

ASPIRe Accelerator

Design Principles Reflection



ASPIRe

Welcome to ASPIRe

A few tips on how to work on these preparation materials

This Tool is based on our report "Leveraging Platforms for the Good of All", a research on 14 cutting edge platforms for the good of all led by Ashoka Fellows around the world in key sectors, such as education, health and finance. This paper unveils learnings and patterns that are summarised in nine key design principles that define how platforms for good behave. We encourage you to read the report before using the tool or do it in parallel. Reading the examples in the report will make many ideas clearer.

This Tool will help you and your team to discover and reflect upon the core design principles of leveraging system change, platform thinking, and technology for impact at exponential scale.

The design principles are distilled from the experiences of Ashoka Fellows, Ashoka's programs and Societal Thinking, presenting a framework that encapsulates the pathways to designing for exponential scale leveraging networks and technology. We encourage any social impact organization to do this and to reflect on their current ways of thinking and working, as it may offer fresh insights into their scaling strategy.



Leveraging Platforms for the Good of All

You can download the report [here](#).

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This deck helps to get to know better your vision, work, organization and the environment you work in.



Be as clear and concise as possible – give examples to explain your point wherever possible.



Feel free to use any other format like excel, word document or slides to do this exercise.



Please read through the reading material sent to you before starting the activity.



We recommend the team to allocate two hours for this exercise, considering that at least 10 minutes are needed to reflect on each principle.

Design Principles Reflection

Purpose of the exercise

Design Principles reflection is an activity to help you and your team discover and reflect upon the core design principles of leveraging system change, platform thinking, and technology for impact at scale. The design principles are distilled from the experiences of Ashoka Fellows and Societal Thinking, presenting a framework that encapsulates the thinking that powers the ASPIRe accelerator. This initial exercise is aimed at helping the mission team begin to reflect on the current ways of thinking and working along with the platform thinking design principles and their relevance for the organization.

Anchors of the activity

The group should anchor the exercise as a collective reflection activity. The group should focus on:

- Enabling each team member to reflect on the existing intervention/s of the organization
- Facilitating discussion between the team members to have an open discussion

The note-taker should document and consolidate the thoughts of the team

Participants

This activity is more effective when conducted with a larger team and key stakeholders to gain diverse perspectives and reflections.

Mode of activity

We recommend you use slides to write your answers while working on the exercise. However, if you are more comfortable using Word or Excel, please go ahead. We advise you to open this report while working on the activity and read through examples of each design principle in case you need more clarity.

Language

When we mention the word "platform" in this exercise, we do not refer to piece of technology, but rather a model of impact and mode of organizing.

Design Principles Reflection

About the activity

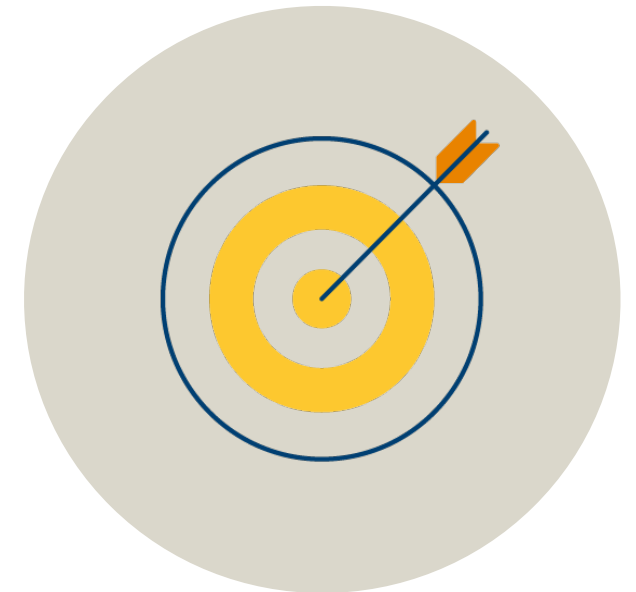
- This activity aims to assess the organization's alignment with Platform Thinking's core design principles.
- Reflect on the design principles and rate your organisation on each of them on a scale of 1-10. Start by discussing the reflective question and defining the "ideal" and what a score of 10 means to you.
- Tip: Discuss the current state of the organization. If designing an initiative for scalability, focus on a specific vertical rather than the entire organization to avoid being too broad.

