The logo consists of the letters L, A, B, and S in a bold, white, sans-serif font. Each letter is centered within a white circle. The circles are arranged in a horizontal line and overlap slightly. Small white arrows are positioned at the top and bottom of each circle, pointing clockwise, which suggests a continuous cycle or process.

**L A B S**

***Handbook***

*New Zealand's first social innovation lab*

# Welcome to the Labs Handbook

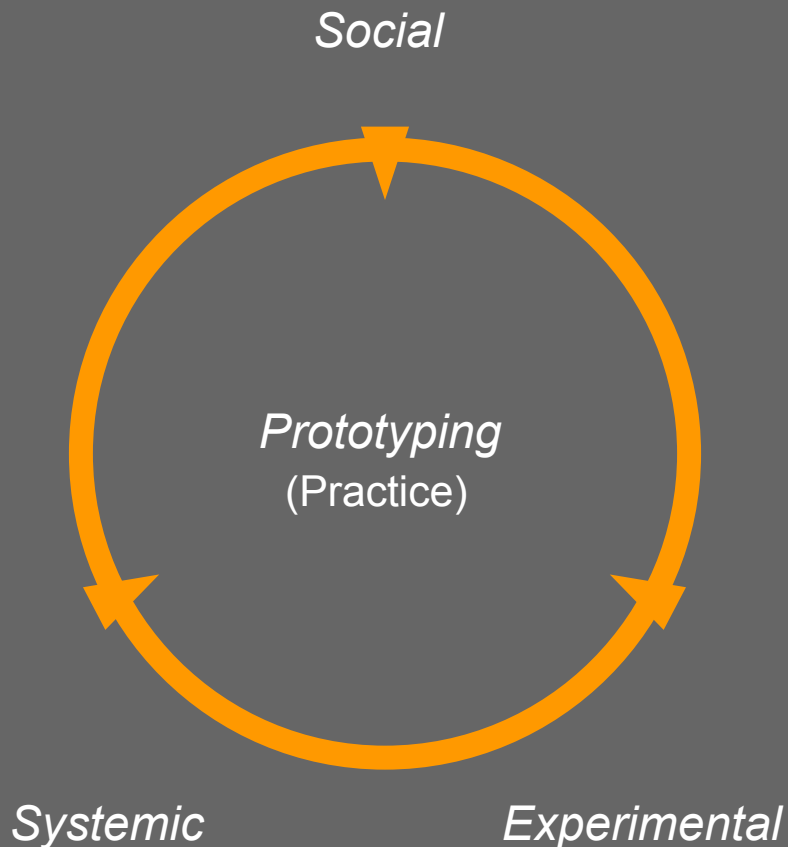
Kia ora whanau!

As an opening comment for this prototype Labs Handbook, we wanted to share a few key ideas.

Lifehack Labs was designed as a turning point experience; a period of time too short to get comfortable in and too long for you to walk away and say "oh well that was something random I did that time...". It was designed as a catalyst, a hot bed of potential, a space for you to challenge yourself and each other to achieve the things you really are capable of.

*This book covers key elements of content which were brought through in the Labs journey, but it won't feel like Labs unless you help us shape it - please help us by paying attention to what you think this should be like? what do you need?*

Lifehack is about a *practice* of experimentation, inclusion of diverse people and starting with questions.



Remember to be systemic, experimental and social in your work too. What these mean: socially inclusive – people who are profoundly affected by these problems have to be part of designing the response. Experimental/ iterative – rigorously test one unknown after another based on a growing background of knowledge. Systemic - issues are addressed at the root cause.

*We hope this handbook provides some building blocks for you to nurture your practice in these ways too. There are hundreds of tools, it's how you use them, and when, that builds your mastery in the practice.*

Lifhack is also about creating youth wellbeing and integrating a blend of technology & entrepreneurship. We know that sometimes technology is more useful in some places than others. I'll never forget how on the third night at the Marae, a group which became the BEAST team, was talking about the potential of helping social workers get better access to apps, through creating an online list of mental health apps and explaining which one to use when. I love the idea that sometimes technology isn't about putting an app on a 14 year old's phone, sometimes its a hidden enabler.



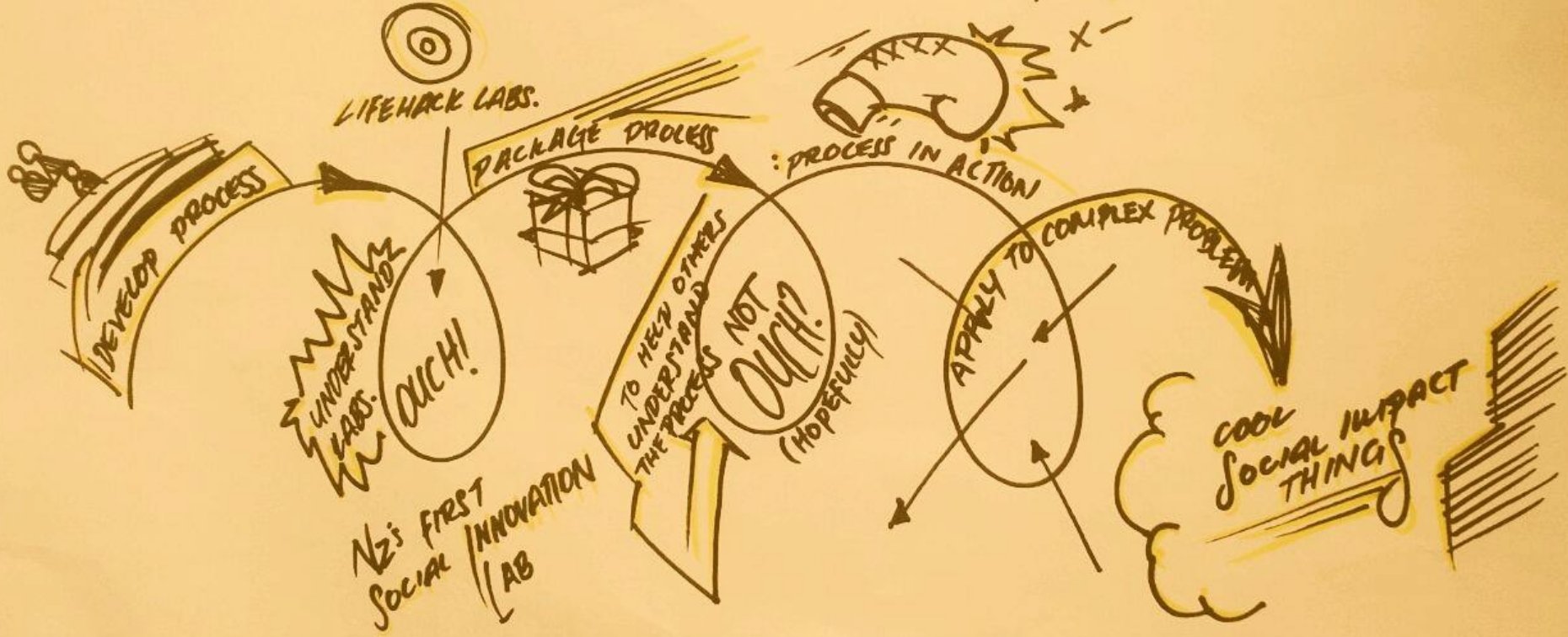
JUST  
LEARN  
IT  
JUST  
DO  
IT

These ideas, and many others which you discovered are a great starting point. But they are really just that - a starting point. What happens after you have a crazy idea?

This is what this Handbook aims to help you with. How to tackle each step, and what tools to have on-hand. We believe learning by doing is more powerful than reading about stuff, so use this only as a reference point. We hope it helps unlock things for you in confusing moments. And more than anything we hope it gives you a starting point, a set of micro skills, like a set of gym exercises, for you to practice at home and over time it will become practice that is just how you go about your work.

