goals

***S**pecific*
***M**easurable*
***A**chievable*
***R**elevant*
***T**imely*

Our goal is to **[quantifiable objective]** by **[timeframe or deadline]**

SMART Goal Examples:

Meet “the tech team”. These are the smart guys that handle all the tech stuff for NOAC. The tech team has been tasked with increasing usage of the NOAC 2024 mobile app.

They know that they need all hands-on deck to make this happen, but some team-wide goals in the past, have quickly fallen off track. Nobody seemed to have a clear understanding of what success should look like; progress wasn’t monitored closely enough, and inevitably, that important objective slipped to the back burner (before falling into the campfire…).

That’s why, this time around, the tech team plans to leverage **SMART** goals for setting an action plan and staying the course.

SMART Goal Examples:

An example of a SMART-goal statement might look like this:

"Our goal is to [quantifiable objective] by [timeframe or deadline]. [Key players or teams] will accomplish this goal by [what steps you'll take to achieve the goal]. Accomplishing this goal will [result or benefit]."

In order for a goal to be effective, it needs to be specific. A specific goal answers questions like:

- What needs to be accomplished?
- Who's responsible for it?
- What steps need to be taken to achieve it?

SMART Goal Examples:

Thinking through these questions helps get to the heart of what you're aiming for. Here's an example of a specific goal the tech team might come up with:

SPECIFIC

"Grow the number of daily users of the NOAC 2024 mobile app creating targeted social media campaigns and tech support for users."

SMART Goal Examples:

Measurable

Specificity is a good start, but quantifying your goals (that is, making sure they're measurable) makes it easier to track progress and know when you've reached the finish line.

The tech team wants to grow the number of mobile app users – but by how much? To make this SMART objective more impactful, the tech team should incorporate measurable, trackable benchmarks.

"Grow the number of users of the NOAC 2024 mobile app to 99% by creating targeted social media campaigns for four social media platforms: Facebook, "X", TikTok and Instagram, and providing app install support."

SMART Goal Examples:

Achievable

This is the point in the process when you give yourself a serious reality check. Goals should be realistic – *not* pedestals from which you inevitably tumble. Ask yourself: is your objective something your team can reasonably accomplish?

The tech team might look at their goal and realize that, given the small team and their heavy workload, creating ad campaigns for four social platforms might be biting off more than they can chew. They decide to scale back to the three social networks where they are most likely to find new clients.

SMART Goal Examples:

Achievable

“Increase the number of daily users of the NOAC 2024 mobile app to 99% by creating targeted social media campaigns for three social media platforms: Facebook, “X”, and TikTok, and providing easy support access for NOAC attendees.”

Safeguarding the achievability of your goal is much easier when you’re the one setting it. However, that’s not always the case. When goals are handed down from elsewhere, make sure to communicate any restraints you may be working under. Even if you can’t shift the end goal, at least you can make your position (and any potential roadblocks) known up-front.

SMART Goal Examples:

Relevant

Here's where you need to think about the big picture. Why are you setting the goal that you're setting? The tech team knows that the app is a huge driver of attendee satisfaction, and that an uptick in their app usage could mean greater attendee satisfaction. Now they revise their statement to reflect that context.

"Grow the number of users of the NOAC 2024 mobile app to 99% by creating targeted social media campaigns for three social media platforms: Facebook, "X", and TikTok, and providing readily accessible app install support. Because NOAC 2024 mobile users tend to have a superior event experience using the app."

SMART Goal Examples:

Timely

To properly measure success, you and your team need to be on the same page about when a goal has been reached. What's your time horizon? When will the team start creating and implementing the tasks they've identified? When will they finish?

SMART goals should have time-related parameters built in, so everybody knows how to stay on track within a designated time frame.

When the tech team incorporates those dates, their SMART goal is complete.

