

# Building Systems as Solutions

...Or...

## But What if I Get Hit by a Bus?

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# The little bits of the big idea...

Find the problem, or recognize it when it finds you.

Break it down to the “Why” and apply the “How.”

Build your best case solution.

Make it simple. Make it sticky.

Tell everyone your plan.

Roll it out!

Did it work?

Refine it.

Repeat & Scale.

# Meaning this:

Find the problem - or recognize it when it finds you.

By the time a problem finds its way to you, others have already tried to solve it. That means the problem is big. And big problems affect more than just 1 person.

THE GOAL: Solve one problem while creating a solution that will help hundreds, if not thousands, of people.

Break it down to the “Why.”

Any problem that crosses your radar is the sum of its parts. See the problem as such. Deconstruct it into the building blocks of the problem and deal with them one by one.

THE GOAL: Find the building blocks of the problem. Then apply the “How” to fixing them.

Build your best case solution.

Begin with the simplest and most effective solve you can think of, so that you are working down from a perfect solution instead of thinking of less impactful solutions and hoping they work out better than expected. Reach for the stars, land on the moon.

THE GOAL: Make solving the problem as easy as possible by thinking of the best solutions imaginable.

# Meaning this:

## Make it simple.

Accept that the system you create will not be simple. It will rely on many people, and probably require more than a few minor miracles. That's fine. Once you have your solution sketched out, step back and refine your system to a single sentence.

THE GOAL: Make the system simple for you to explain, so that it will be simple for others to talk about.

## Make it sticky.

“Sticky” can mean that an idea is fun to say, or clever enough to remember. But it should also mean that the solution is fun to DO. A sticky solution is one that ACTIVELY INVOLVES the person or group being helped. They are a participant, and not just a recipient.

THE GOAL: Engage the person or people being helped by your system.

## Tell everyone your plan.

It's all just people. Give people ability to tell it to others about the system, and the solution will soon find you just as the problem did. You then organize those folks into your system. And keep in mind: people remember stories more than they remember facts.

THE GOAL: Make it possible to enlist the smarts of people you've never met before.

# Meaning this:

## Roll it out!

This is a TEST RUN. Go with the flow and accept hiccups along the way.

THE GOAL: See. What. Happens.

## Did it work?

How do you measure success? Simple; did your solution help the person who was affected by the problem in the first place? If so, you've succeeded. If you've helped more than one person with the problem, you've built something powerful that can be scaled.

THE GOAL: Take a moment to be proud of having helped a child in need - and prepare to help many, many more.

## Refine it.

Review your successes. See where the system hit snags when it began. Learn, revise, rebuild and re-launch.

THE GOAL: Learn from your successes to scale them. Learn from the weaknesses to strengthen them.

## Repeat & Scale.

# 12 Days of Pizza Food Sustainability Project



# 12 Days of Pizza

## The Problem:

- One dozen families with 2nd graders lacking a sustainable food source over the Christmas break.

## Break it down to the “Why:”

- Lack of money for parents to purchase food consistently.
- Lack of consistent access to free or inexpensive food.
- Travel logistics to get to existing food programs.
- Stigma of poverty.