Thank you to Alex for all your leadership, persistence and vision for this work :)

Love from Sam, Chelsea, Gina and Charlotte



Kia Ora Whanau / Changemakers. The handbook was created with the intention of capturing all of the goodness from the labs. To allow us changemakers to develop our craft in the social innovation space and to share our learnings with others who want to make a difference. I am sure Lifehack labs was a

significant turning point for us all. Everyone that participated in the lab has enormous potential and will go along to achieve great things. My motivation for creating the handbook was to ensure the learning and sharing continues. I hope this handbook is useful to you all at some point in time. Thank you to the Lifehack team for supporting the creation of the handbook.  
Love Alex the Lion

## *Project Development*



- Fully Predictable systems.
- Often Engineered.

Complicated Problems



## *Social Innovation*



- Multiple interrelated elements.
- Adapt / learn from experience.

Complex Problems

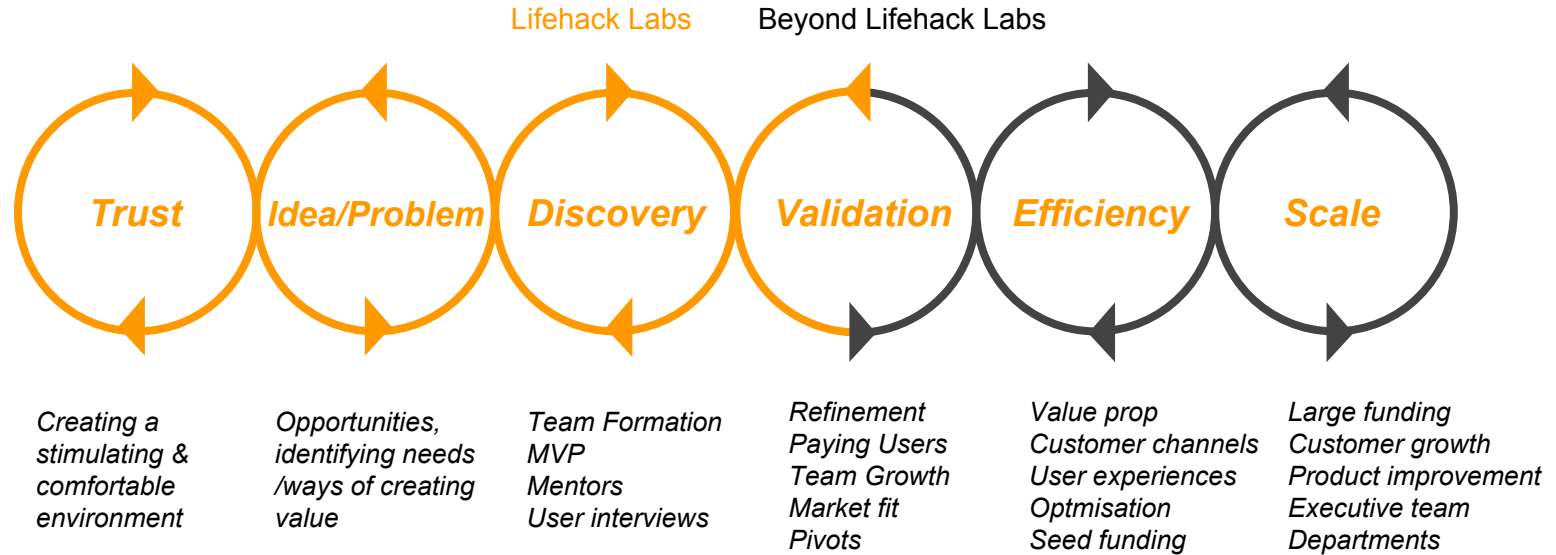


*Lifhack is responding to a complex problem - improving youth wellbeing*

We created this handbook to help you build projects and impact ventures - inside you will find a range of questions and links to resources which we hope will help you navigate the complexity of improving youth wellbeing.

We believe that navigating complexity should not be about future forecasting what might happen when you act - the dominant paradigm for tackling social problems. Instead inside you will find a handbook which takes a social innovation approach which helps you work with living, complex systems.

# Impact Venture Pathway

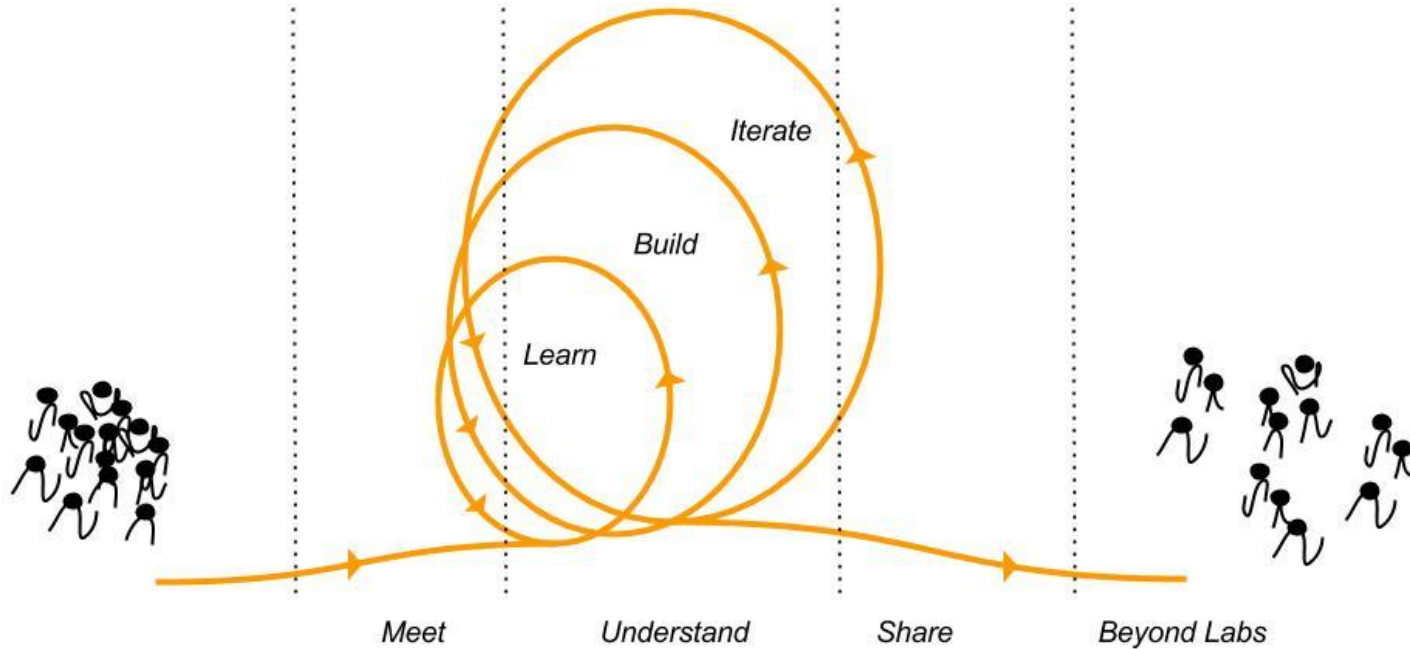


As you build a project or impact venture, there are certain stages of development you should pay attention to.

This image leverages the most comprehensive study of startups and ventures which was conducted by the Startup Genome project and is adapted by the Lifhack team to emphasise the importance of starting with people - not ideas. You should not try to skip a stage - it is like trying to build a house without paying attention to the foundations.

Lifhack Labs only touched on the first few stages of your pathway, you still have much work to do, but we hope this handbook helps you navigate the next stages of this, and future impact ventures you may work on.