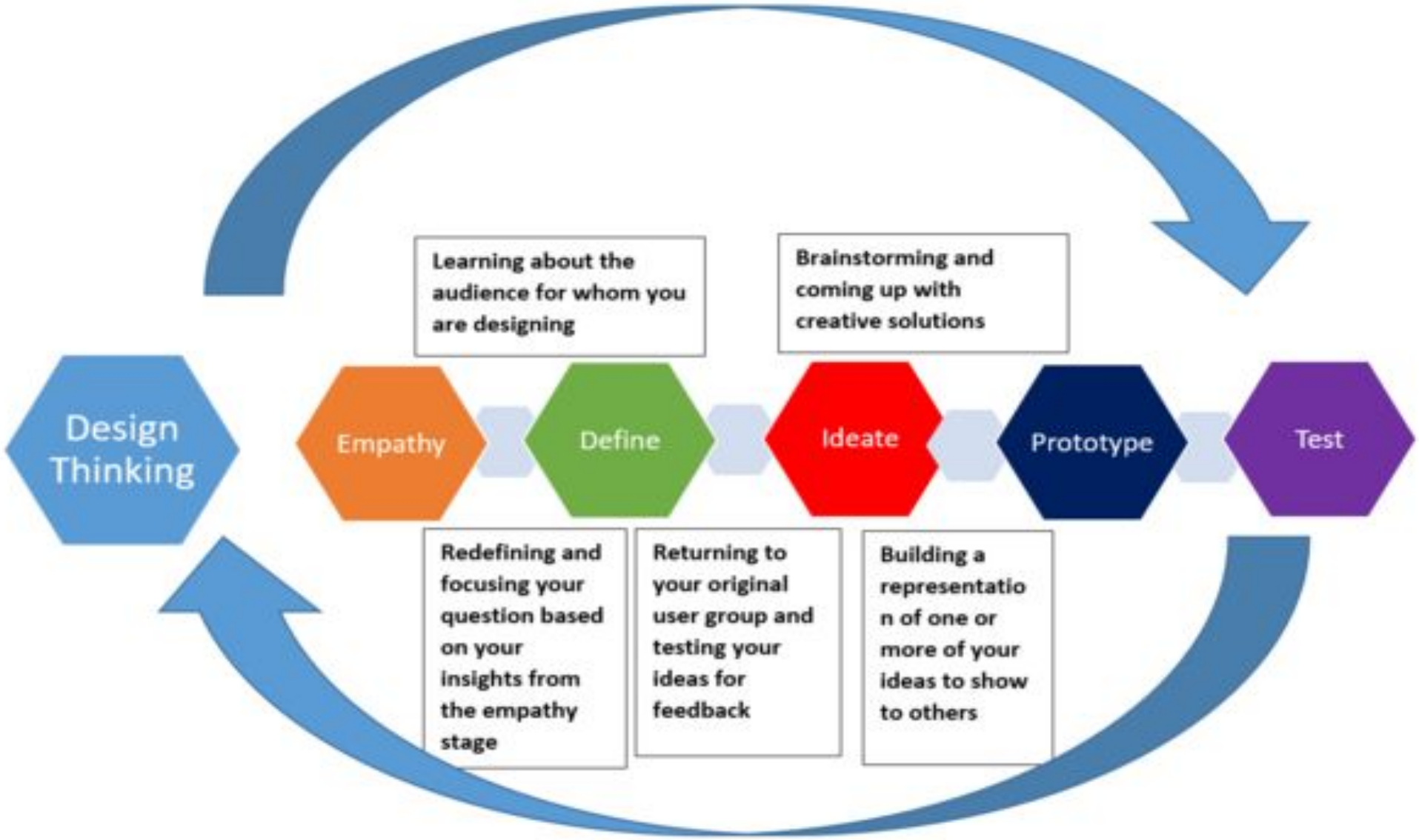
SMART Goal Examples:

Timely

"Grow the number of users of the NOAC 2024 mobile app to 99% by Wednesday of the conference by creating targeted social media campaigns for three social media platforms: Facebook, "X", and TikTok, and providing readily accessible app install support. Because NOAC 2024 mobile users tend to have a superior event experience using the app."

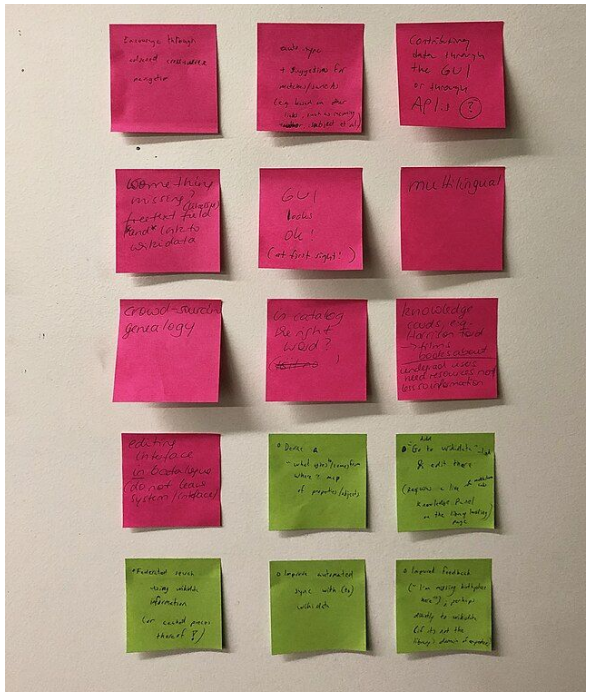
<u>Knowing how to set goals using the SMART framework can help you succeed in setting and attaining goals, no matter how large or small!</u>