# 12 Days of Pizza

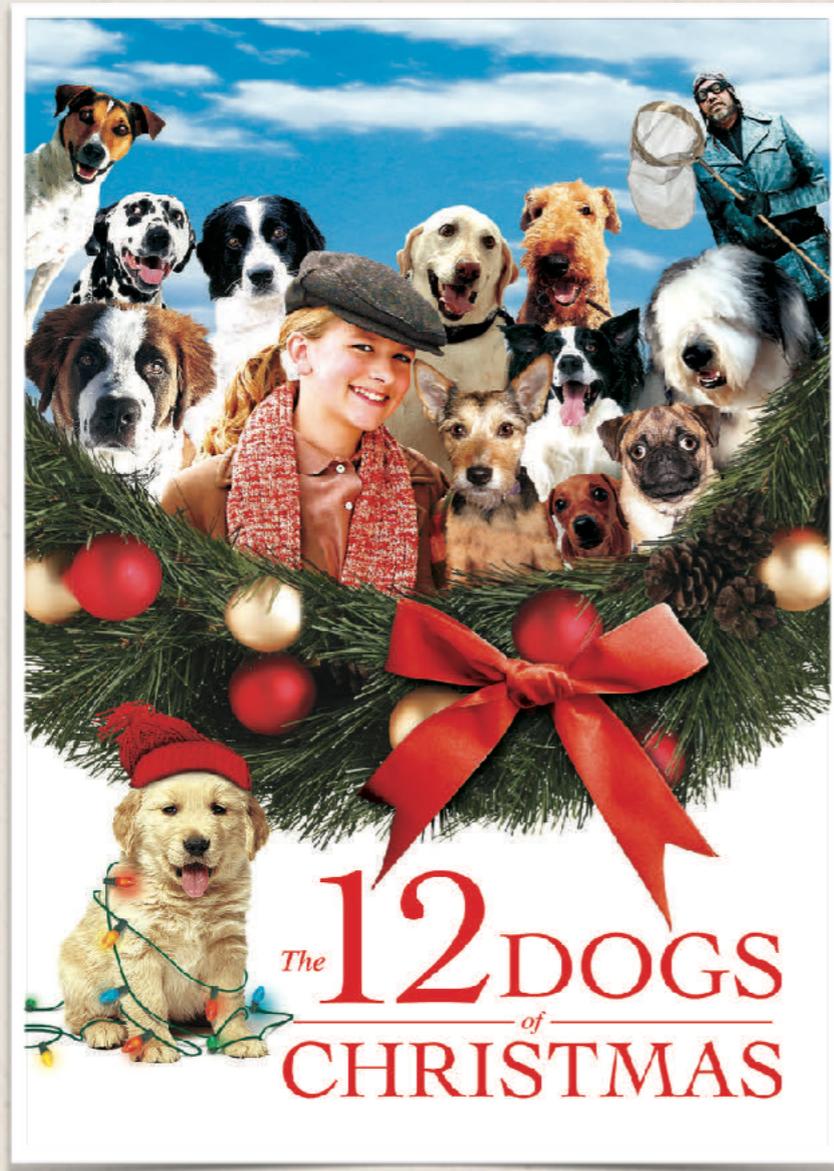
## Best Case Solution:

The Problem	The Solve
Lack of money.	Make meals cheap or free through corporate sponsorships.
Lack of access and travel issues.	Bring meals to them.
Stigma of poverty.	Make it a party.

All Roads Lead to Pizza.

# 12 Days of Pizza

Make it simple. Make it sticky.



12 families. 12 meals. 12 days.  
Untold impact.

# 12 Days of Pizza

## Tell everyone the plan.

- A friend connects me to the president of a small local bank.
- The banker connects me to the owners of the local Pizza Ranch.
- Pizza Ranch in IN.
- Cost will be \$6.00 per pizza (\$72 per family, \$864 for entire program).
- Pizza Ranch and sponsor splits cost.
- School administrators are contacted to select families and let them know they won 12 days of pizza parties!
- Big, fun coupons are made and included in a package with movies and books and other neat things.
- Packages are awarded to 12 families the first day of Christmas break.
- Pizza Ranch delivers pizzas to family.

# 12 Days of Pizza

Roll it out!

12 Families get the 12 packages the first day of Christmas Break.

# 12 Days of Pizza

Did it work?



Yes.

90% of coupons redeemed over the 12 days of Christmas break.

# 12 Days of Pizza

## Repeat & Scale.

Year 2 expands the program from 1 city to 5 cities.