Design Principle	Definition
Align Towards Better Outcomes through System Leadership	Help stakeholders in the system define and aim for a better set of outcomes than is currently being achieved.
Build Open Public Goods	Make scarce resources—knowledge, technology, expertise, connections, and data—openly (and thus abundantly) available.
Empower with Data and Knowledge	Capture, analyse, and share data and insights in ways that enable all stakeholders to make better decisions as well as to anticipate and solve problems effectively.
Unlock Agency	Design solutions that allow for freedom of choice and the ability to act, particularly for those groups whose participation was earlier limited.
Distribute the Ability to Solve	Design solutions that engage diverse stakeholders to solve the problem at scale in their contexts.
Enable Open Value Creation	Create conditions that allow for individuals and institutions to be connected in networks, to co-create and exchange value openly.
Seek Rapid Evolution	Design systems that can learn and evolve quickly in response to new and/or local challenges and opportunities.
Catalyze Interactions	Create new ways for stakeholders to connect and exchange value and become the self-propagating network of people and institutions that spreads change.
Cultivate the Change Offline	Involve local leaders and build engaged networks on the ground to shift beliefs and behaviors and to assure culturally accepted, inclusive, and lasting change.

Align towards better outcomes through System Leadership

Help stakeholders in the system define and aim for a better set of outcomes than is currently being achieved.

Aligning the system in the direction of a new set of outcomes requires system leadership. **This is an approach that nurtures distributed leadership by aligning stakeholders around the values, beliefs, and goals of the system, even while they continue to play their intended roles.** System leadership requires continuous facilitation of multi-sided dialogues to ensure that the goals of the stakeholders remain aligned. Platforms can support efforts in system leadership and can be designed to forge relationships, create new or different roles, and apply (or enforce) new rules. They enable the sharing of resources and solutions, the creation of feedback loops with previously excluded parts of the community and inviting of new partners into the system to contribute to the setting of rules for exchange. We have noticed that a significant amount of the work of Ashoka Fellows happens off the platform (even while simultaneously being informed by the data and insights collected through the platform), thereby facilitating the evolution of the entire network of actors.



Reflection questions (use the next slide for your answers):

- How are you working with diverse stakeholders in the system to help them define and aim for better outcomes?
- Are you co-creating with others in the system?



To read more about this design principle please read [this](#) report, pages no 13-15.

Align towards better outcomes through System Leadership

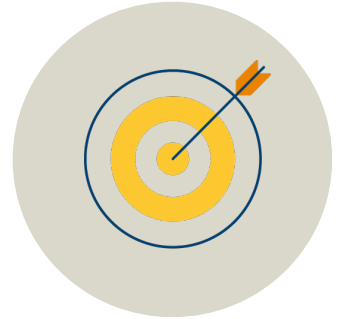
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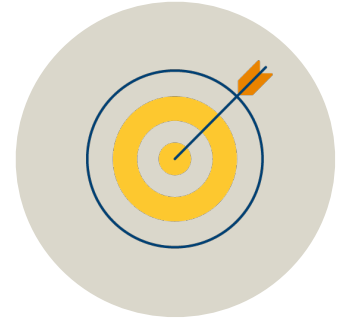


Align towards better outcomes through System Leadership

Help stakeholders in the system define and aim for a better set of outcomes than is currently being achieved.

Currently, on a scale of 1 to 10, where does your organisation stand in relation to the respective core value?

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What does 10 on 10 look like for your organisation?

How is this design principle relevant to you achieving the goal of impact at scale?

If it is relevant, what do you need to do more of to get a higher score?

If relevant, what do you need to do less of to get a higher score ?

Build Open Public Goods

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Reflection questions (use the next slide for your answers):

- How do you liberate your knowledge, expertise, technology, connections and data, such that others can co-create with you and build on top of them?



To read more about this design principle please read [this](#) report, pages no 18-20.