Problem Solving


Design Thinking
Empathy
Learning about the audience for whom you are designing
Define
Redefining and focusing your question based on your insights from the empathy stage
Ideate
Brainstorming and coming up with creative solutions
Prototype
Building a representatio n of one or more of your ideas to show to others
Test
Returning to your original user group and testing your ideas for feedback

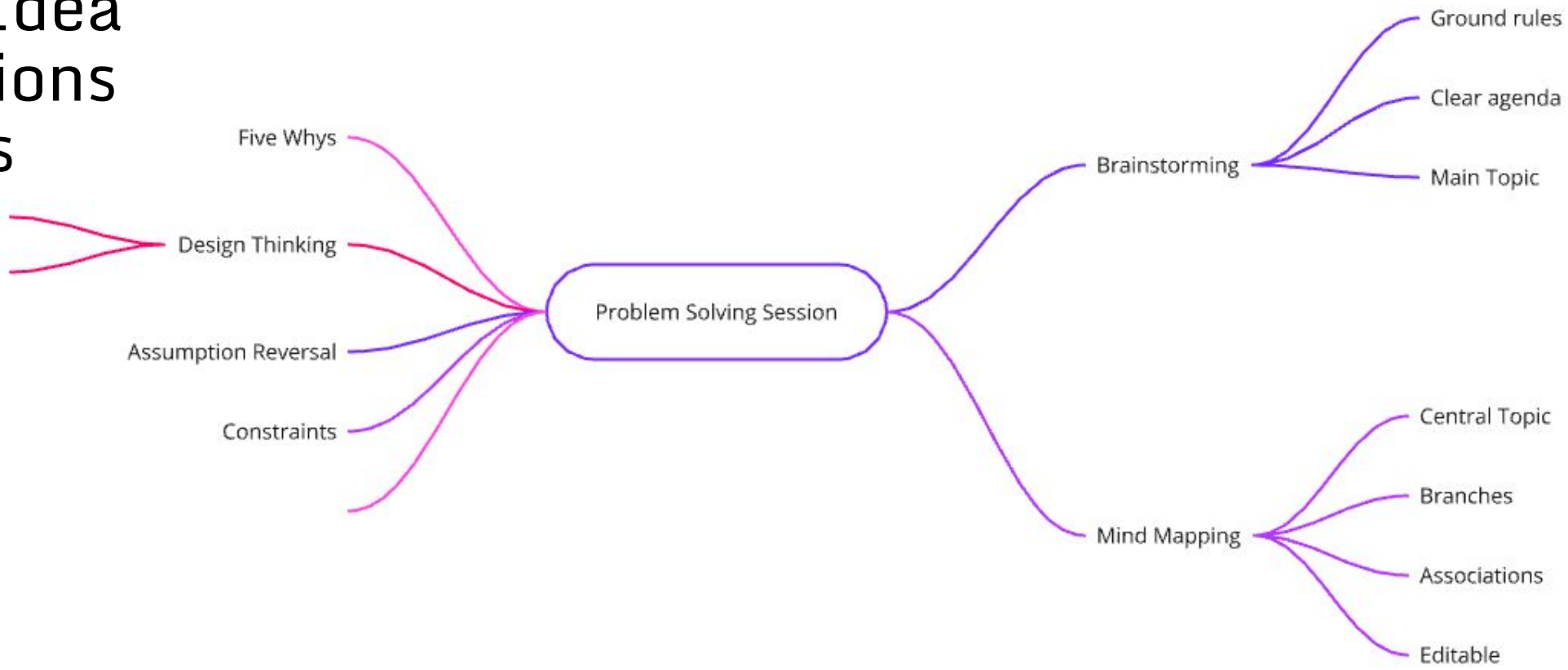
Facilitating Brainstorming

- Use a shared space to record ideas
- Have a plan for organizing ideas
- Have a clearly defined topic for the brainstorming session
- Set ground rules
  - Quantity over quality
  - No judgement
  - Everyone's ideas count
- At the end of the session, define the next steps