- 48 families are provided 576 meals

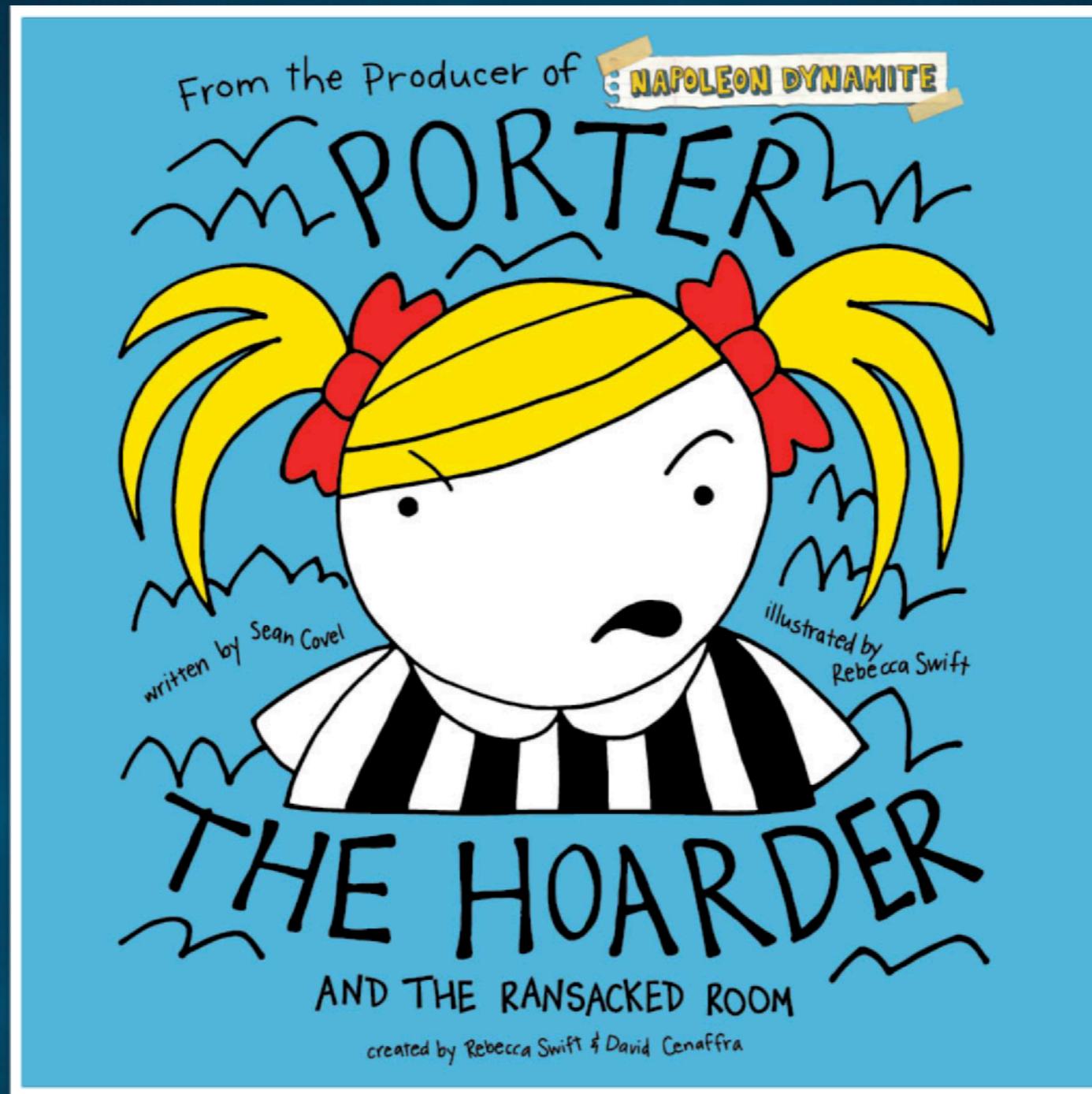
Year 3 targets 100 families; providing 1200 meals.