# Lifhack Labs Journey

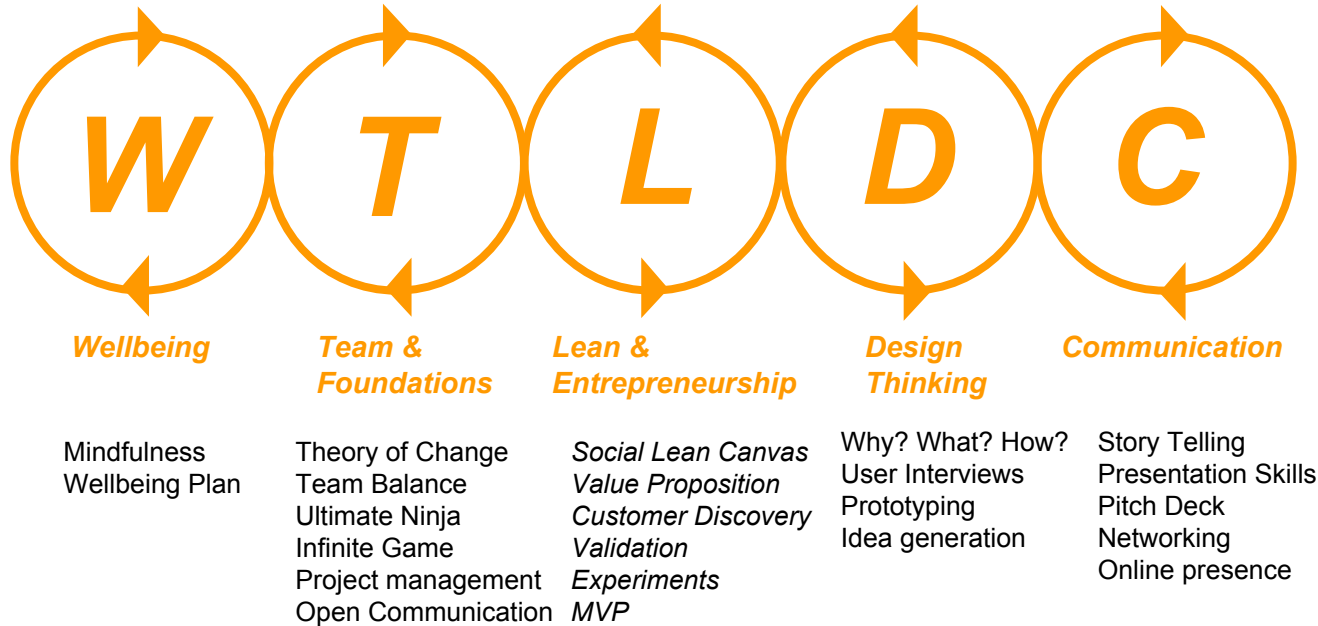


Lifhack Labs was a layered learning & development pathway, curated to introduce you to and rapidly upskill you in some of the groundings of social innovation and impact venture building.

The reason for the triple loop here is that much of the content of Labs was introduced 3 times to reinforce it, present it in different ways, cater to different learning styles, and help you gain the confidence to use the research, tools and methodologies on your own beyond Labs.



# Lifhack Labs Curriculum



These are the core threads which Lifhack Labs wove together to help inspire new innovative ideas, navigate complexity, ensure strong foundations, enable collaboration, and ensure the sustainability of your impact ventures and projects.

## How to use the **Labs Handbook**

- *Take a look at the opening questions at the beginning of each section.*
- *Check-in with yourself - Does this section or set of opening questions relate to what you're facing?*
- *Look into the sections where you feel like the questions are right for what you're dealing with.*



## *Wellbeing*

*Feeling like your project is wearing you out?  
Feel like you're not grounding in your purpose?*



## Mindfulness

Mindfulness is a set of techniques to build your inner peacefulness, self reflection, your mental resiliency and your ability to regulate your emotions.

Mindfulness is a practice of focusing on what you can sense, and simply observing it instead of reacting. It can be done through breathing exercises where you observe your breath, silent walking observing your heart rate or surroundings, sitting in your office chair, yoga practice and other exercises.

## Personal Wellbeing plan

Building a personal wellbeing plan starts with identifying what makes you well. When Marianne Elliott worked with us all in Lifehack Labs, she presented a series of questions for us all to answer to guide our our wellness planning.

With this information, she suggested asking yourself: Now you know your own definition of wellness, how can you keep noticing if you are or aren't well? Who can to explain this to in your personal life? Can you give someone permission to help you notice if you're becoming unwell? Honour your cravings, you don't always have to be perfect, but find a way to come back to your center of wellness where you can.

### Questions & Prompts

What are you like when you're well?

How do you want to feel in your work?

Other than time or money -

What do you want more of in your life?

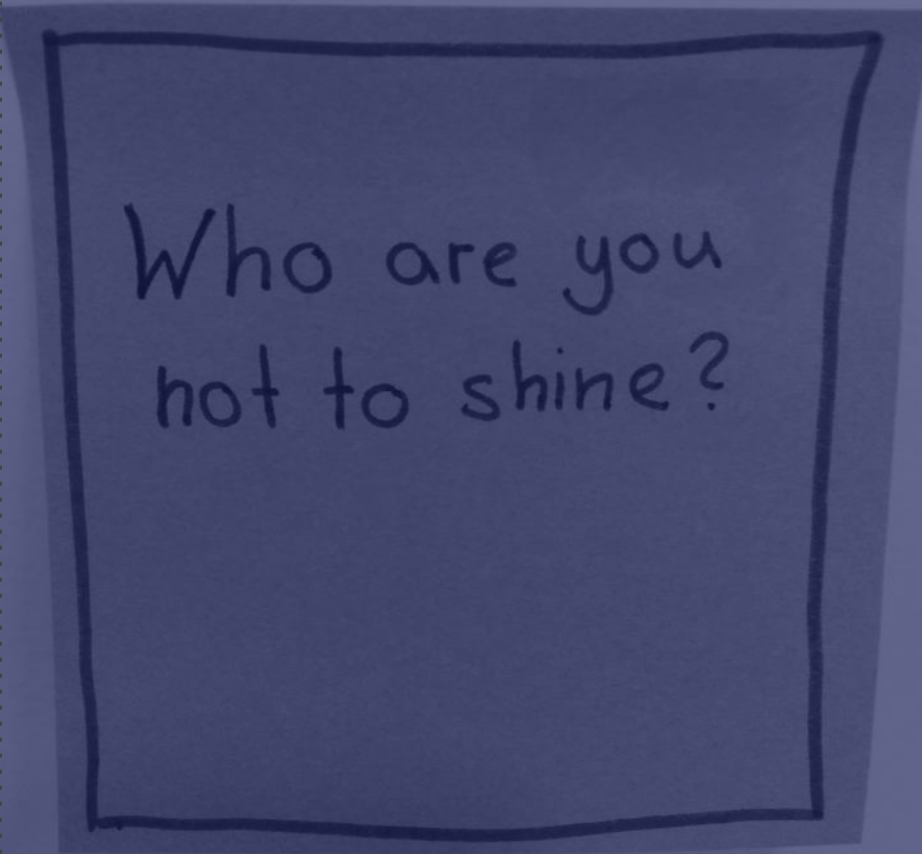
I need to give myself permission to be more...

What brings me alive is...

When I feel free and strong I tend to...

I believe in...

I know I'm happy when....



Who are you  
not to shine?



## ***Team & Foundations***

*Are you feeling connected to your team?  
Is your team on the same page and moving forward as a unit?*

## Theory of Change

Theory of Change is an important process constructed on long-term goals or a vision for a specific situation you are trying to address. The long term vision is mapped backwards to your starting point to understand what possible changes & actions need to take place, to see this vision come to fruition. Check out the [Theory of Change](#) introduction video.

