The University of Alabama at Birmingham’s
GRAND CHALLENGE

Opening Workshop
August 22-23, 2018
The Club, Birmingham
Day 1 Agenda (12:30 – 5:00)

Opening Remarks
Icebreaker
Break
25/10 Crowdsourcing
Grand Challenge: EAB Global
Reception & Networking
Day 2 Agenda (8:00 – 12:00)

Welcome and Recap Day 1
SMART
Poster Activity: Cross-Pollination
Report Outs
Wrap Up and Next Steps
Special Introductions

Our Facilitators:

Susan Coan

Kim Hazelwood, Emily Wykle, Renee Clements, Amanda Shaffer, Josh Carter, Carol Ballinger, William Edwards, Brandi Lamon-Pinkerton, Kamilah Frison

Lee Moradi
Special Introductions

Special Guests and Participants:
- David Attis and Ramon Barthelemy – EAB
- Kelvin Chu – The Implementation Group
- Nathan Meier – soon to be UAB
- Molly Wasko – Collat School of Business
- Jamie Seitz - OVPR and Spencer Porch – OLD
- Pam Benoit – UAB Provost
- Ray Watts – UAB President
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Grand Challenge

WHAT

- A problem that when solved will positively impact a great number of people and society in general
- Large in scope
- Resulting from complex causes
- Solution requires a convergent combination of innovative approaches, technologies, treatments, and/or policies.
UAB Grand Challenge

WHAT

- Unites UAB expertise (research, scholarship, teaching, commercialization, patient care, community service) around a large scale issue of importance
- Not intended to replace or hinder individual or departmental activities
- Stakeholders (inside and outside UAB) involved in the implementation and benefit
- Can be uniquely addressed by UAB and partners
UAB Grand Challenge

WHY

- Embedded in the UAB Strategic Plan
- Provides a nexus for collaboration within and outside UAB
- Recruitment
- To make life better for people
UAB Grand Challenge

WHO

- UAB faculty, students, and staff
- Partners
- Benefactors
- Beneficiaries
UAB Grand Challenge

WHEN
- August 22-23, 2018 – Workshop
- September 30, 2018 – Planning Grant Proposal
- Late January 2019 – Full Proposal
- Spring 2019 – Announcement
- 2019 onwards……………
WHAT (does success look like)?

- Proposal evaluation criteria – more tomorrow
- Significant and tangible improvement in people’s lives
UAB Grand Challenge

HOW will this be supported?

- ~$1M per year for 3-5 years from UAB Strategic Investment Fund
- Matching support
- Federal, state, industry, non-profit.....
- Fundraising and philanthropy – Tom Brannan
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How: Our Process

Be fully present.
Technology on breaks.
Be open and constructive.
Give everyone voice.
Use your facilitators to:

Support the process.
Guide the activities.
Answer your questions.
Icebreaker

Dr. Molly Wasko
Change is coming, ready or not!

Figure 1. Digital Disruption Has Demolished 52% of the Fortune 500 Since 2000

52% of the Fortune 500 firms since 2000 are gone.

gone bankrupt, been acquired or ceased to exist
Rule #1 – Jump In
Rock, Paper Scissors

1, 2, 3, Clap, Snap

Let’s have a party

Biggest Fan

Ta-Dah!!
Rule #2 – Fast, iterative prototyping to learn

call it

Version 1.0
Rule #3 – Human-Centered Process

- **Empathize**: Clearly articulate the problem you want to solve.
- **Define**: Develop a deep understanding of the challenge.
- **Ideate**: Brainstorm potential solutions; select and develop your solution.
- **Prototype**: Design a prototype (or series of prototypes) to test all or part of your solution.
- **Test**: Engage in a continuous short-cycle innovation process to continually improve your design.
Rule #3 – Human-Centered Process

Get out of the building and test each assumption with real, breathing people.
Break

Check your phone, go to the restroom, network with your peers.
GRAND CHALLENGE

Crowdsourcing Activity
Our activity:

Generate and sort bold ideas for the UAB Grand Challenge.
Outcome: 10 Bigger, Bolder Ideas
Think of your challenge or proposal.

If you were ten times bolder, what big idea would you recommend?
A GOOD IDEA: GO TO SPACE

A BOLDER IDEA: PUT A MAN ON THE MOON
A GOOD IDEA: BUILD AUTONOMOUS VEHICLES

A BOLDER IDEA: MAKE AMERICA DRIVERLESS
10x **bolder**…

Captures the public’s interest.

Requires convergent solutions.

Demands breakthroughs.

Inspires the next generation.

**Write that idea on your card.**
We will have five rounds of swapping, reading, and rating cards.

Wait for the signal.

At the end, we’ll add up the scores.
Swap cards within your group. Don’t peek!

Round 1: Swap idea-side down

Rounds 2 – 5: Swap idea-side up
Read and rate the idea.

1
Not your cup of tea.

2

3
Sends you over the moon!

4

5

Write the rating on the **blank side** of the card.
GO!

Swap cards within your group. Don’t peek!

Swap with the idea-side down.
Flip over your card and read it.

Think of a rating for this idea, from 1 – 5.

Write the rating on the back of the card.
Swap cards within your group. Don’t peek!

Keep the ratings face-down, hidden.
Read the card.

Think of a rating for this idea, from 1 – 5.

Write the rating on the back of the card.
Swap cards within your group.

Keep the ratings face-down, hidden.
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Write the rating on the back of the card.
Swap cards within your group.

Keep the ratings face-down, hidden.
Read the card.

Think of a **rating** for this idea, from 1 – 5.

Write the **rating** on the back of the card.
After 5 rounds: add the ratings on your card.

Write the total on the card, and circle it.

Wait to move on.
After scoring discussion

Outcome: Which card has the highest rating?

How can the other ideas contribute?

Facilitators will collect cards.
Next steps

Tomorrow’s activity: further explore your big ideas
Education Advisory Board
Wrap Up
Reception & Networking
Day 2 Agenda (8:00 – 12:00)

Welcome and Recap Day 1

SMART

Poster Activity: Cross-Pollination

Report Outs

Wrap Up and Next Steps
We choose to go to the Moon! We choose to go to the Moon in this decade and do the other things, not because they are easy, but because they are hard; because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one we intend to win, and the others, too.

JFK, September 12, 1962
SMART-YPants

S – Specific
M – Measurable
A – Achievable
R – Resourced
T – Time-bound
YP – Why will the Public care?

Buzz Aldrin July 20, 1969
GRAND CHALLENGE

Poster Activity
Poster activity goals:

Expand ideas, further explore collaboration, begin to shape responses.

**WHY** is this important?

**WHAT** ideas could address this problem?

**WHO** needs to be involved?
# Poster & Post-It Activity

<table>
<thead>
<tr>
<th>Round 1</th>
<th>Answer the <em>why</em>, <em>what</em>, and <em>who</em> with your concept group.</th>
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</thead>
<tbody>
<tr>
<td>Round 2</td>
<td>Cross-pollinate. See what other groups are doing, and add your ideas.</td>
</tr>
<tr>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>Round 3</td>
<td>Reunite with your group and prepare to report out.</td>
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<tr>
<td>Report Out</td>
<td>Spokespersons take no more than five minutes to share a summary.</td>
</tr>
<tr>
<td>Hard Stop</td>
<td>11:45</td>
</tr>
</tbody>
</table>
Next Steps

Coalesce your teams and ideas

Submit planning grant proposal by Sept 30
(Decision by Oct 15)

Submit full proposal* by Jan 31, 2019
(Decision in Spring 2019)

*Full proposals will be accepted ONLY from teams that submitted a planning grant
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