



Blueprint Accelerator

Kickstart the design of your
policy, regulatory, service or
digital initiative



Growing something new starts with a seed



In 4 intensive weeks, ThinkPlace's multi-award-winning strategic design service will work with you to create your initiative's blueprint. We'll:

- Develop a concise, well-articulated **vision** for your initiative and its impact
- Capture the initiative's **strategic context**, zooming out to convey the 'Big Why', then zooming in to communicate lived experience
- Represent the initiative's **future business architecture** - what business functions, like contact management, case management, compliance or intelligence, need to be in place and how will they work?
- Create a first-pass hypothesis of the **future user experiences** with visual journey maps for up to 8 user types
- Define **major products** - like digital portals, regulatory models or front-line workforces
- Map out the initiative's **ecosystem of effect** - who will play a role in the future operation being created?
- Capture **critical design questions** that need to be answered through the rest of the design process

By the end of the Accelerator, you will have:

- A well-designed 10-15 page **High-Level Blueprint** that clearly and visually captures the 'going-in' design of the initiative, ready for sharing with ministers, senior leaders in Commonwealth / jurisdictional governments, and with sectoral stakeholders
- A one-page **placemat version** to support senior engagement
- The foundations of a **coalition** with a shared framing of the initiative, ready to support your implementation process
- High-tempo **momentum** in your team to progress the design

The Accelerator process at a glance

Week 1

Week 2

Week 3

Week 4

01 Mobilise the Strategic Design Group – bring together ThinkPlace subject matter experts and blueprint specialists, agency core team members, and critical stakeholders

02 Intent workshop to converge on the Accelerator approach, scope and results

03 Content deep-dive – a desktop review to curate agency, gov't, sectoral and international insights

04 2-4 Accelerator workshops to work through vision, and co-design the first-pass business architecture, user experiences, stakeholder ecosystem and end-products

05 Progressive blueprinting to build the blueprint, workshop by workshop, in a way that enables real collaboration and transparency

05 Blueprint showcase to walk through the draft blueprint

06 Review, refine, release cycle to stabilise and finalise the blueprint



- ✓ Blueprint
- ✓ Placemat version
- ✓ A starter coalition
- ✓ Momentum

We can commence your Accelerator within 5 days.

Need more? Add some Accelerator modules



We can add a range of high-impact, additional services to your Accelerator, or tailor our approach to the specific requirements of your initiative.

+ Accelerated research

Need to survey staff or customers, run focus groups with hard-to-reach or vulnerable citizens, or conduct an ethnographic study in the community?

Our Human Insights team can mobilise within 24 hours to plan, recruit for, execute and report on complex research processes.

We work fast, but to world-leading quality thresholds with a profound commitment to ethics, cultural sensitivity and participant dignity.

Deliverables

- Human insights, in a well-designed standalone [Human Insights Report](#)
- An [Insights Translation workshop](#), to harness what has been learnt and integrate it into the blueprint process

+ APS33.ai AI sensitivity assessment

AI is rerouting investment pathways and administrative design across the Australian Public Service. How will your initiative be enhanced or transformed by AI? What's its exposure to AI ethics risk?

Our Digital Societies capability can conduct a rapid assessment of your initiative to identify positive and negative exposures to AI technologies and ethics, in short, medium and long-term horizons.

Deliverables

- A standalone [AI Sensitivity Playbook](#) detailing all positive and negative exposures, and recommendations to address them
- An [APS33.ai workshop](#), to harness what has been learnt and integrate it into the blueprint process

+ Screenshots from the future

If your initiative will have a significant digital experience, our Digital Experience and Futures teams can come together to rapidly imagine what those experiences may look like, to provoke discussion and inspire early thinking.

We'll design user experience narratives, prototype realistic but speculative screens, and document the underlying concepts being demonstrated.

Deliverables

- A Generative Workshop to unleash the knowledge, expertise and imagination of the agency team and key stakeholders
- A [Screenshots from the Future Visualisation Compendium](#) containing experience journeys, speculative but realistic screens, and the narratives they represent



+ Innovation labs

The most complex challenges facing Australia are rarely solved with status-quo thinking.

Our Innovation labs can be run in parallel or subsequent to the Accelerator. Labs brings many voices in, including potentially those of customers or sectoral players, to disrupt thinking and generate new ideas and models.

Then, we assist you in testing the most impactful and viable concepts in a quick, agile experimentation cycle.

Deliverables

- An **Innovation Lab** - a participative, high-energy tailored to your program and aligned to your agency methodology
- A **PMO Guidebook**, delivered as an intranet website, containing all program structures, processes and templates

+ PMO accelerated stand-up

Kickstarting and sustaining momentum on a complex initiative relies on a high-performing program delivery approach.

ThinkPlace's program management capability, Thinkable, can help you stand up, staff up and operate your PMO, at pace - all aligned to your agency methodologies and frameworks.

We can have you high-performing and audit-ready from day one.

Deliverables

- An operating **Program Management Office** tailored to your program and aligned to your agency methodology
- A **PMO Guidebook**, delivered as an intranet website, containing all program structures, processes and templates

+ Transformation assurance

Our Transformation and Program Management teams can conduct an integrated Transformation Review of your initiative, to identify issues and opportunities about program management health and design process health.

The review provides clear, actionable recommendations about areas to control, improve or sustain. It can be delivered as a one-off or a regular-scheduled check-in to provide ongoing, regular assurance to the program board or sponsor.

Deliverables

- A **Program Heartbeat Report** and remediation plan to ensure your initiative is on the right track and positioned to be successful

About ThinkPlace

Founded in Canberra almost 20 years ago, ThinkPlace is a world-leading, multi-award-winning strategic design company that works exclusively for public good.

Our mission connects us to the UN's Sustainable Development Goals, and ethics and co-design are at the core of our approach.

From our offices in Australia, New Zealand, Singapore, the USA, the UK, Kenya, Senegal, Philippines and India, we work in over 30 countries on some of the world's most complex challenges.

Our work has designed new public programs, large-scale digital transformations, and innovative government regulatory and service delivery models.

Our impact has flowed to millions of people in Australia and around the world.

Our **blueprinting service** has been used for hundreds of public sector projects in Australia, including for many of the nation's most significant government initiatives.

Our clients include the Australian and jurisdictional public services, and civil services in range of OECD governments. We also work with UN agencies, eminent research institutions, and high-impact INGOs to help them deliver impact. Here's a small sample:



Australian Government



Singapore Government
Integrity • Service • Excellence



Queensland Government



Te Kāwanatanga o Aotearoa
New Zealand Government

BILL &
MELINDA
GATES
foundation



Australian National University



Government of South Australia



Ready to accelerate?

Reach out:

theaccelerator@thinkplace.com.au

Or call us on (02) 6282 8852

www.thinkplaceglobal.com