Innovation & professionals

- Note: you will find the sources of information in the tekst boxes underneath the slides.

A brief history of innovation

- devellopment
- adoption

A quest for answers

- organisational factors
- human factors

A glimpse of the near future

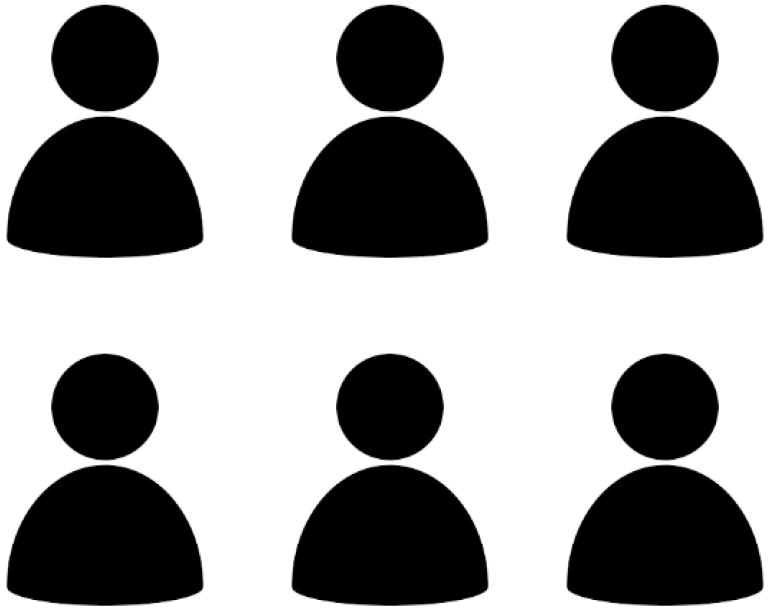
Project assignment

Use innovative technology to develop methodical tools

- that help the probation officer to support the probationer with behavioural change
- that support the probationer to take a more active roll during supervision by:
  - providing structure for reflection
  - visualizing the outcome of the reflection
  - helping to set goals for the future

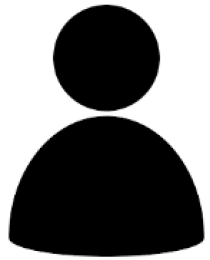
Experiment

- Are we able to devellop useful tools?
- What happens when we add technology to our work?



