

مودة | mafs

جمعية مودة للاستقرار الأسري
MAWADDAH ASSOCIATION FOR FAMILY STABILITY



Agenda

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.

External Consultants



- 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.



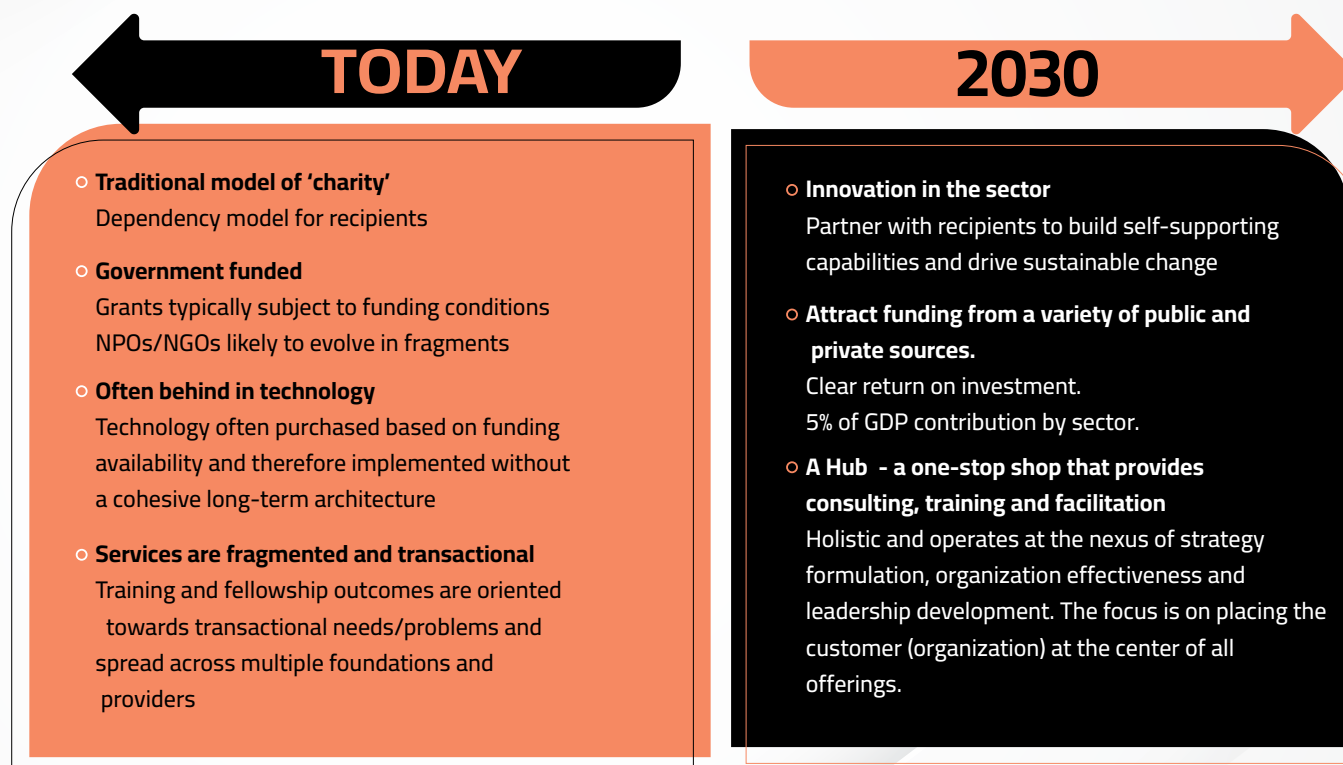
What We Heard?



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.



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.