“Constructing a theory of change helps you be explicit about your assumptions and helps you realise what kind of game you’re playing with the world. Clearly naming what you’re setting out to do helps you look back and work out whether or not you were right. Ultimately you need to know whether or not the world actually works that way & if you’re having any impact by assuming that it does work that way.”

### - **Chelsea’s workshop in Labs**

Examples from the AYCC (Australian Youth Climate Coalition) of [Ten different theories of change](#)

### *The journaling questions from the **Labs workshop on Theory of Change**:*

- How was and is your problem created?  
What decisions were made for this to be the case?  
By whom?
- Think about the impacts. Who is impacted upon – now and in the future? How? Why?
- Who benefits from the way things are currently? How? (Prompt people to think about the employment that may be generated, the profits and power.)
- Think of the power held by government over this issue... How is it created? How is it maintained? How is it used? How is it constrained?
- Think of the power held by relevant industries over this issue... How is it created? How is it maintained? How is it used? Why?
- Think of the power held by the community [different segments of the community e.g. young people]... How is it created? Maintained? How is it used? How could it be used? How is it constrained?
- What would it take to change the power relations which control the way we live out these issues daily?

## Infinite game vs. Finite game - by Nikki Harre



**Infinite** games have horizons that move as the player moves, welcome everyone into the game and the rules must change over time or the game will cease.



**Finite** games have boundaries, include only select players and have rules that must not change for the duration of the game.  
<http://www.infinite-game.net/>



## What makes a strong team?

### ***Personality balance + Wealth Dynamics = Team Balance***

It is important to map out the ***wealth dynamics & capabilities*** of the members in your team.

- To understand the skills & expertise within the team
- To see what areas of expertise are lacking in the team and need attention.
- To identify where members feel comfortable to lead the team or if they are willing to explore a new skill / area of practice or bring in external expertises.


It is important to map out the ***personalities & work ethics*** of the members in your team.

- To understand the different styles of working
- How each member best communicates with others
- It is also helpful to know what it looks like when a member is well or not well, in order to create space or opportunities to check in with them.

The entrepreneurship personality types wheel:

<http://www.wealthdynamics.com/>



A black and white photograph of a group of people in a kitchen-like setting. Many of the people have their arms raised, suggesting they are participating in a game or activity. In the background, there is a counter with various items, a sink, and a 'FIRE EXIT' sign above a door. The overall atmosphere is active and social.

### Ultimate Ninja - Team game

Ultimate Ninja is a great action-based game that involves quickness, a little bit of strategy and skill. The goal is to be the 'Ultimate Ninja' the person who has the quickest reflexes. Dodge the other player's attacks and land a direct hit to get others out.

This is great game to lift the team's energy and add in a bit of laughter.

p.s : I know it's not the Ultimate Ninja photo but just pretend.  
<http://www.group-games.com/action-games/ultimate-ninja.html>

## Project management strategies

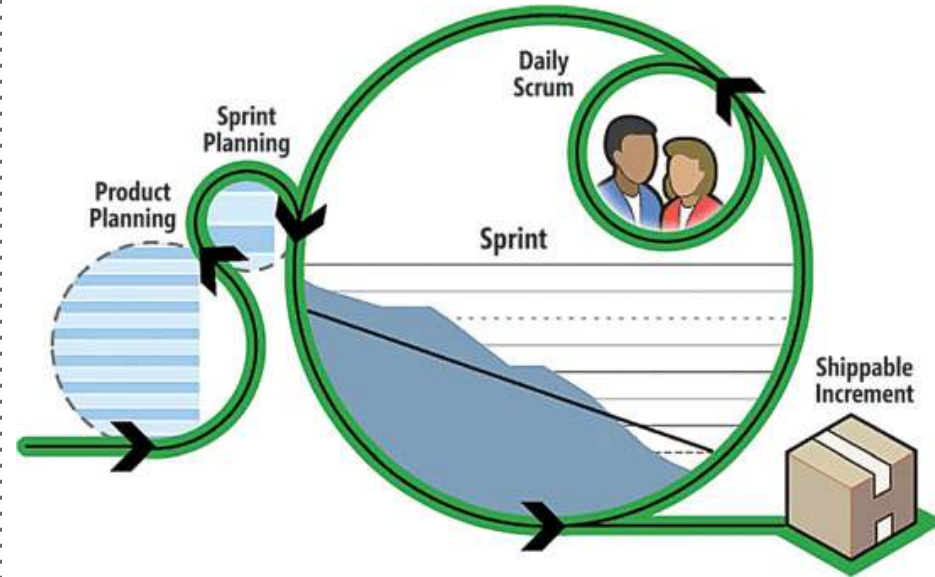
### Agile

Is a process that was formulated by a group in 2001, to improve the management of software development projects as projects were failing far too often. A set of values/principles for organising were created, both sides of the statements are important. However the focus/value lies more in the darkened words.

Basically, implementing Agile means you need to adopt a full system and way of working. It is made up of collective planning sessions, sprints, retrospectives (where you look back) and a tool kit of ways for communicating your progress.

### Kanban board *To do - Doing - Done!*

Is a process extracted from Lean management. It gives you an excellent overview of your current work situation. Visualising work in a team environment simplifies communication and lead to improved effectiveness. *Online version* : <https://trello.com/>



**People and relationships** *over processes and tools*

**Getting something working** *over perfection*

**User focussed collaboration** *over negotiation*

**Responding to change** *over following a plan*

<http://agilemanifesto.org/>

## Open Communication

It is important to identify the ways your team members communicate as a whole. Transparency allows everyone to be on the same page and up to date with the latest progress and next steps.

### **Online Platforms:**

**Slack** - Internal communication

**Google +** - Group postings

**Loomio** - Group decision making

**Email** - External communication.

Also check out the Lifehack guide to online tools: <http://lifehackhq.co/50-free-internet-tools-social-entrepreneurs-designers-startups/>

### **Online Documentation**

Documentation creates great value, it allows the opportunity to capture learnings and revisit progress/edit and also share with others. **Google Drive** is a great platform to store work, it can be used online and offline.

### **Governance**

Is about creating a set of objectives and holding your team to those objectives.





## ***Lean & Entrepreneurship***

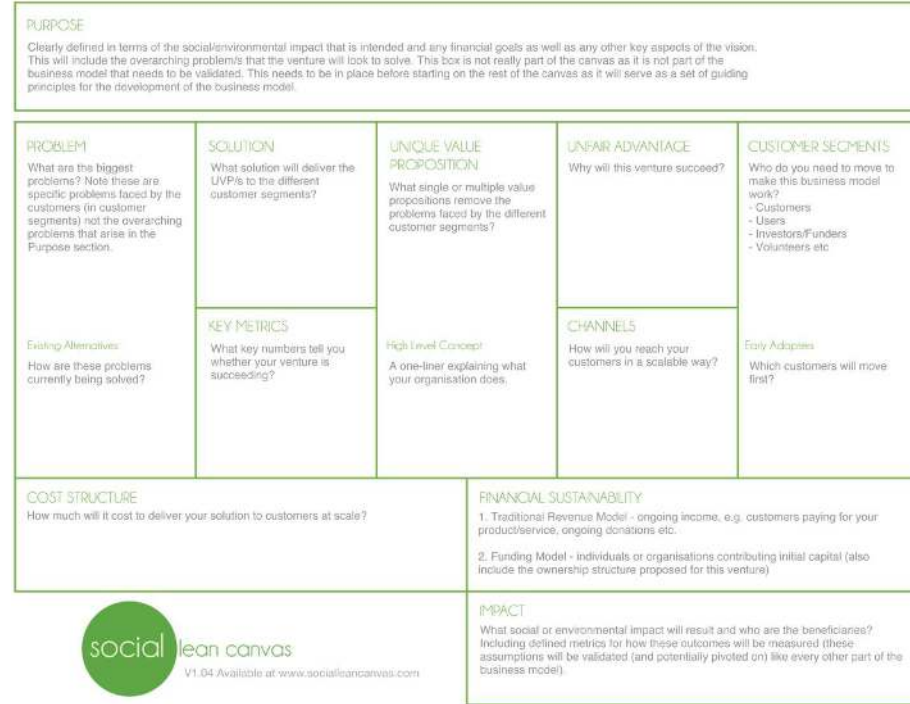
*Does your team have a shared understanding of the value your project is trying to create?  
Has your team created a general outline of a business plan?  
Are you tracking what you've learnt, and what still needs to be learnt?*

