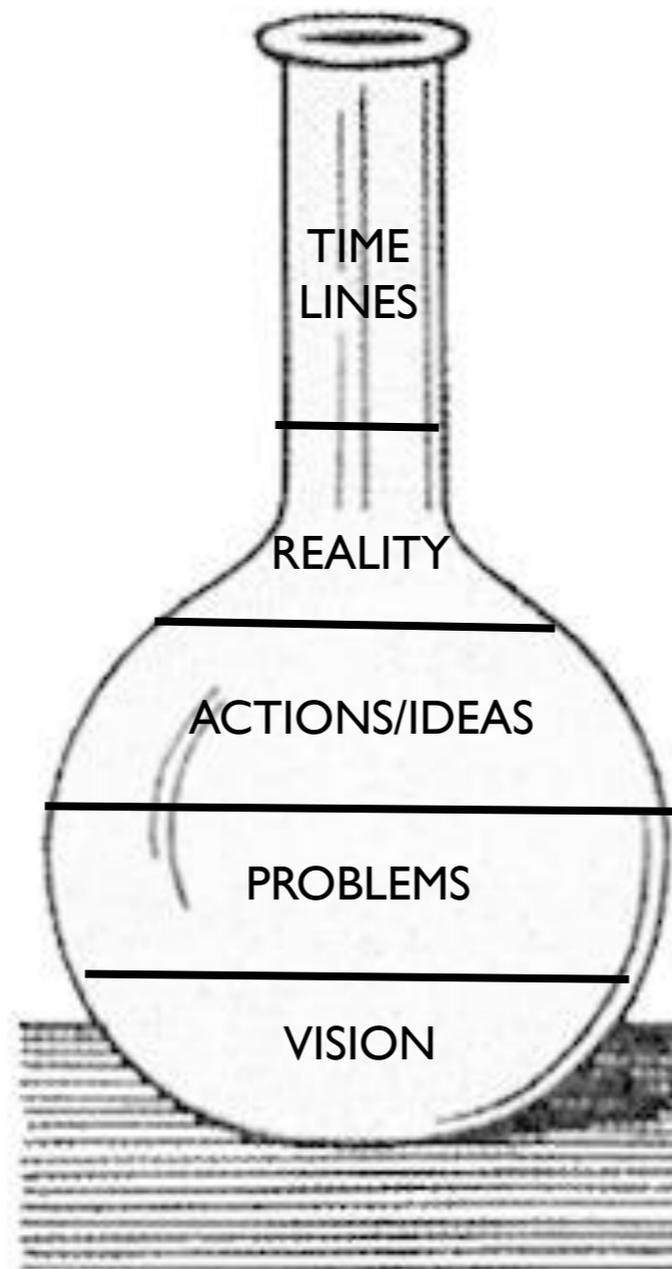


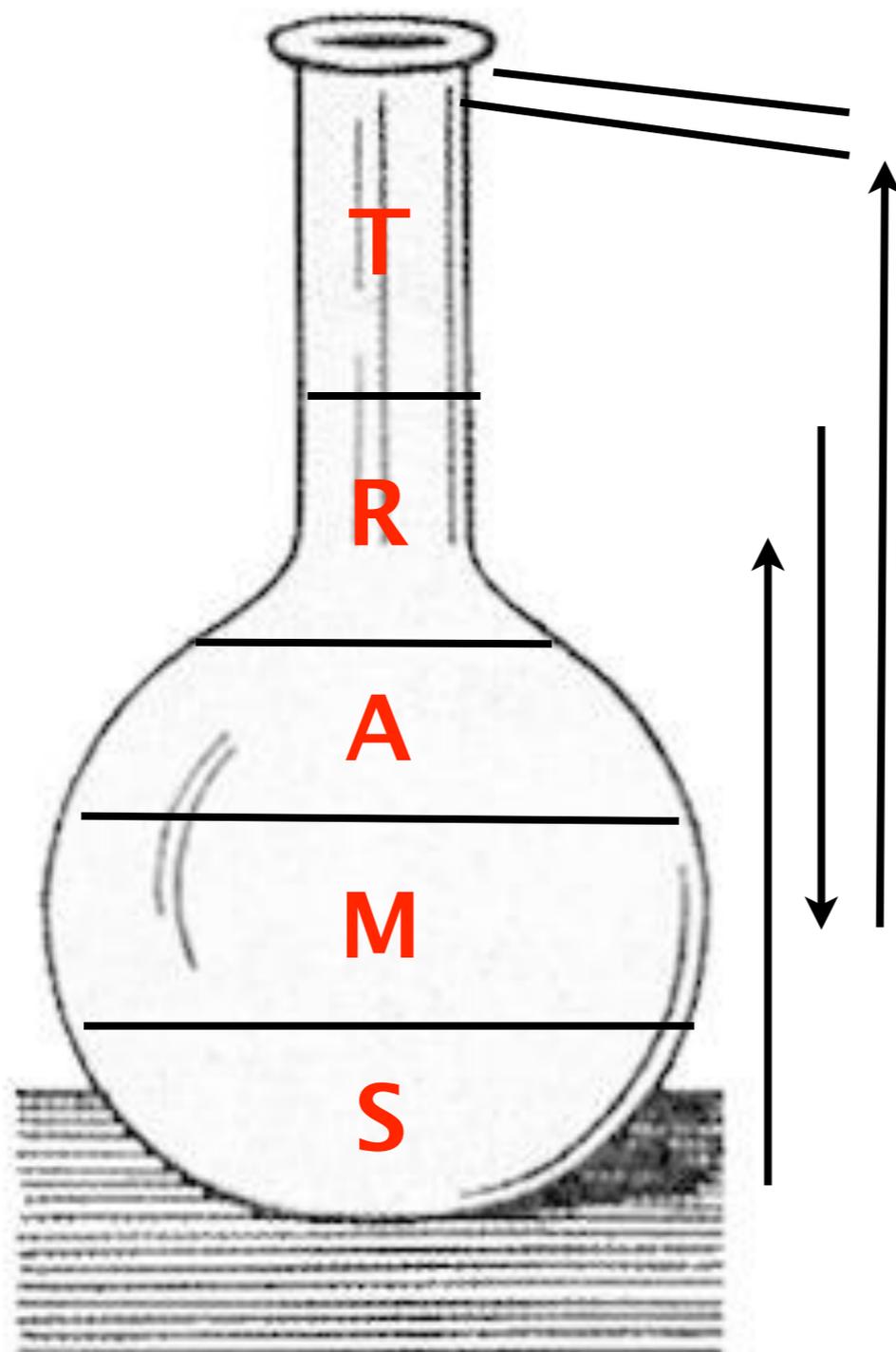
# GREAT LIFE DISTILLERY



the innovation process starts with **YOUR** vision



# SMART VISION framework



**S** - be **specific** when setting your **VISION**.  
Tip: What's happening in this new improved city? How are