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جمعية مودة للاستقرار الأسري MAWADDAH ASSOCIATION FOR FAMILY STABILITY









Once in a life-time-time Opportunity

- The Project
- Market Need
- Vision 2030

Design Thinking Hub

- Virtuous Circle
- Hub Components
- Journey through the Hub

Making it a Reality

- Timeline
- Next Steps





Design Thinking Hub Blueprint

- Create a blueprint for the Design Thinking Hub.
- Establish key values and differentiators aimed at building innovative approaches to NGO programs and fostering creative leadership capabilities to support problem-solving in the sector.
- Conduct a rigorous interview process to inform the blueprint.
 Interviewed over 20 stakeholders, including MAFS' leadership,
 MISK leadership, and other NGO sector leaders.





- Each with over 35 years of business experience in a range of operating roles.
- Decades of coaching and leadership development experience designed to help leaders build more problem-solving capacity.

- Julia and Carl collectively have 18 years of experience coaching and consulting to leaders at Harvard Business School.
- We are partners focused on building strategic partnerships to help organizations diagnose challenges and opportunities and architect solutions.





What We Heard?





The Design Thinking Hub Vision

Reshaping the Nonprofit Sector

The Design Thinking Hub Vision is a transformative and ambitious blueprint to unlock the potential of the non-profit sector so it can have a greater impact on the communities it serves.

TODAY

- Traditional model of 'charity'
 Dependency model for recipients
- Government funded
 Grants typically subject to funding conditions
 NPOs/NGOs likely to evolve in fragments
- Often behind in technology
 Technology often purchased based on funding availability and therefore implemented without a cohesive long-term architecture
- Services are fragmented and transactional
 Training and fellowship outcomes are oriented towards transactional needs/problems and spread across multiple foundations and providers

2030

- Innovation in the sector
 Partner with recipients to build self-supporting capabilities and drive sustainable change
- Attract funding from a variety of public and private sources.
 Clear return on investment.
 - Clear return on investment.

 5% of GDP contribution by sector.
- A Hub a one-stop shop that provides consulting, training and facilitation
 Holistic and operates at the nexus of strategy formulation, organization effectiveness and leadership development. The focus is on placing the customer (organization) at the center of all offerings.





Interdependent Capabilities

The Virtuous Circle

- The Hub sits at the nexus of innovation, development and impact.
- The Hub design is an integrated solution set embedded in an experience, a place and journeys – all of which are crafted using Design Thinking principles. It's not just a menu of independent tools or workshops.
- Each journey is a modular design and has a clear set of outcomes mapped around the organization's maturity level, allowing customized but scalable solutions.

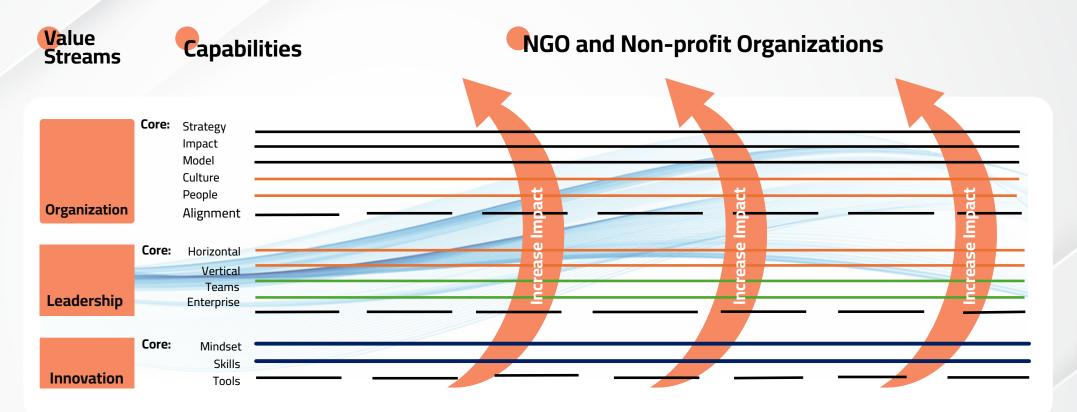




Building Waves of Capabilities

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Increasing Value to the Sector



Modular Solutions and Interventions

Design Thinking Principles and Tools



*Design Thinking Hub

Components



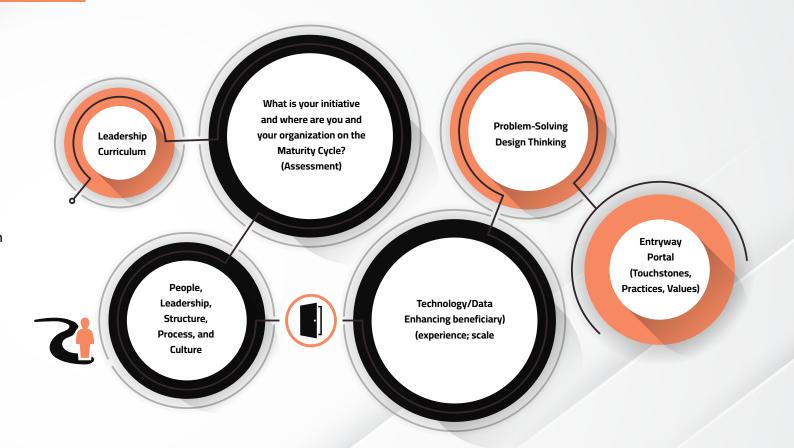
Leadership Assessment
Supporting Coaching and Curriculum

Organization

Change Management Model based on maturity level

Innovation

Design Thinking Model focused on testing quickly; learning; iterating



The HUB tailors integrated interventions to advance clients through their journey to greater impact and sustainability



* Design Thinking Hub

The Virtuous Circle

Phase 1
Launch Hub

2024

- Design

 Baseline Hub
- **Pilot**with 1 or 2 programs
 in various stages
- Secure initial funding

Phase 2
Launch Hub

2025

- Build key NGO Sector Partnerships
- Roll-Out to additional programs
- Prove and Refine core elements and Offerings

Phase 3
Launch Hub

2026

- Iterate and Scale
- Plan for External NGOs

Phase 4: Iterate and Scale to External NPOs/NGOs

2027 2028 2029

Design

For-Profit Model

▶ Create

Branding Plan

- Marketing Effort
- Hiring Plan

New NGOs to meet 2030 target



Next Steps Next Steps

TBD





Design Thinking Hub Journey

NGO Market Place Partnerships

Establish long-term partnerships with NGO sector leaders, foundations, and ministries to align on the mission and impact

Up front Assessment

Intake and Assessment

Core Curriculum Workshop

Business Gap and Journey Design

Client Partnerships

Establish long-term partnerships with clients to ensure success and meet their changing needs.

Leadership Journey

- Systems Awareness
- Self-Awareness
- Strategic Visioning

Organization Journey

- Organizational
- Design
- Culture
- Job Descriptions
- Research Process

Innovation Journey

- Data Blueprint
- Other R equirements