## Overview of the Lean Startup principles.

### Social lean canvas

Is a methodology developed from the traditional practice of creating a business plan. With the added dimension of Social purpose. This approach is a more effective way to communicate your business model with internal and external stakeholders. Social Lean Canvas

- Purpose
- Problem
- Solution
- Customer Segments
- Unique Value Proposition
- Key Metrics
- Channels
- Cost Structure
- Financial Stability
- Impact



## Value proposition canvas

Is specific area within the social lean canvas. *Value proposition and Customer segment* are used to understand the value you are trying to create for the user / customer. [Canvas](#)



**Customer jobs** - What they are trying to solve - task or problem or need

**Gains** - Describing the positive outcomes your users would like to expect / desire.

**Pains** - Negative aspects they hate or would like to avoid after getting a job done.



**Product & Services** - what you can offer the user / customer to meet their needs

**Pain Relievers** - Outline how your product / service relieves their pains

**Gain Creators** - Identify how your product / service creates positive gains

## Customer Discovery

Is to identify your first customers and stakeholders. List out your assumptions about who your user / customer is, the exact problem you are solving for the user, and how the user / customer will purchase the product or service.

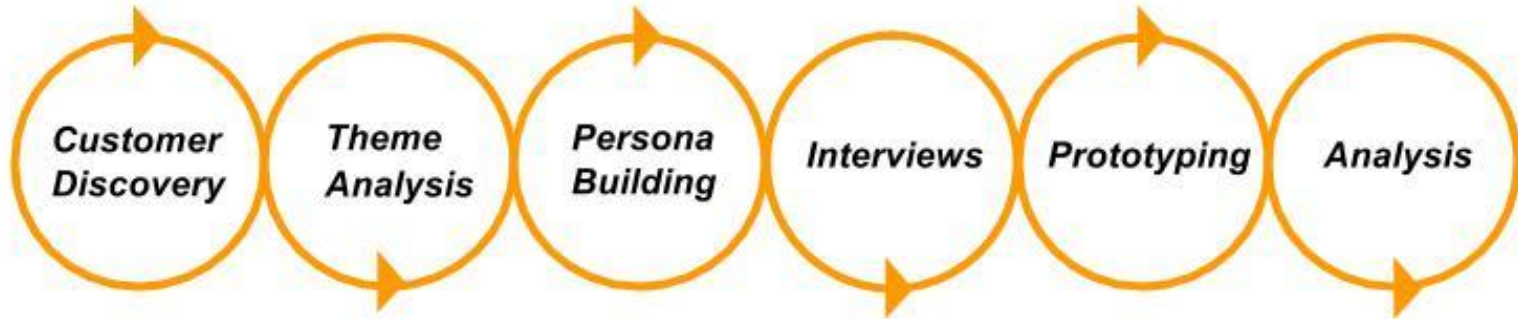
Turn those assumptions into hypotheses which you will then test (mainly through interviews with potential users / customers). [\*Customer Discovery\*](#)  
<http://customerdevlabs.com/2013/11/05/how-i-interview-customers/>

But how do we do this? Well, in some ways your personas or value proposition canvas are one of your first prototypes, they are a summary of your assumptions and hypotheses (otherwise known as gut instincts or your best guess). It is often helpful to create a rough persona of your user as a starting point for your customer discovery. What do you predict about who will experience the problem you're trying to solve? You want to find them, get them in person, and get them to tell you a story about it. Watch [the video for how to conduct this interview](#).

Here is a rough example of how customer discover fits into your overall progress:  
*(example from a food app which generates shopping lists)*







### **Customer Discovery Interviews**

Who are these groups of people with the problem? what are their behaviours? What stories are they telling you?

### **Theme Analysis**

What are the themes in your stories? What does this tell you about the real problem they are trying to solve?

### **Persona Building**

Based on themes e.g. "Steve: \$80 budget, but heaps of time, supermarkets once per month to buy bulk, Carla: \$200 budget but no time, super markets daily", build personas (see next section)

### **Interviews**

Another set of interviews based on targeting more specifically which personas you want to "validate" to confirm that the trends you saw in your interviews were correct.

### **Prototyping**

Build some kind of "Recipe suggestion daily auto email" which is an MVP/prototype to test one of your personas out with

### **Analysis**

Write up everything you learnt, prototype loads more, analyse all your learnings, re-write your personas whenever you think they've changed or you've changed

## User Personas

This is for building a persona or hypothetical person who represents the real people you're trying to help. You need to have a story about a persona which you can empathise with in order to help you focus on solving their real life problem.

A good way of summarising your knowledge about your user persona is,

- Why do they need you?
- What are you going to supply them? (tangible)
- How is that going to fit into their life?

Check out some user persona guides

- <http://grasshopperherder.com/customer-personas-for-customer-development/>
- <http://www.ux-lady.com/introduction-to-user-personas/>
- <http://ideas.semanticfoundry.com/2012/10/14/customer-research-leanux-persona-development/>



## How to develop a 'Lean User Persona'

*What constraints in their lifestyle do you need to design for?*

### Who are they?

Draw a picture of a person and give them a name

### Behaviours:

What do they DO? Friday night? Tuesday morning? Drive? Skate? Text? Call? Socialise? Save money?

### Demographics:

Age/stage/career/location/level of education/dress sense/ethnicity/travelledness

### Needs:

What do they need? Support/ help/a recipe/ a budgeting tool/ help with the kids/ recipes to cook with children

This is for building a persona or hypothetical person who represents the real people you're trying to help. You need to have a story about a persona which you can empathise with in order to help you focus on solving their real life problem.

## Validated Learning

Validation is a process to vigorously test assumptions for your startup idea, product, service and/or business model.

Generating ideas is the simple part, the real task is to identify if there is a market for the idea. Validated Learning will help you reduce wasted time and money, increase your momentum and prove to yourself and (potential) investors that you should continue the path to launching an impact venture.

- *Is the need greater enough for someone to purchase your product or service?*
- *Are you solving a real problem for a user/customer?*

Testing business cases is about getting out of your comfort zone, testing assumptions, learn from the testing, and design a better/improved value proposition. Again and again and again. Read Eric Reis (author of The Lean Startup) blog about [validated learnings](#).

Check out:

[LeanStack Validation Academy course](#)

[Validation Board Video](#)

[Assumption testing advice](#)

PROVE IT'S  
WORTH DOING  
SOMETHING BIG  
IN THAT PLACE.

## Validation Board

The Validation Board is a tool to help you form your key enquiries, track your (in)validated learnings, and communicate this to your team and advisors/mentors. If used properly, it will become the hub of your day-to-day, week-to-week action, reflection and learning. It is one of the most important tools in your arsenal as an entrepreneur, and the crazy thing? Not enough entrepreneurs use it well.