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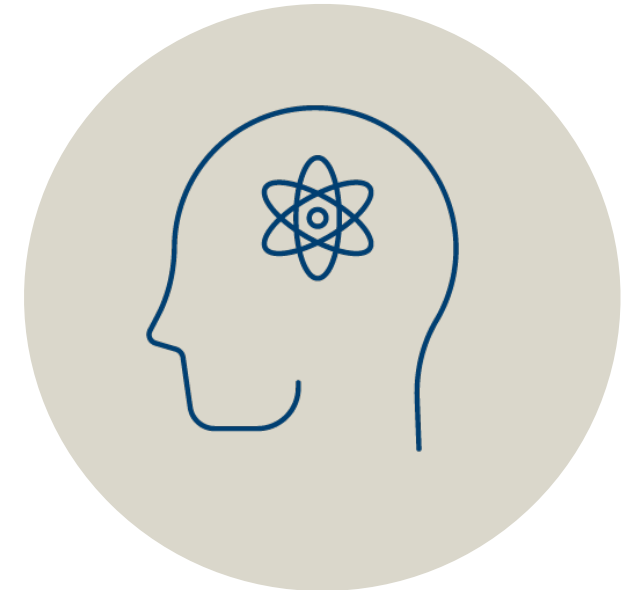
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Empower with Data and Knowledge

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Reflection questions (use the next slide for your answers):

- How do you capture, analyse and empower the ecosystem with data and knowledge?
- Do you help stakeholders to use data to generate value for themselves, strengthen existing solutions, and discover new ideas?



To read more about this design principle please read [this](#) report, pages no 21-24.

Empower with Data and Knowledge

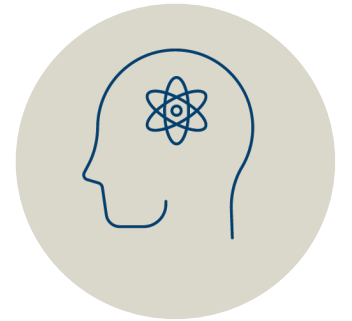
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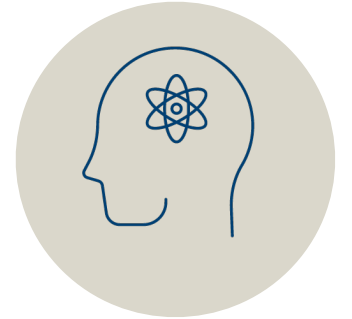


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Unlock Agency

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Reflection questions (use the next slide for your answers):

- How do you strengthen the agency of the stakeholders you work with (communities, institutions, etc.)?
- Have you created an enabling environment that nurtures the freedom of choice for all individuals and organisations?



To read more about this design principle please read [this](#) report, pages no 27-29.

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Reflection questions (use the next slide for your answers):

- Do you enhance the capabilities of stakeholders so that they innovate and respond with contextual solutions quickly?
- How do you enable actors to solve problems locally and contextually?



To read more about this design principle please read [this](#) report, pages no 30-33.

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Reflection questions (use the next slide for your answers):

- Do you empower every actor to freely create and / or share solutions that create value in response to their own needs?
- How do you enable value creation and exchange in your networks?



To read more about this design principle please read [this](#) report, pages no 36-39.

Enable Open Value Creation

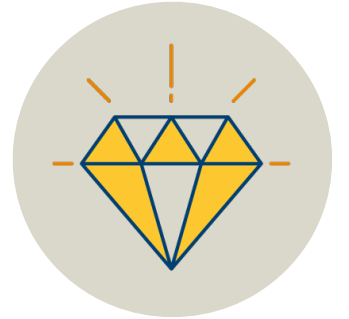
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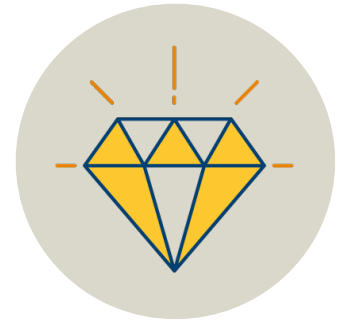