- Project goes viral through Pizza Ranch franchise
- 1086 families are provided 13,032 meals

The 12 Days of Pizza Project continues to grow every year.

An unexpected benefit appeared.

- As communities learned about the project they began bringing additional items (fresh produce & toys) that could be added to our gift packages and delivered through the system we created.



# Porter the Hoarder Family Engagement Project

# Porter the Hoarder Family Engagement Project

## The Problem:

- Lack of family engagement resulting in underdeveloped reading ability which has life-long consequences.

## Break it down to the “Why:”

- Time.
- Access to books kids are excited to read.
- Cost of purchasing new books.
- Adults at home not understanding how to read with a child.

# Porter the Hoarder Family Engagement Project

## Best Case Solution:

The Problem	The Solve
Time.	Make it a fast read.
Access to books that kiddos are excited to read.	<b>GET KIDS EXCITED</b> to read a specific book and then give them a copy.
Cost.	Make inexpensive for schools or free through sponsorships.
Adults at home don't know how to interactively read with their child.	Teach their child to teach them.

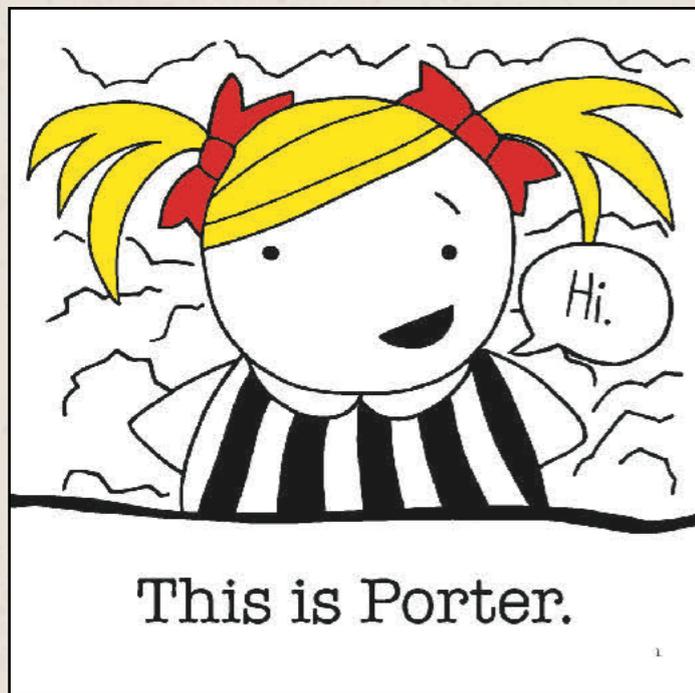
# Porter the Hoarder Family Engagement Project

Make it Simple.

- Students see a new book in class.
- Students interactively read the new book with the teacher on a projection screen or smart-board.
- Students get their very own copy of the book.
- Students get “Parent Homework” that makes them excited to bring the book home and read it WITH adults at home.

# Porter the Hoarder Family Engagement Project

Make it sticky.



**The PARENT'S PORTER EXPLANATION THING**

United Way  
United Way of the Black Hills  
BLACK HILLS Reads

Congratulations! You are the recipient of a special edition of *Porter the Hoarder* and *the Ransacked Room*. We hope you like it! But even if you don't, you still have to read it. Because education.

This is Porter.	She's a hoarder.	And she wants you to read.
Porter filled her room with worthless junk and it drives her mom totally nuts!	Will you help find all of the garbage Porter has hoarded...	And THROW IT OUT?!
You can let her keep the good things.	Now you have your very own copy of <i>Porter the Hoarder</i> and <i>the Ransacked Room</i> .	So read it <b>together</b> . And read it <b>out loud</b> .
Bigs and Littles can read the whole book in 10 minutes.	Okay—cell phones down.	Ready? Let's GO!