There are several versions:

- [LeanStack](#)  
- *Lifhack's recommended tool of choice, complete with 3 month free use with code: LIFEHACK)*
- [LeanStartup Machine](#)
- [Javelin](#)

**Javelin Experiment Board**

Project Name: \_\_\_\_\_ Team Leads Name: \_\_\_\_\_

Start here. Brainstorm with stickies, pull it over to the right to start your experiment.		Experiments	1	2	3	4	5
Who is your customer? Be as specific as possible. <small>(EX. CATS, 95%)</small>		Customer					
What is the problem? Phrase it from your customer's perspective. <small>(EX. CATS, 95%)</small>		Problem					
Define the solution only after you have validated a problem worth solving. <small>(EX. CATS, 95%)</small>		Solution					
List the assumptions that must hold true, for your hypothesis to be true. <small>(EX. CATS, 95%)</small>		Riskiest Assumption					
Need help? Use these sentences to help construct your experiment.		Method & Business Criterion					
To form a Customer/Problem Hypothesis: I believe <b>my customer</b> has a problem <b>achieving this goal</b> .	To form a Problem/Solution Hypothesis: I believe <b>this solution</b> will result in <b>quantifiable outcome</b> .	<b>GET OUT OF THE BUILDING!</b>					
To form your Assumptions: In order for <b>hypothesis</b> to be true, assumption needs to be true.	To identify your Riskiest Assumption: The assumption with the least amount of data, and core to the viability of my hypothesis is...	Reward & Decision					
Determine how you will test it: The least expensive way to test my assumption is...	Determine what success looks like: I will run experiment with <b># of customers</b> and expect a strong signal from <b># of customers</b> .	Learning					

## Experiments

Experiments are the lifeblood of your work to discover (in) validated learnings. Here's some more suggestions about [running Experiments](#), including making sure you're testing your biggest assumptions and timeboxing your experiments.

One of the subsets of the Validation Board which we introduced to you during Lifehack Labs, are Experiment Sheets. These are the exploded out 'post it notes' which move across your validation board which capture your Experiments in granular detail.

## Experiment Sheets

Use these sheets to record your learnings over time so that you build the library of your learning which informs your impact venture/business model. The Experiment Sheet you were introduced to is from LeanStack.

After you run an Experiment, you should check back in with your (Social) Lean Canvas to see whether it confirms or changes anything on there, and update it accordingly.

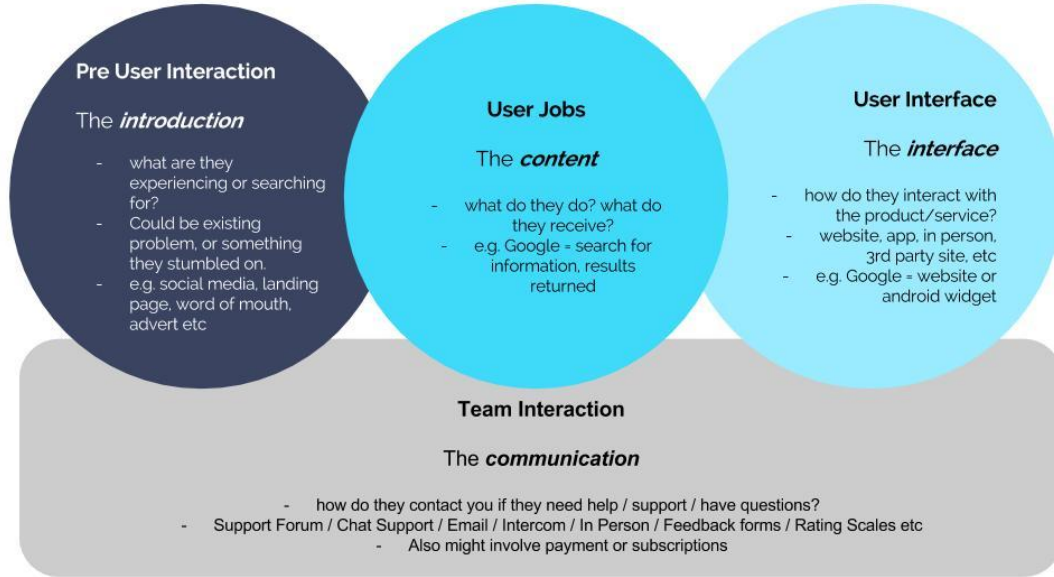
## Experiment sheet template

<b>1 - Background</b>	<b>4 - Results</b>
<b>2 - Hypothesis</b>	<b>5 - (In) Validated Learnings</b>
<b>3 - Approach</b>	<b>6 - Next Experiment</b>

## Minimum Viable Product

### The model of a User's Experience of a Product/Service

*for use in MVP, Prototyping, and Experiment formation*



*A Minimum Viable Product (MVP) is the smallest thing you can build that delivers customer value (and as a bonus captures some of that value back).* - [Ash Mauraya on MVP's](#)

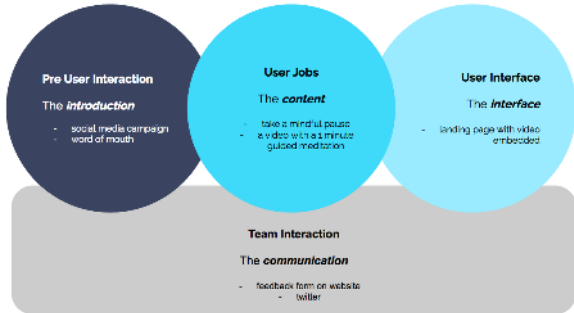
An MVP is not the same as a prototype - it is a full "user experience" which your user can gain value from. A prototype might be used to test assumptions, or simulate an experience for some or all of this MVP before you build it. [Lifhack has developed this MVP graphic](#) to explain this further.



## MVP example:

In Labs, the Fluro team created a prototype of a 'Mindful Moment' with a chair, picture frame and a couple of crates. This was a learning experiment which helped them realise the kind of users who would stop and engage, how people behaved and interacted, and more. It was an experiment which led to the development of an MVP for YOMO:

**The model of a User's Experience of a Product/Service**  
*example: the first YOMO MVP*



The YOMO team might use another prototype to learn more about user preference for content by creating a different podcast inside the same MVP structure, or trying a game or something else to create the same experience concept - a Mindful Moment.

You might work through multiple MVP's when you have (in) validated a number of the parts and found them to work for your users or not. Typically people will start with a very very simple MVP, and then build complexity on top of them as they become more sure about user interest, behaviour and engagement.

This is one of the most talked about parts of Lean Startup, but the least well understood. Understanding it well, will help you break out and look at different parts of the total User Experience and help you become more rigorous with your experiments.

Bonus link (Ash Mauraya says not all of these are MVP's, and we'd agree, but it's still useful): <http://scalemybusiness.com/the-ultimate-guide-to-minimum-viable-products/>

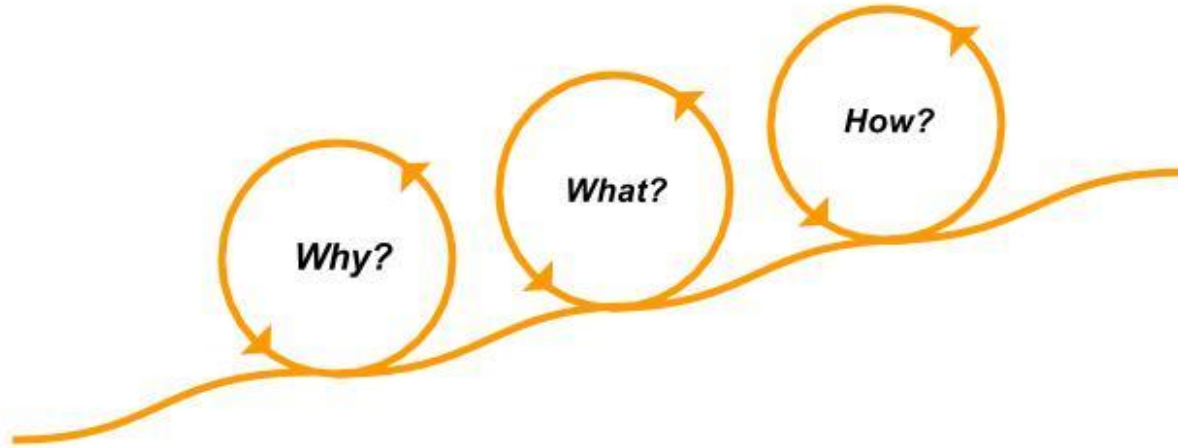




## ***Design Thinking***

*Have you got some creative experiments running? Do you know what you're testing for? Do you have a real human empathy with your user? What are you looking to achieve from the experiment?*

## Why? What? How?



As you approach your design thinking process, consider:

***Where are we up to in our thinking?***

***Do we know the “why” behind why a user would need this thing we’re offering?***

***The why is about finding the problem you’re solving.***

***How do you know its a pain point?***

***How do you know why that is painful?***

Start with this. Next, move on to “what” you think the user needs. If their pain point is stress, their “what” might be a holiday, or it might be a mindful minute. Test out really “what” they need, and what’s at the heart of that? Relaxation? Fun?