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Seek Rapid Evolution

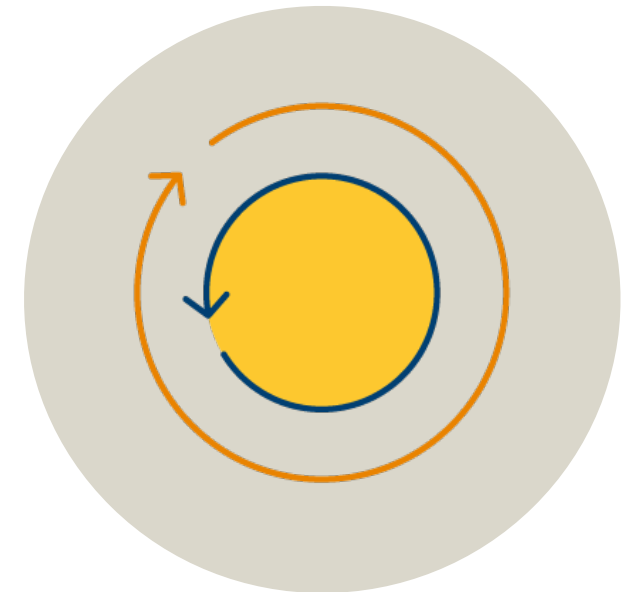
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Reflection questions (use the next slide for your answers):

- Do you leverage feedback and data to drive improvements and innovation?
- How do you respond to changes in the environment and new opportunities and challenges?



To read more about this design principle please read [this](#) report, pages no 40-42.

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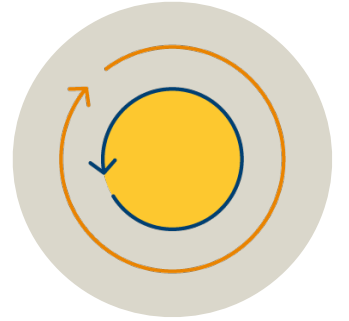
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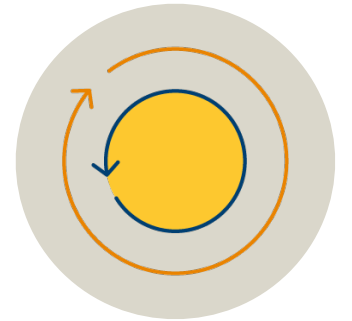


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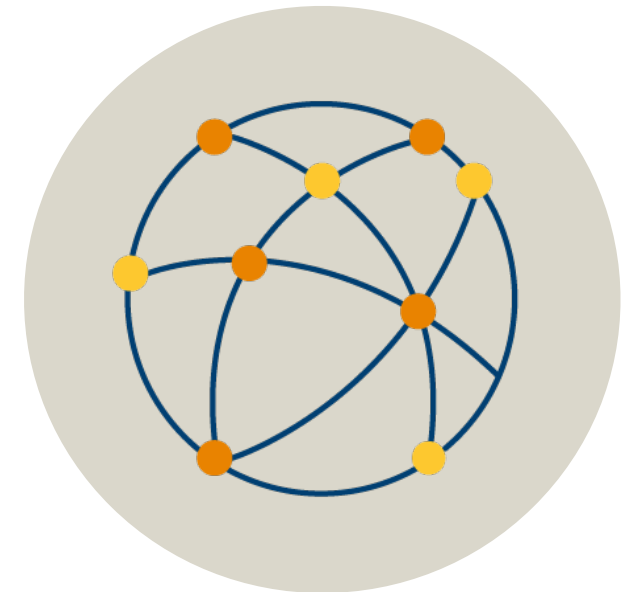
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Reflection questions:

- Do you facilitate proactive participation, value exchange and co-creation between state, civil society, and markets?
- How do you enable interactions in your network?



To read more about this design principle please read [this](#) report, pages no 45-47.

Catalyze Interactions

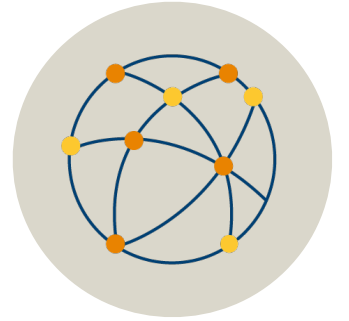
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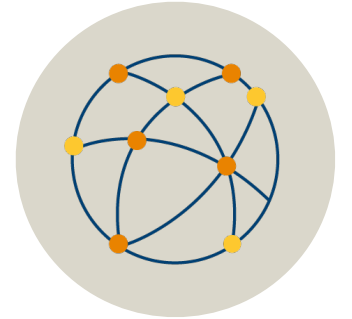


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Reflection questions:

- How are you able to involve leaders and build engaged networks on the ground and at different levels of the eco-system?



To read more about this design principle please read [this](#) report, pages no 48-50

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Thank you!

For any further information,
please contact:

Deepali Bhardwaj

dbhardwaj@ashoka.org