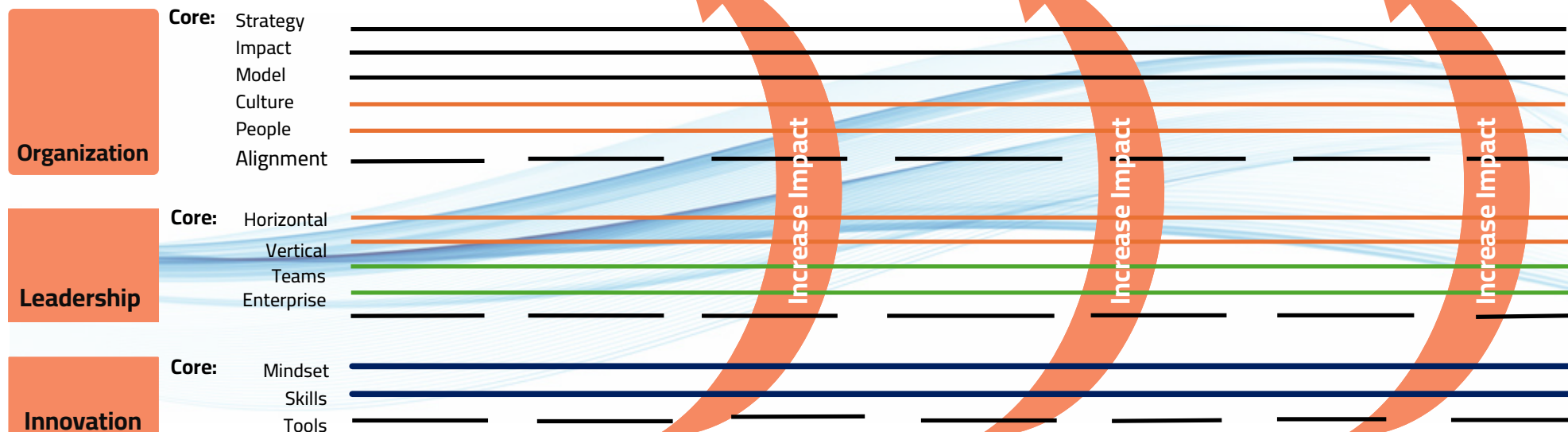
Building Waves of Capabilities

Increasing Value to the Sector

Value
Streams

Capabilities

NGO and Non-profit Organizations



Modular Solutions and Interventions

Design Thinking Principles and Tools

Design Thinking Hub

Components



Leadership

Leadership Assessment
 Supporting Coaching and Curriculum



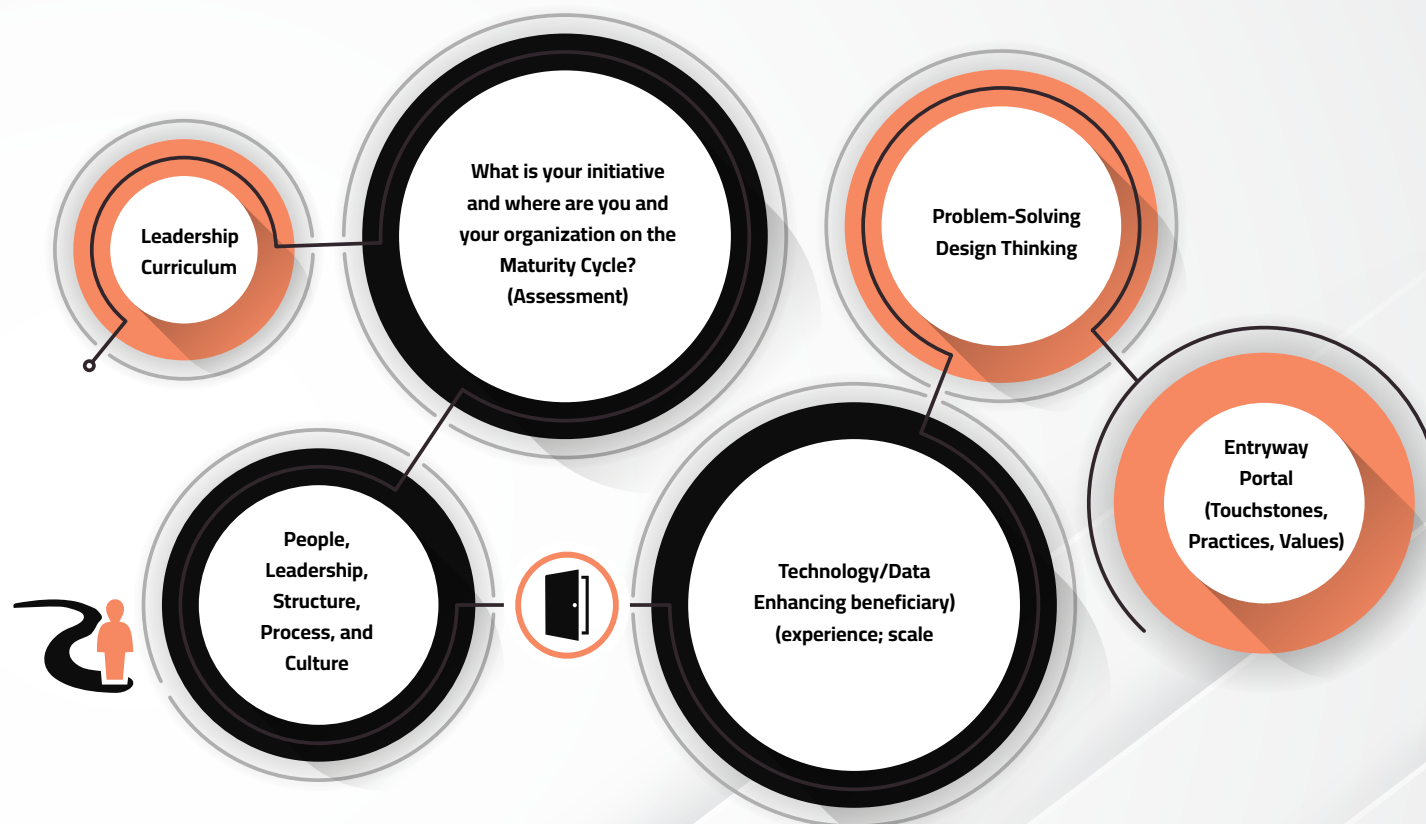
Organization

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 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



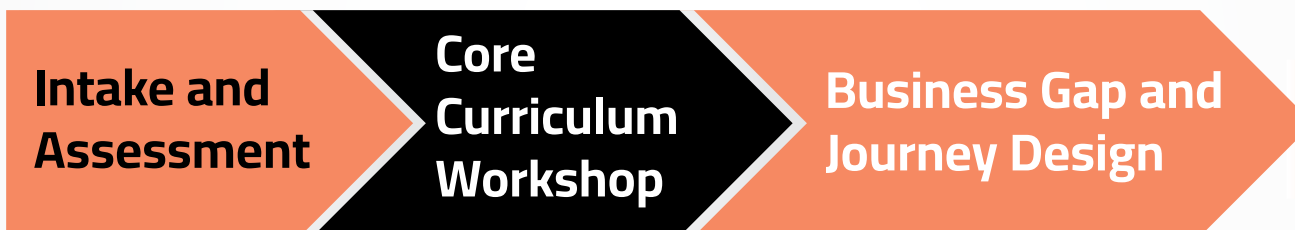
Design Thinking Hub

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



► 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

مودة | mafs

جمعية مودة للاستقرار الأسري
MAWADDAH ASSOCIATION FOR FAMILY STABILITY