Finally, work out “how” they want to access & experience that “what”. If they want relaxation, what constraints do they have on how they can achieve this? If your user only has evenings, not weekends, they can’t go to a cricket game. Or if your user has no holiday budget, your “what” can’t be a skiing holiday in France.

Identifying what information you need next can help you build the full picture of what you’re designing for. Ultimately, breaking it down like this can help you understand that you’re aiming to: *Find a solution to stress such as relaxation/music/social fun which fits into a Wednesday evening.*

## User / Empathy Interviews

### 'The art of question'

Interviews allow you to probe their attitudes, beliefs, desires, and experiences to get a deeper understanding of your potential users / customers.

### Useful links:

[What is Empathy?](#)

[Interview for Empathy - PDF Link](#)

[User Research Methods](#)

### Tips for **conducting interviews** :

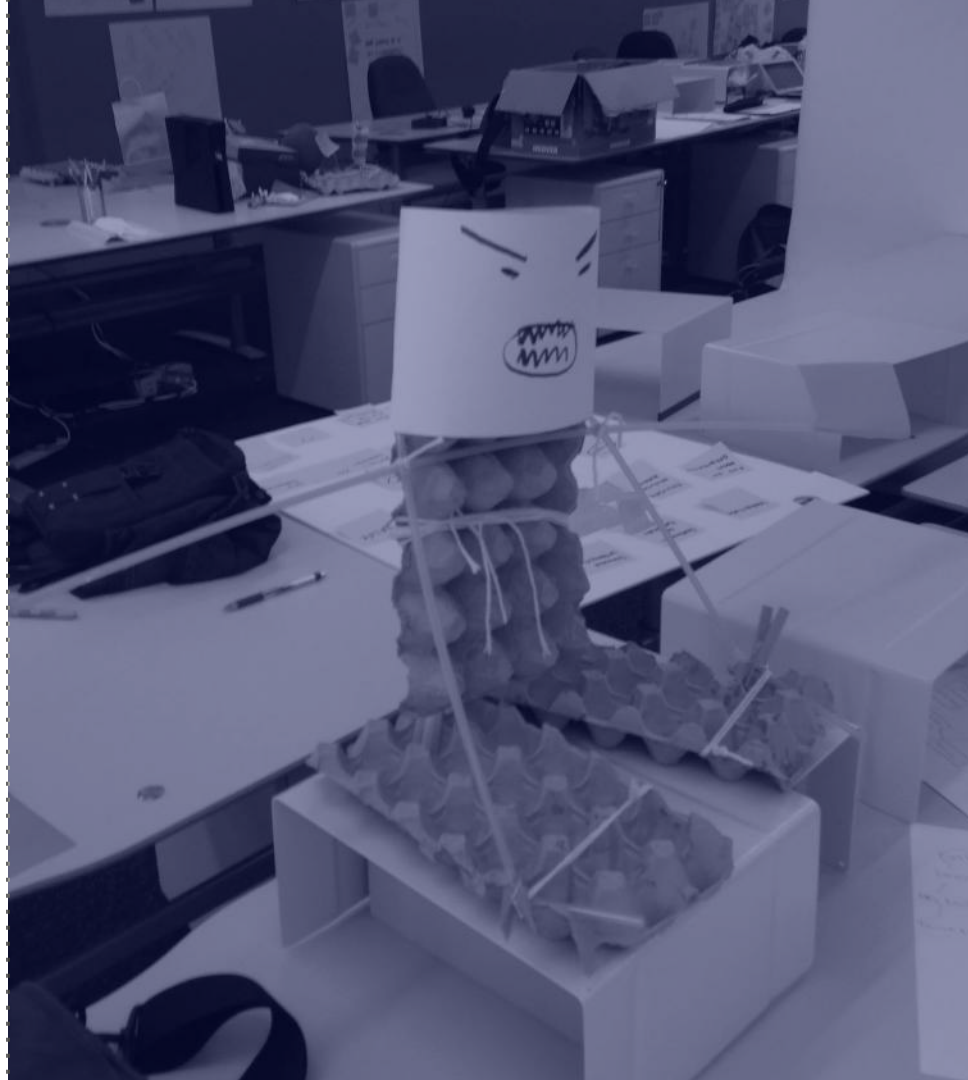
- It is important to map out what you want to learn from the interviewing process
- Select a diverse range of participants to interview to cover all areas
- Write an interview protocol for the interviewer to follow. The protocol includes questions and probes to use for follow-up
- A good interviewer should make the interviewee feel comfortable, asks questions in a neutral manner, listens well, and knows when and how to probe for more details.
- It is always polite to ask for permission if you intend to tape the sessions and take notes.

## Prototyping is Learning

The role of prototyping in the design process is to learn more about some of the areas you are making assumptions about, or just don't know enough about. Sometimes they are useful for you and your team, but they can often turn an abstract concept or experience into a tangible 2D or 3D 'thing' which can be talked about and interacted with.

Prototypes are often built to eventually be thrown away, rather than enveloped into a final product/service. They are often cheap or low-fi, but can also take the form of code/digital. Learn more about them from the [Service Design Tools site](#).

Generally prototypes are a quick way to move the conversations and exploration forward, you would typically burn through a large number of prototypes in the early days of your project, but can also use them throughout to run trials of features without having to integrate them into a final service/product. [Read about the importance of prototyping from IDEO founders here](#).





## Idea generation

Generating new ideas isn't necessarily the hardest thing to do, but generating well thought out, user-centered ideas and fleshing out what that might look like - that's a harder piece of work. Here are some tools which might help you do this well.

### Methods & Tools for ideation

Open Space, World Cafe & Collaboration Cafe - <http://www.artofhosting.org/what-is-aoh/methods/>

D.School -

<http://dschool.stanford.edu/use-our-methods/>

Lotus Blossom - <http://thoughtegg.com/lotus-blossom-creative-technique/>

Design Studio - <http://ideas.semanticfoundry.com/2012/09/09/introduction-to-design-studio-methodology/> & <http://www.slideshare.net/danielnaumann/design-studio-methodology-a-quick-why-and-how>



## **Communication**

*Given the opportunity to pitch at an event, would you know what to say?  
How are you going to convey your message and value you are creating for ... ?  
How do people keep up with what your venture is doing?*

## Storytelling - by Marianne Elliott

*What's so important about stories? Story is when yearning meets an obstacle.* - Marianne Elliott

"Stories make up 65% of our conversation" - Jeremy Hsu

"Stories are still the only way people engage. Authenticity is engaging. People care about authentic stories" - Ethan Roeder

**Marianne's session:** [https://prezi.com/e.jgl3vyyfnn/whats-so-important-about-stories-lifehacklabs/?utm\\_campaign=share&utm\\_medium=copy](https://prezi.com/e.jgl3vyyfnn/whats-so-important-about-stories-lifehacklabs/?utm_campaign=share&utm_medium=copy)

Expressing your venture story or your personal story allows the audience to paint a picture of the experience you have created or have experienced. This builds trust and allows your audience to empathise and connect with you. It is important to find ways to capture your vision and communicate that in your story. Explaining what you're yearning gives the audience the ability to imagine they're on the journey with you.