6 Probation Officers

Content

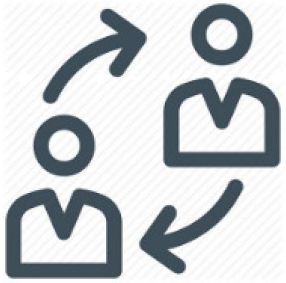


1 Project leader

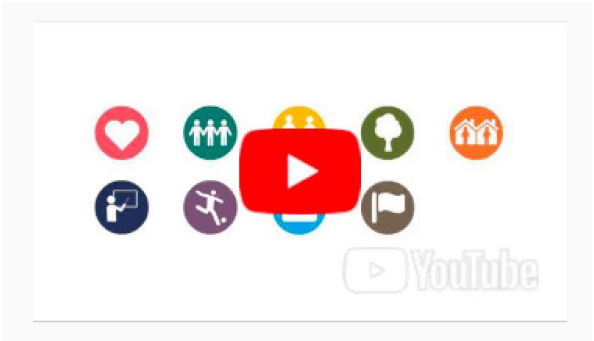
Proces

Feedback group

IDEA
IDEA
IDEA
IDEA
IDEA
IDEA
IDEA
IDEA
IDEA
Check goal



App Masters

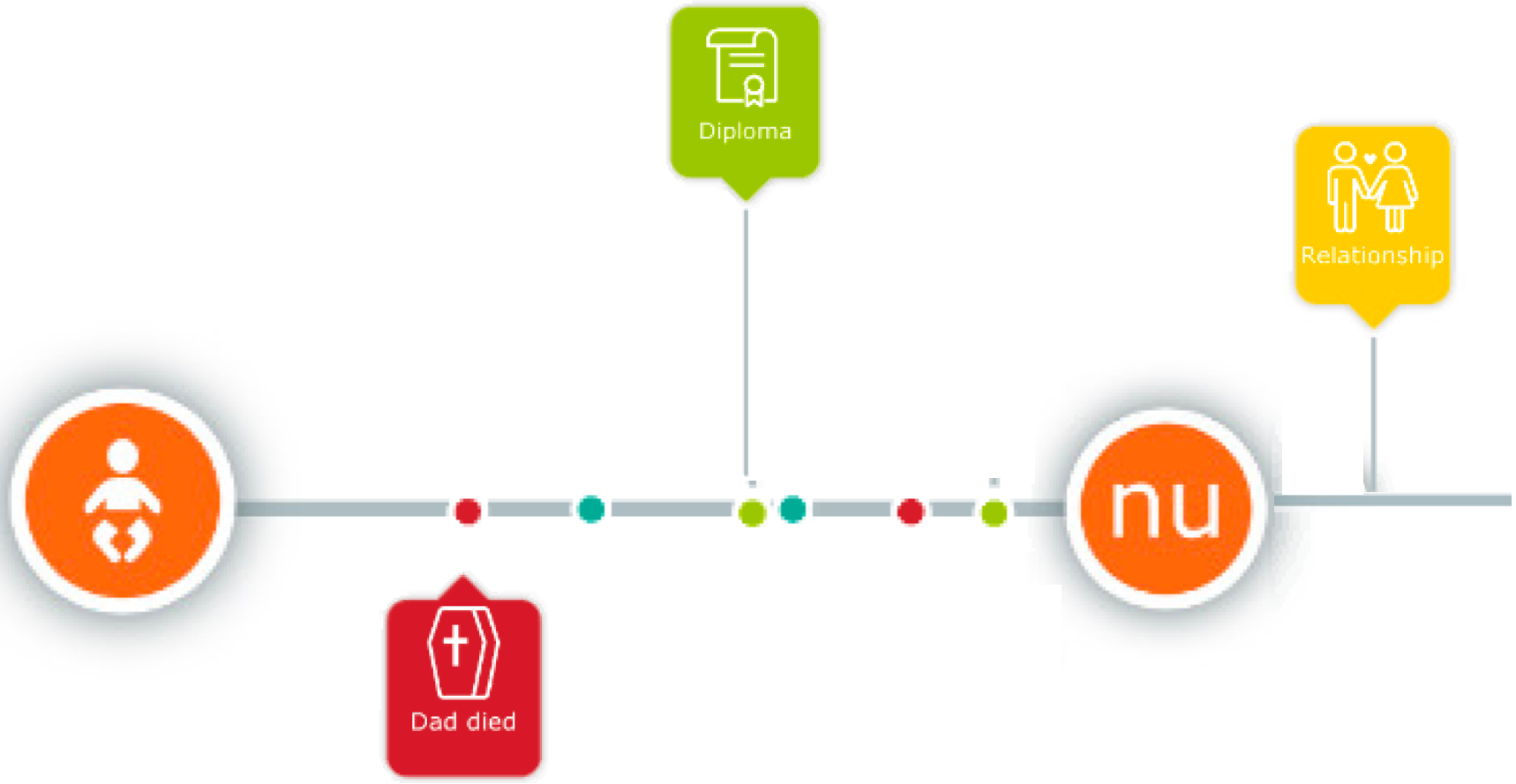


Instruction video’s

Try it yourself meetings

Snowball effect

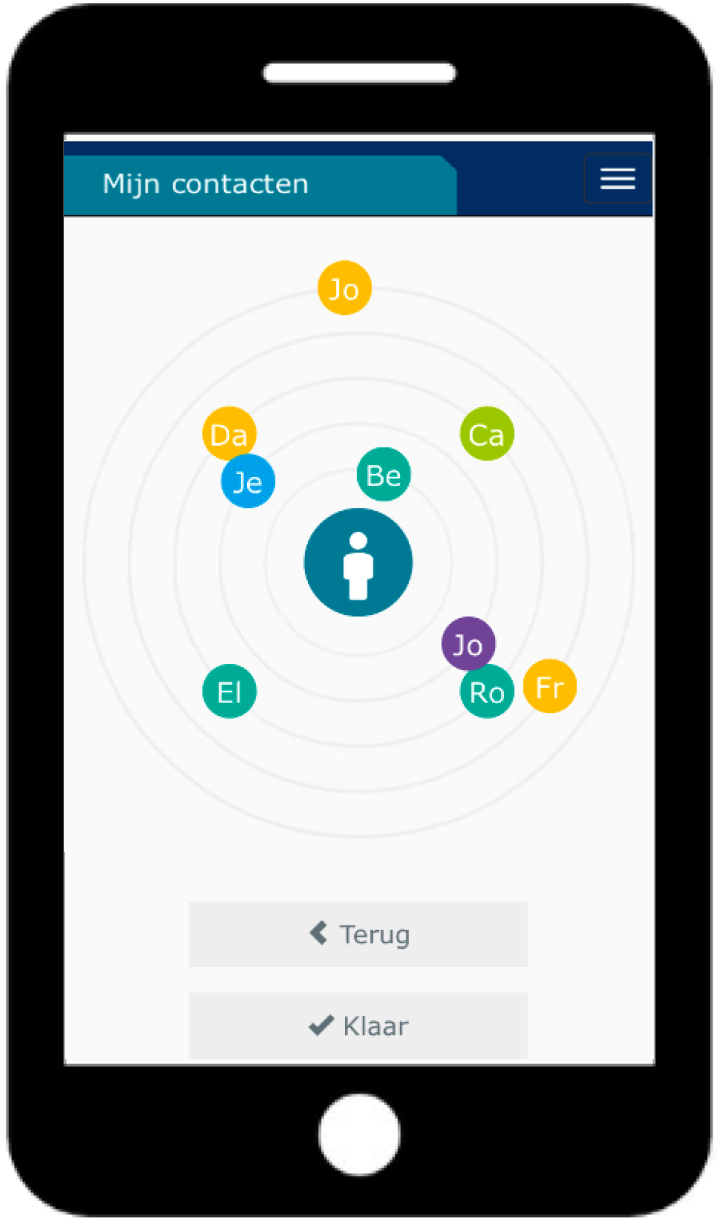
Mijn leven
Online Reclassering
Mijn Leven
Inloggen
Aanmelden