things different/better? Use your senses to tell the story about this new Dublin.

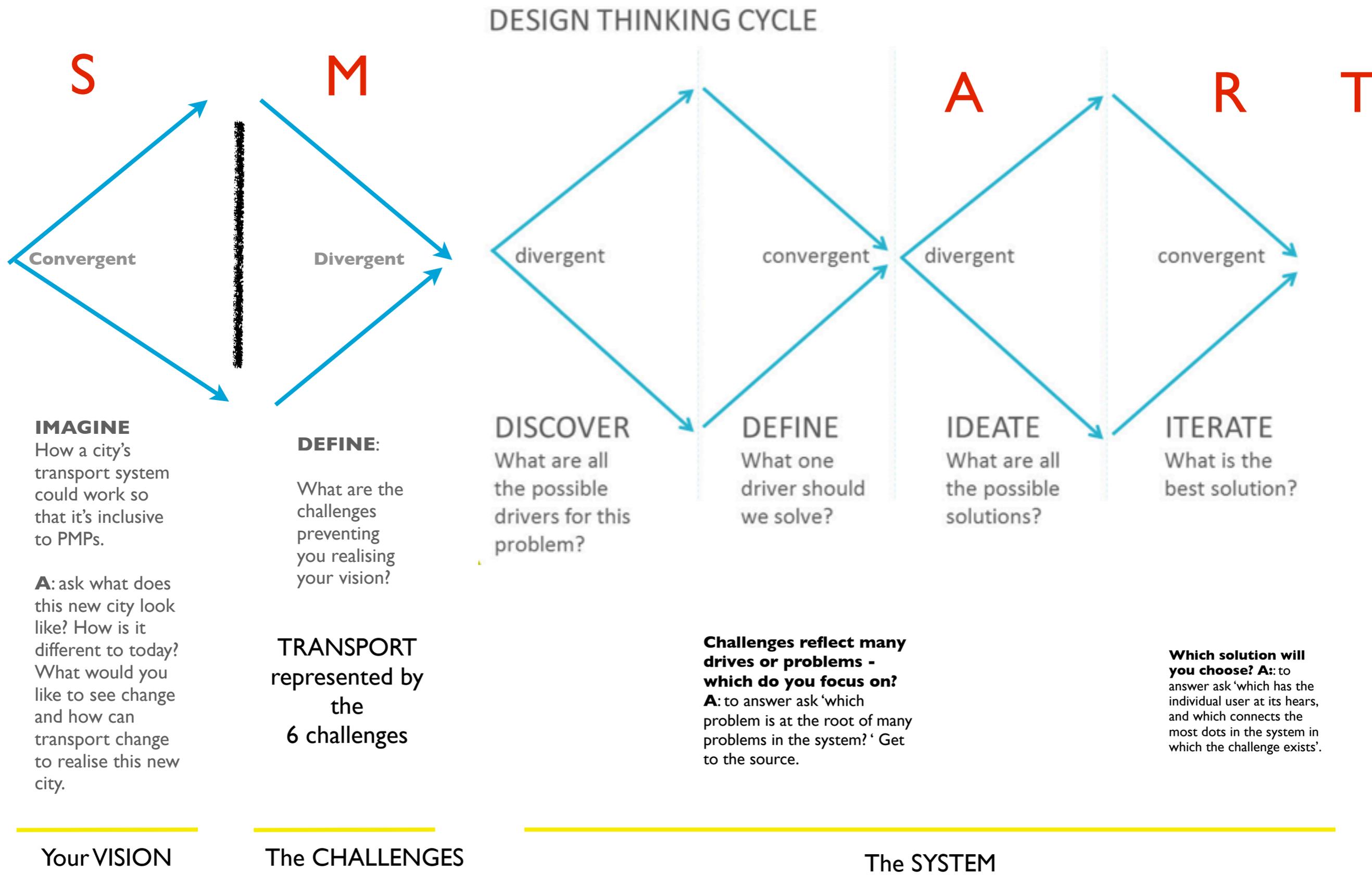
**M** - How will you **measure** success? What will happen when you achieve your vision?  
Tip: What are the **PROBLEMS** standing in the way of your vision? Have they been solved?