Vague prompts to consider when trying to develop and capture the team's story

- Talk about how your team felt?
- What went wrong?
- What was successful?
- What surprises did your team encounter?
- What moved you?
- How events have shaped you?
- What lessons your team has learnt and how you've changed?

**What is your yearning?**

**Where has that led you?**

**What stood in the way?**

**How did you overcome it?**

## Creating a 'Pitch Deck'

### A good way to warm up your audience:

- A pitch is a story: Capture your purpose vision, learnings in a narrative
- Have stats and facts on hand to provide evidence
- Bring a backup of the presentation on a thumb drive, bring a Mac adaptor if you use a Mac
- Energy - help each other be pumped and excited to pitch, look like you want to be there
- Use 1 presenter - all presentations are better delivered by 1 person. Use your team for the Q & A and other aspects of the pitch. If you ignore this advice don't jump back and forth between presenters, use natural sections/slides of your presentation to make the presenter switch easier for you and the audience.
- Make sure we know your name and the company name - put on the first slide so people can hear this over any noise, your accent, etc It is surprising how many people forget this one.

- A Pre-pitch should not be used if it makes your context/clarity worse. You need to seek feedback if you're thinking of doing this. A pre-pitch is the sentence or two before you introduce your company and can be a powerful way to set the problem, or the story/narrative.

<http://www.pitchplanner.com/>

*A good order to put your information in:*

**Problem** - What are you trying to change?

**Solution** - How do you propose to make that happen?

**Benefit** - What benefits will this have for the user?

**Market Size** - How big is your problem?

**Validation** - What have you done to prove the problem-solution fit, as well as interest in your idea?

**Edge/ Unique VP/ Unfair Adv/ Patentability** - What do you have that no one else has?

**Business model** - How are you going to make money, now, soon and ideally in the future?

**Greatest ambition and proof of scalability** - What is your biggest dream? Why do you believe that's possible?

Don't forget to introduce your team somewhere in your pitch, whenever it feels right for you.





## Presentation skills - by Geoff Simmons

*Tasks that were covered in Geoff's workshop*

- Character change
- Circle of expectation
- Logical steps, obstacles, victories.
- Curve, building to climax
- Reincorporation, showing how a part of your environment got changed. parallels, contrasts, maybe a pun.

*Four key areas of **focus for presenting**:*

**Breathing** - Pace yourself, and pay attention to how your conveying your story. -A deep breathes before you begin may help

**Mantra** - Is about developing a mindset towards presenting to an audience. - Workshop examples: Flirt vs. Grumpy

**Modeling** - Identify someone who you believe has great presentation skills and try mimic their behaviour or gestures

**Connection** - Is about developing a connection with your audience. Through the means eye contact, gestures and voice tone

**Tip** : For a crowd of 150 break up to 6 groups, direct each part of the speech to different areas.



## Networking and maintaining connections is critical

*Who you know but more importantly who knows you.*

Networking is about making connections and building enduring, mutually beneficial relationships.

We are constantly bombarded with advertisements, emails, status updates, special offers, and sales pitches creating a cluttered message. Personal relationships enable you and your organization to stand out, rise above the noise and remain top of mind.

### Why Network:

- Networking provides the most productive, most proficient and most enduring way of build relationships.
- To succeed you must continually connect with new people, develop emerging relationships and tap into your network.
- Is a great way to learn the dynamics within your industry/field/environment
- Helps open the doors for new opportunities & space for innovation
- It can also help develop your presence in a community / working environment
- Work with others and find out you can help each other make progress
- People do business with those they like and trust.

## Strategic Planning for Comms is dead

Communications can quickly get out of hand these days; social moves fast and you're expected to be responsive, and it's important to have focus with your activities. Sam wrote a little about a LeanComms process to help people thinking more deeply about Comms:

[https://medium.com/@samrye\\_enspiral/leancomms-2-0-the-process-c63e82502338](https://medium.com/@samrye_enspiral/leancomms-2-0-the-process-c63e82502338)

Knowing your audience is absolutely key, so before you dive into creating a tiny or giant footprint - have a think about where your audience spends time.

**Word of Mouth** - tell people about what you do, make their experiences amazing, and they will tell people about you.

**Guerilla offline** - not all communication needs to be online. Get creative and take your energy to the streets. [122 examples of Guerilla Marketing here.](#)

**Traditional Media** - don't underestimate the power and reach of traditional media in New Zealand. Relationships are everything in this world, so if you think you'll need them, try to cultivate some of them early.

**Blogs & Online-only Media** - whether it's individual bloggers or traditional media launching online-only channels, don't ignore these channels. They can often be easier to get coverage on these channels, and they sometimes have large followings.

**Organisational Newsletters** - many organisations are looking for information, events and things of interest to their readership. If you have something aligned to their interests, they may be willing to give you a shout out to their mailing database. This can be an excellent shortcut whilst building your own lists.

**Podcasts** - online radio stations are booming in the form of podcasts - they too are looking for content which will peak the interest of their readers - perhaps you could be one of them. There are huge numbers of podcasts available on [iTunes](#), but [Soundcloud](#) is also increasingly popular for listening and broadcasting.

**Email Marketing** - building your own direct-to-their-inbox list is a vital piece of all startup marketing efforts. Services such as [Mailchimp](#) are free and easy to use.

**Online Advertising** - services such as [Google AdWords](#) can get you in front of people fast. You can also sometime get some deals where you get free credit. It's also possible to get onto specific blogs and news outlets.



**Social Advertising** - social platforms such as Facebook enable highly targeted advertising. We've found mixed results - it depends on what you're trying to get in front of people.

**Twitter** - Instant messaging/Live feed. Easy to communicate with people worldwide, It exposes your messages to everyone - this create opportunities and connections outside of general circles. Using hashtags can increase the visibility /discoverability of your posts.

**Facebook Pages and Groups** - a free and effective way to start building a digital footprint for your impact venture. Main challenges are building engagement as not everyone will see your posts.

**Facebook Personal** - don't forget to leverage your personal networks with your new venture thoughts and insights. Tell your personal side of the story and people will likely engage.

**LinkedIn** - not just for storing your current CV, LinkedIn enables you to share status updates (much like Facebook) but you can also post longer thought-pieces which may get picked up through [LinkedIn Pulse](#) or their news algorithm.

**Pinterest** - An effective way to collate images for inspiration - can be treated as a 'mood boards' or 'Vision boards' .



## **Acknowledgements & afterthoughts**

Huge thanks to Alex the Lion for the energy, enthusiasm, and commitment to see the creation of this handbook through.

What you've just read is a testament to another collaborative process which we embarked on with no idea what the final solution would really be. Alex saw a need and made it happen.

The content from Lifehack Labs was really the opportunity for us to stand on the shoulders of giants - the sweat and tears of many many people's hard work. It combines some of the most powerful tools and techniques that Chelsea & myself (and the Enspiral Network) have come across and used to navigate & tackle complex problems.

That said, this is an emerging field and this is only a snapshot in time. We highly recommend you research, trial and create your own methods and approaches, and share them with each other and the world.

Please share them with us as well, we'll always be learning too.

*Papa Rye*





# LABS 2014

***Thank You!***

*Thank you from the Lifehack team for stepping into the unknown, with your whole selves. We hope Labs was a trigger point for reflection and action in your lives - sending you on a variety of exciting, impactful paths. We hope it helps you manage your own wellbeing, and you continue to help friends & whanau around you with theirs. There's so much more we want to write, but for now - arohanui e hoa.*

*Charlotte, Chelsea, Gina & Sam*