

# **ONE BRICK AT A TIME**

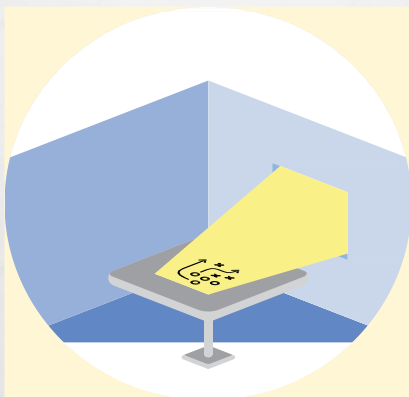
**CATHERINE CHARBONNEAU & MATHIEU AUDET**

**ESDC INNOVATION LAB**





# THE ESDC INNOVATION LAB



Strategic corporate resource,  
operating as in-house  
consultants to all of ESDC

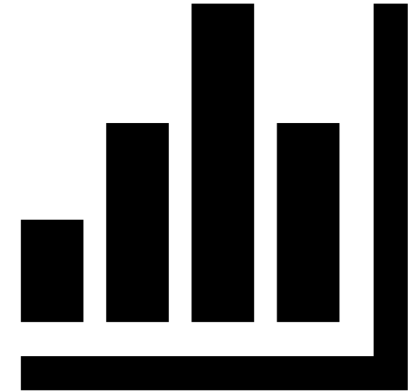
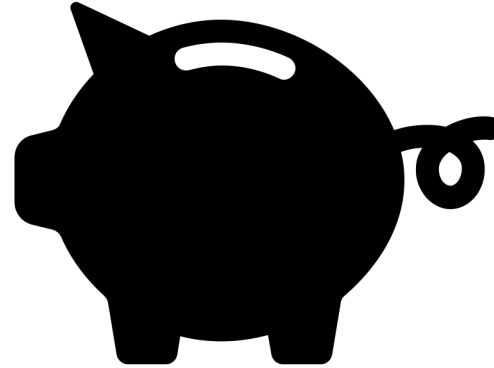
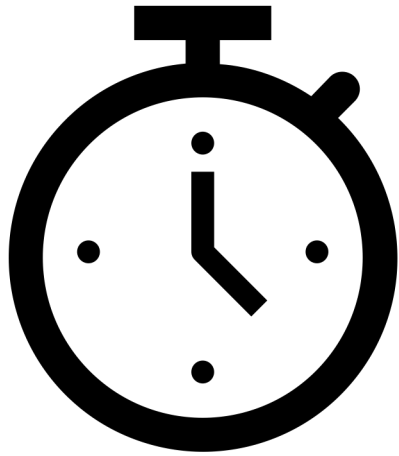


Brings together key stakeholders  
at the beginning of a project to  
reduce the incubation period



Offers a suite of human-centered  
tools that incorporate design  
thinking and behavioural insights





# LAYING THE FOUNDATION RIGHT

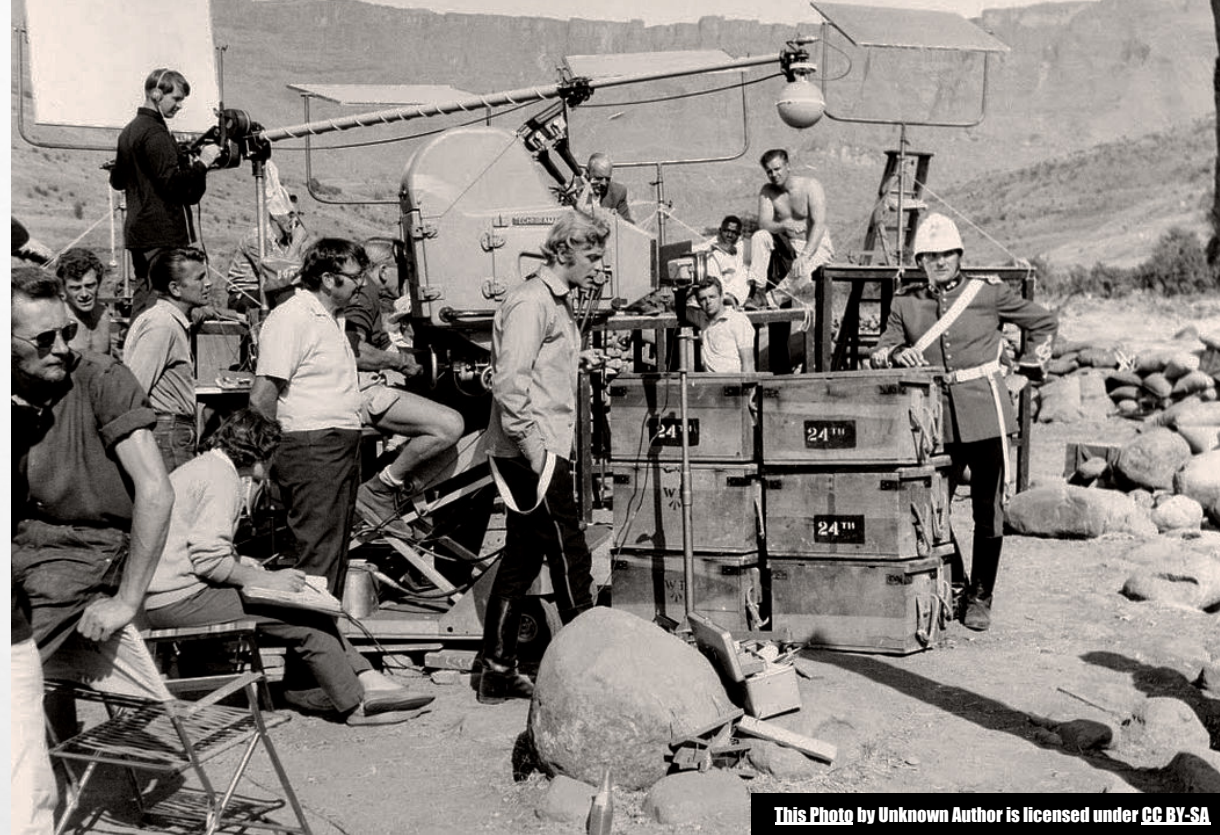
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# STORYTELLING: GET COMFORTABLE BEING UNCOMFORTABLE

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# COUNTERFACTUALS

- **RAPID IMPACT MEASUREMENT**
- **TRIANGULATION OF INTERESTS**
- **HUMAN-CENTERED ALTERNATIVE SCENARIOS**
- **LOW-DEFINITION PROTOTYPES**
- **MIXED METHODS**



# WARNING SIGNALS

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# QUESTIONS?



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