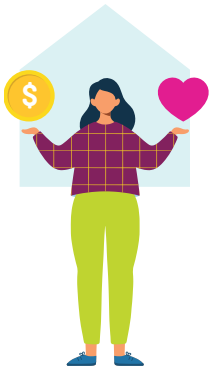


## Leading Through Innovative Service Design



### THE BUDGET BREAKDOWN

Total Cost: \$2,500,000



Together,  
we will:

Over its 160-year history, Lutheran Social Service of Minnesota has become Minnesota's most expansive social service organization. LSS' growth has been fueled in part by a creative and entrepreneurial spirit firmly rooted in our unwavering commitment to meet the needs of our neighbors.

The Empower What's Possible campaign offers LSS a unique opportunity to focus on strategically elevating our commitment to new service design and innovation through the LSS Design Lab.

Creating this new business function formalizes LSS' role as a leading force and catalyst in improving the efficiency, relevance and outcomes of Minnesota's social service system.

The Design Lab team will support social service professionals by bringing entrepreneurial expertise and enhanced data management skills that foster the development of innovative ideas, service models and the adoption of new practices. These efforts will be supported by empirical evidence, produce measurable results, and improve outcomes for the people we serve.

**Listen deeply**, and intentionally involve people served throughout the design process.

**Develop, test, evaluate and scale** new service ideas and process improvements through a cost-efficient, rigorous process that leads to optimized program capacity.

**Spark creativity and engagement** among LSS employees and the communities we serve to better address the needs of our neighbors.

**Develop innovative solutions** to meet business objectives including revenue growth, operational efficiency as well as improved outcomes and satisfaction for those we serve.



## Why now?

- 1 LSS is a learning organization committed to **finding better ways to serve our neighbors through all types of innovation**. The Design Lab will provide a transparent and cost-effective way for vetting a large number of future opportunities that touch all levels of the organization and ultimately advance our strategic objectives.
- 2 LSS employees who provide direct services have compelling ideas for innovations. A clear pathway for elevating valuable ideas helps us **retain top talent and remain an industry leader**.
- 3 **Proving successful outcomes is essential** to securing institutional and philanthropic funding. The Design Lab will host a centralized repository of successful innovations that will be both open to other organizations to use and provide demonstrable impact for funders.

## Key Elements

**Strategic Innovation Portfolio:** A designated portfolio of high-priority, complex new service opportunities that will receive design, market research, strategic planning and project management support from the Design Lab and LSS business development team.

**LSS Incubator:** An annual opportunity for all LSS employees to submit ideas for new or improved services and receive formal project support, funding and recognition.

**Innovation Resources:** Standardized resources and trainings available to all employees seeking to develop new and innovative ideas outside the Design Lab structure.

"LSS is committed to creating programs that meet the evolving needs of our neighbors. The Design Lab will play a critical role in helping us do that more effectively and efficiently."

-Tika Khachatryan, LSS Design Lab Manager



Architect's rendering of the welcome desk at the CFCL Frogtown-Rondo.

The Design Lab, a function within the LSS business development team, will create a structured process to collect, evaluate and act on insights from our most important mission partners: the neighbors we serve.

"A core function of the Design Lab is deep community listening and engagement," shared Tika Khachatryan, Design Lab Manager. "We want to hear from the people we serve so we can evolve our services to better meet their needs, understand their priorities and support them in achieving their goals."



Scan the QR code to learn how the LSS Design Lab is helping inform plans for the Center for Changing Lives Frogtown-Rondo.

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