Mind Mapping

- Central Idea
- Associations
- Branches



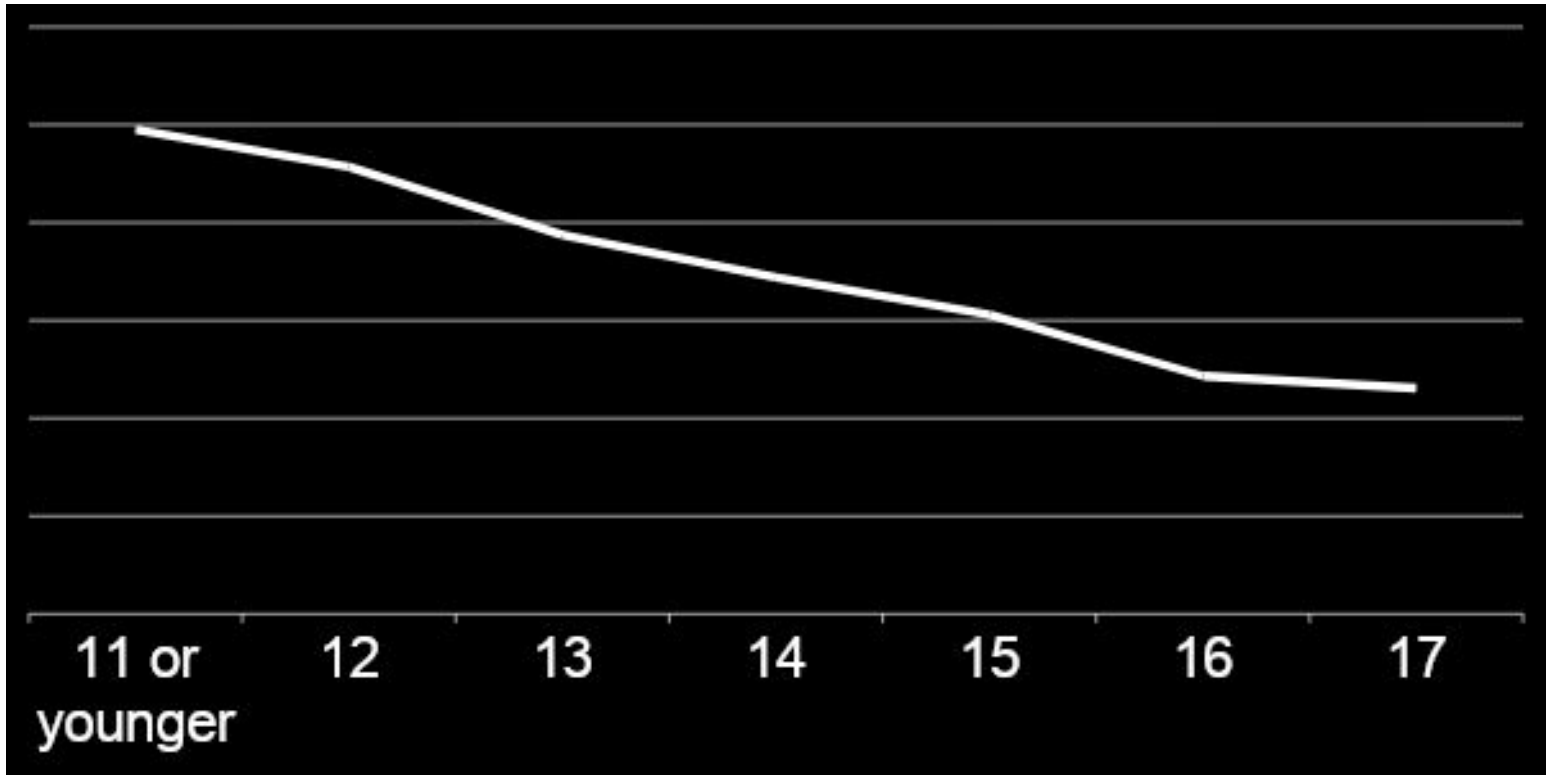
5 Whys

Ask "why?" five times to drill down to the root cause of a problem.

Example Problem:

This chart shows Scouts BSA enrollment by age for one council (data is stale, from 2008).

- What trend do we see?
- Why?
- Why?
- Why?
- Why?
- Why?