**A** - What **action** are you going to take to solve the problem(s) so that you can achieve your vision? (see note on page 3)

**R** - Are the above actions achievable in **reality**? Tip: Seek advice, step away from the goals for a while. When you revisit them, are they still viable? (See note on page 3)

**T** - After making any changes to step 1/2/3 after step 4, create a **timeframe** for completion of the various milestones of the proof of concept stage.

# SMART vision framework & convergent & divergent thinking



# The smart vision framework explained

At our Immersion Evening Trevor Vaugh, Program Director of the Msc in Innovation & Entrepreneurship at Maynooth University, spoke about the need for divergent and convergent thinking when approaching the challenges that Hack Access Dublin is looking to solve.

To help teams successfully navigate the creative process during Hack Access Dublin, they will be given a Purpose Hack Toolkit, which includes a Vision Framework. Specifically, the framework will assist teams create an **action plan to achieve their vision (which will be created using divergent thinking) by supporting them blend convergent and divergent thinking.**

- I. Step one in the framework will ask you to define your vision in **specific** terms. The ability to imagine what a better world looks, feels, sounds like, will be key here. So divergent thinking is used.

**So ask yourselves – what do you see? What’s going on? What does an inclusive Dublin look like?**

- II. The second step of the framework asks teams to define their vision in **measurable** outcomes; these are the problems that need to be solved in order for the vision to be achieved. Obviously problems need to be real not imagined or presumed so establishing them will require convergent thinking.

Before moving to the third step teams will select which problem they want to solve.

- III. **Actions:** In the third phase of the framework, having defined the problem(s) that they will focus on in step 2, team’s will generate ideas to solve it. These ideas will be reviewed for their viability. The idea(s) selected will be broken down by a series of actions. These **actions** are how teams will achieve their vision. Imagination and logic is needed in this step so divergent and convergent thinking is used.

- IV. **Listen to the Reality Devil!!** The fourth stage of the framework is where the voice of the Reality Devil – the devil that Trevor Vaugh spoke about at the Immersion Evening – needs to be heard to ensure the goals are grounded in reality! The Reality Devil will look critically at the actions; seeking flaws, challenging hypothesis and examining the problems to see if they’re worth focusing on. There may be another problem that has a better solvability rating.

**Tip to teams: During the hackathon use the Enablers as your Reality Devils!**

- V. The fifth & final phase is about creating the timelines of the proof of concept stage; essential to keep the momentum going after the intensity of the hackathon. At the pitch teams should have an estimation of what they will have achieved and by when, should their idea be chosen as the winner.

**Here’s two tips to teams before they use this framework:**

- I. Keep going through step 2–4 until you get passed that Reality Devil satisfied that your ideas are viable solutions. Then move to step 5.
- II. Be open to adapting either the actions or the problems (perhaps you’re focusing on the wrong problem? Or the one you cannot solve?). If you define your actions to achieve your vision too narrowly, without scope to adapt them to reality, then you risk not changing anything and solving no problems. So your vision remains something far off and unattainable.

The key thing to understand is that there are many ways to achieve a vision.

As I said at the Immersion Evening, vision will be the purpose that’ll make teams stay the course of finding innovative solutions to the problems.

Best of luck

# The system

You complete

