

The 2017 Public Sector for the Future Summit: Citizen-Driven by Design

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LEADERSHIP FOR A
NETWORKED WORLD



The 2017 Public Sector for the Future Summit: Citizen-Driven by Design

"How can we, as technologists, as leaders of organizations, as technocrats, be smarter about... communications and be smarter about the politics that we're going to have to navigate in order to bring greater awareness about these changes that are ahead?"

- Trey Childress
Deputy Governor, State of Illinois

Citizens around the world are demanding more responsive, more impactful, and less costly government. From the recent U.S. elections, to "Brexit," to growing populist movements in Europe and across the globe, the burning platform for leaders now is making government better, faster, cheaper, and ultimately—citizen-driven by design.

Surging to the top of citizen-driven solutions is the intersection of behavioral economics, data and analytics, and design-thinking. When combined, these emerging strategies position leaders to better understand the needs of citizens, design better services, and leverage "nudge"¹ solutions that have been proven to not only make services more beneficial for citizens, but also generate improved outcomes and public value.

1 "Nudges" are a methods of augmenting the design of the environment in which people make decisions in order to improve individual and societal outcomes. Nudge strategies shift behaviors that maintain freedom of choice, but have the potential to make people healthier, wealthier and happier. For additional information please visit: <https://dash.harvard.edu/handle/1/16205305>



“A nudge is like a GPS... that is, an intervention that completely preserves freedom of choice, but that steers people in directions that will maybe make things easier and better for them. It’s an intervention that maintains liberty, but also influences people in good directions. Warnings, reminders, information, uses of social norms and default rules are all nudges.”

- Cass Sunstein
Robert Walmsley University Professor, Harvard Law School

Savvy leaders are already putting “nudge” strategies to work. Initiatives such as the U.K. Behavioral Insights Team, the U.S. Social and Behavioral Sciences Team, the Qatari Nudge Unit, and an array of state, local, and regional efforts around the globe are using simple and cost-effective tools to reduce costs and improve results in services such as education, consumer protection, tax collection, transportation, health, and beyond.

Yet even with this progress by early adopters, most public sector organizations are unsure how to proceed. Government historically has been control-driven by design — and redesigning government to be citizen-driven by design runs headlong into established policies, structures, systems, and processes. Thus, as leaders look to the potential of citizen-driven design and “nudge” strategies, they find themselves grappling with challenging questions:

- Where and how can citizen-driven design and “nudge” concepts be readily applied to policy development, citizen-facing services, and back-office solutions?
- How can data and analytics be leveraged to better understand not only where behavioral insights can be applied, but also how to redesign public services?
- What are the cultural and political implications and effects of “nudge” solutions on an organization, and how should leaders prepare their stakeholders?
- How can leaders develop their human capital capabilities to harness the potential of behavioral insights, data and analytics, and design thinking?

To address these critical questions and to help leaders move forward, Leadership for a Networked World, the Technology and Entrepreneurship Center at Harvard, and Accenture, are convening the **2017 Public Sector for the Future Summit: Citizen-Driven by Design**. This eleventh annual Summit will build on the [Public Sector Uptake and Edge Matrix](#) by not only helping participants implement near-term innovations, but also guiding their design of long-term strategies that improve evidence-based government, optimize the enterprise, create citizen-centric services, and develop the workforce of the future. To do so, participants will be immersed in a hands-on experience using data, analytics, behavioral economics, and design thinking to address current challenges and to support citizen-facing and operational innovations.



“A takeaway for me is that I am not alone in this journey, that we’re all struggling to a different degree with balancing how to move from uptake to edge.”

Beth Niblock
Chief Information Officer,
The City of Detroit



"I look forward to this program annually to discuss emerging leadership approaches, the common issues impacting the public sector, and exploration of lessons learned."

– Anne Shepherd
Associate Chief Information Officer,
US Internal Revenue Service

About the Public Sector for the Future Summit

The Summit's agenda is developed in collaboration with senior-level public-sector and higher-education officials who have both policy and operational roles, and integrates insights from subject matter experts, industry luminaries, and Harvard-affiliated researchers and faculty. Join us on the Harvard University campus June 13 – 15, 2017, for this important event. Together, participants will gain experience using design approaches in real-life situations, and learn how to apply design thinking and analytics to support policy and program innovation.

Who Should Attend

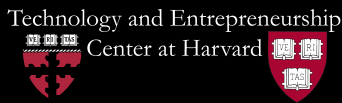
Summit attendees are senior-level, public-sector and education executives (CEO, COO, CIO, CDO, Mayor, Secretary, Executive Director, Minister, Commissioner, etc.), who aspire to improve performance in the near term and redesign public institutions for the long term. Regardless of title, all Summit attendees are "Chief Transformation Officers" in practice—leaders who work across traditional boundaries (organization, jurisdiction, sector) to create public value.

Admission and Participation

The Summit is an invitation-only program for senior public-sector and higher-education executives. Other applicants will be reviewed and accepted on a case-by-case basis, depending in part on available space. We typically receive more applications than we can accommodate, so apply for your seat as soon as possible. This event is supported by the hosting and collaborating organizations, so there is no tuition fee to attend. Travel and hotel expenses, however, are the responsibility of individual participants.*

*There is no tuition charge or fee to attend this Summit. However, attendees will be responsible for their own transportation, lodging and other related personal expenses. The sponsors of this event (including the Technology and Entrepreneurship Center at Harvard, Leadership for a Networked World, and Accenture) understand that the laws of many jurisdictions restrict private parties, private sector partners and/or government contractors from providing gifts or other things of value to government officials, and in some cases require reporting of such gifts. Likewise, some government officials are restricted from accepting gifts or other things of value in many jurisdictions. Although no admission is being charged to any attendee, if required by law, regulation, policy, or otherwise, attendees may reimburse the host for costs related to their attendance. In such case, the per-person price of this conference is approximately US \$1,650. This includes meals (valued at US \$300), materials, speakers, conference facilities, security and logistical support. In addition, the regulations of certain jurisdictions allowing for the attendance and participation of government officials and employees at events with a legitimate public purpose and benefit for the government agency, subject to the approval of the appropriate agency head, at "widely attended" events, and at educational events, may be relevant to this event. Please check with your ethics counsel to verify that you are permitted to attend this event and to determine whether any reporting of attendance and/or reimbursement of costs will be required. If documentation is needed, please contact Leadership for a Networked World at info@lnwprogram.org.

For more information please visit
publicsectorsummit.org



Hosted By:

The Technology and Entrepreneurship Center at Harvard (TECH) is convening the 2017 Public Sector for the Future Summit as a component of the Innovation Fellows program and the Public Sector Innovation Award. TECH, part of the Harvard John A. Paulson School of Engineering and Applied Sciences, is both a real and virtual space for students, faculty, alumni, and industry leaders to learn together, collaborate and innovate. TECH enables this holistic exploration by sponsoring and supporting opportunities for the innovation community to gather and exchange knowledge via courses, study groups, mentorship relationships, innovation programs and special events. For more information on TECH visit www.tech.seas.harvard.edu.



Developed By:

Leadership for a Networked World (LNW) helps leaders ideate and activate organizational transformations that generate capacity and sustainable value. Founded in 1987 at Harvard Kennedy School, LNW is now an applied research initiative of the Harvard Public Sector Innovation Award Program at the Technology and Entrepreneurship Center at Harvard. Since 1987, LNW has delivered more than 200 learning events and gathered more than 12,000 alumni globally. To learn more about LNW please visit www.lnwprogram.org.



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