So cell phones down, reading glasses on, and start flipping pages TOGETHER!

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# Porter the Hoarder Family Engagement Project

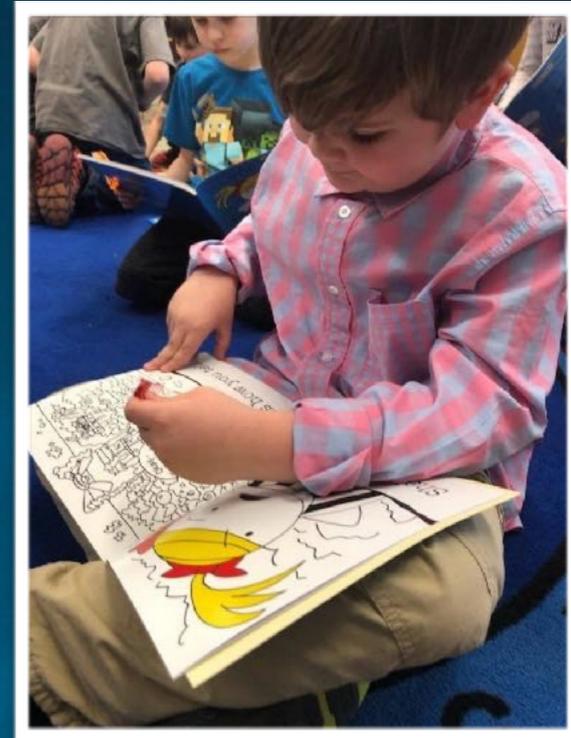
## Tell Everyone Your Plan.

- 1) We team with United Way of the Black Hills, Black Hills Reads, and elementary schools to create a strategy to share costs and create a roll-out plan.
- 2) We develop a teacher training program to explain what the book is and how the parent engagement program will work.
- 3) We supply the materials to teachers including:
  - Teacher Training video
  - Books for every kiddo in class, as well as extras for the classroom and library
  - Launch event planning video & worksheet
  - Online access to a digital book for projection the smart board
  - Parent Homework page
- 4) Create an event around the launch of the book.
  - Read it in class on the smart board
  - "YOU GET A BOOK and YOU GET A BOOK and YOU ALL GET BOOKS!"
  - Assign Parent Homework because the kids are the experts!
  - Interact with the writer and illustrator via group readings, signings or Skype.

# Porter the Hoarder Family Engagement Project

Roll it out!







Black Hills Reads Porter Project

https://porterthehoarder.com/teachers/

PORTER  
THE HOARDER

MENU

WATCH THE VIDEO TO LEARN MORE & GET INVOLVED!

Ask how to launch the project in YOUR school!

# Porter the Hoarder Family Engagement Project

## Did it work?

96% of respondents felt the program was successful in helping students build relationships around reading.

“We had reports from the daycare provider for a small number of our students. She said that as soon as they walked in the door "Porter the Hoarder" was out of their backpacks and they were all reading it together (and rereading it).”

“Many of the kids in my class have limited amounts of books at home so to gain another one was exciting and they couldn't wait to read it .”

“My students love to read to someone using voice. I am seeing children read to each other that otherwise do not interact much.”

“I heard back from one parent whose child is not a big reader. She was so excited to read her book, her mom was shocked. A daycare provider in town said that several kids insisted on reading Porter the Hoarder the moment they arrived after school that day.”

# Porter the Hoarder Family Engagement Project

## Refine it.

- Create Parent Homework Pages in multiple languages.
- Team with universities to create baseline and after-program surveys to gauge effectiveness.
- Create Porter-themed family engagement nights.

## Scale and Repeat.

First launch; January 31st, 2019.

- 2400 kids receive books at 30 schools in the Black Hills of SD.

Second launch; September 15, 2019

- 10,000 additional kids receive books at all remaining schools across South Dakota

Now expanding into Utah and North Dakota.

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