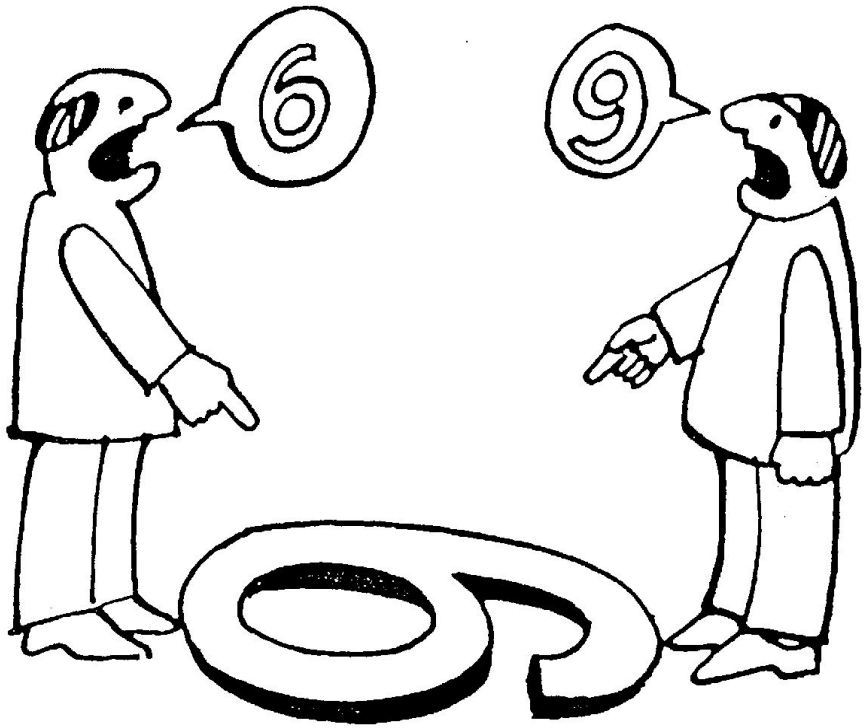


Assumption Reversal

Challenge your assumptions about the problem and explore alternative perspectives.

Example:

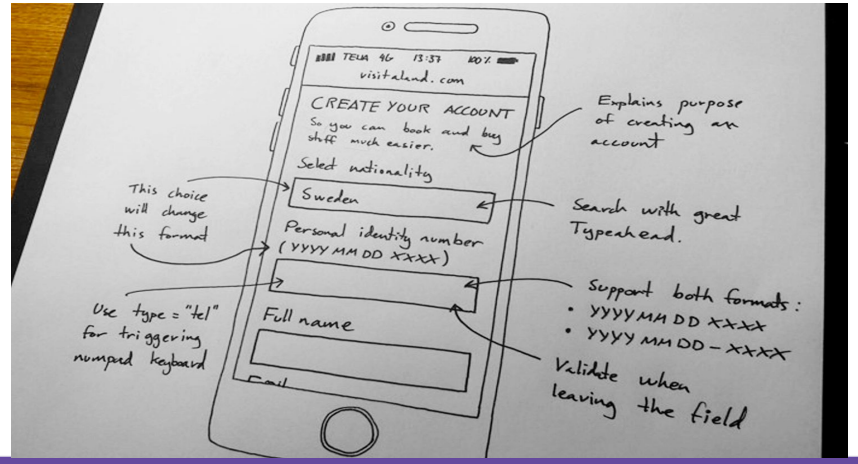
- Some new members sash and dash
  - Why do you think that a new member doesn't activate after induction?
  - Keep in mind this room is likely poorly suited to understand an unactivated members perspective
  - Empathize with the new member, challenge your own assumptions

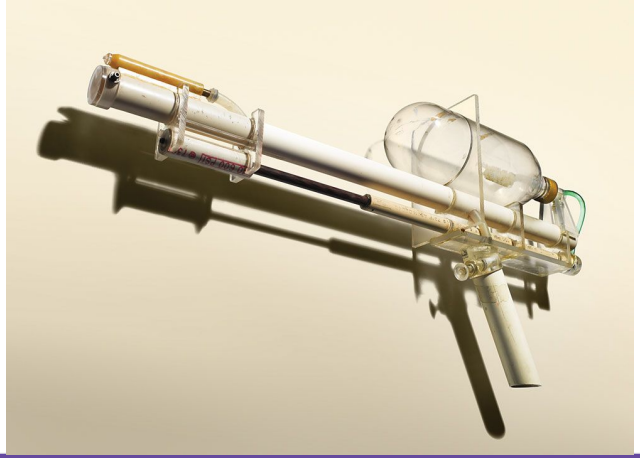


Prototyping

A prototype is the original model, a sample on which to base future designs.

Can be anything from:
Paper drawings to cheap, quickly made mockups, but always remember **“Do not let perfect be the enemy of good enough”**





Hackathon
“Rules”

Takeaway Challenge

Please take out your notebook and pen. For the final three minutes, think about your current and future roles in the OA, in Scouting, and in life. Write down three key takeaways from this session that will enable you to Seek New Heights in those current and/or future roles. For example, SMART Goals, Team Forming, or Problem Solving. Later today, feel free to share these key ideas with others in your chapter or lodge.

Thank you!

Please take a moment to fill out the feedback form.

ASCENT check-in:

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