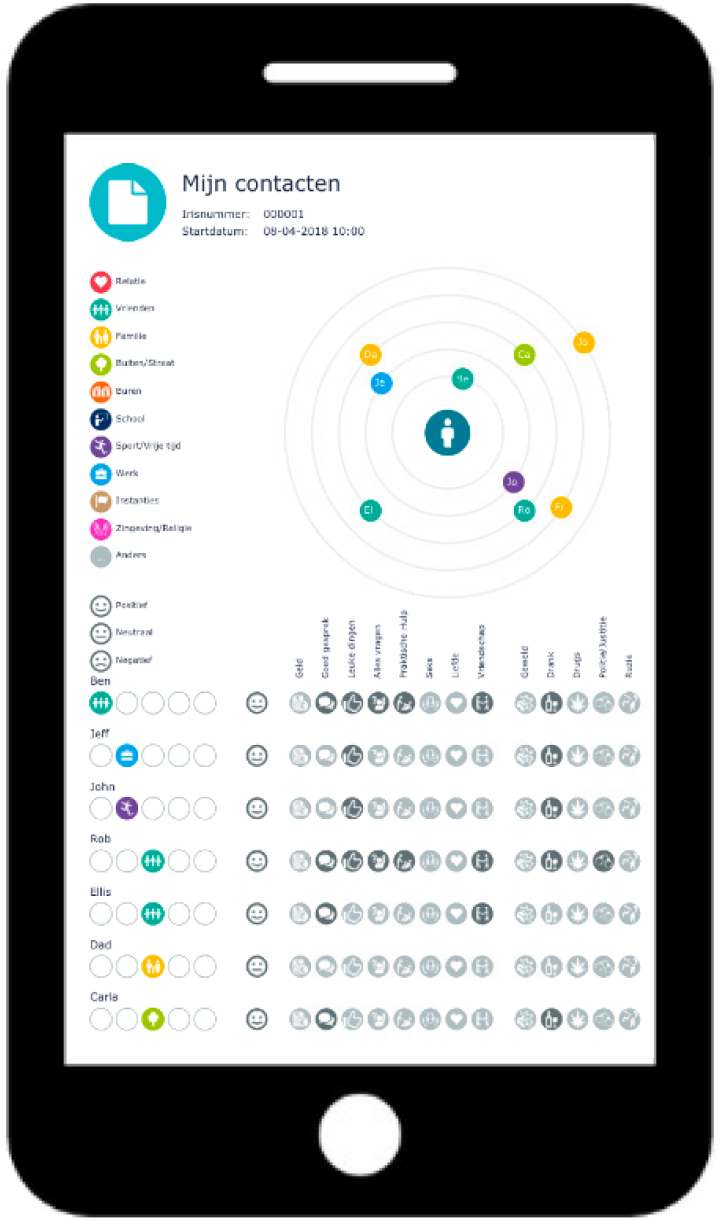

Diploma
Relationship
nu
Dad died

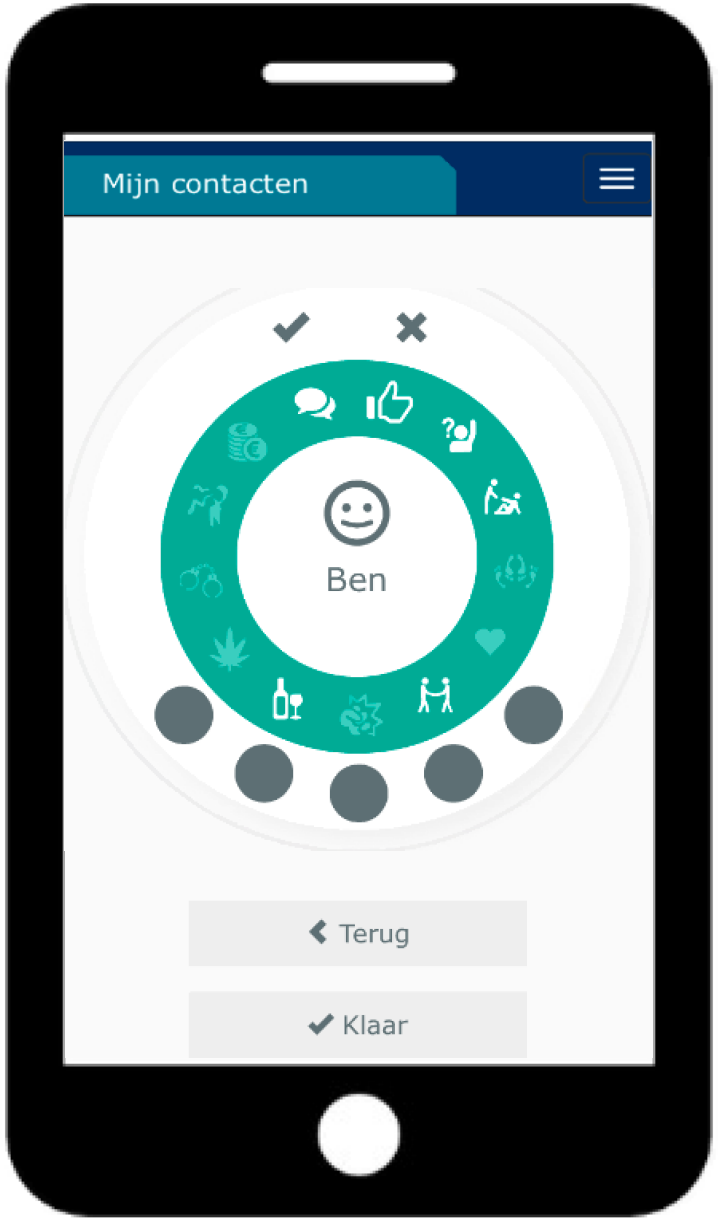
Inlognummer: 000007
Startdatum: 08-04-2018 10:12
Datum: 7 juli 1994
Geboorte
Datum: 2002 (8 jaar)
Dad died
Datum: 2005 (11 jaar)
High school

Mijn contacten
Online Reclassering
Mijn contacten
Inloggen
Aanmelden

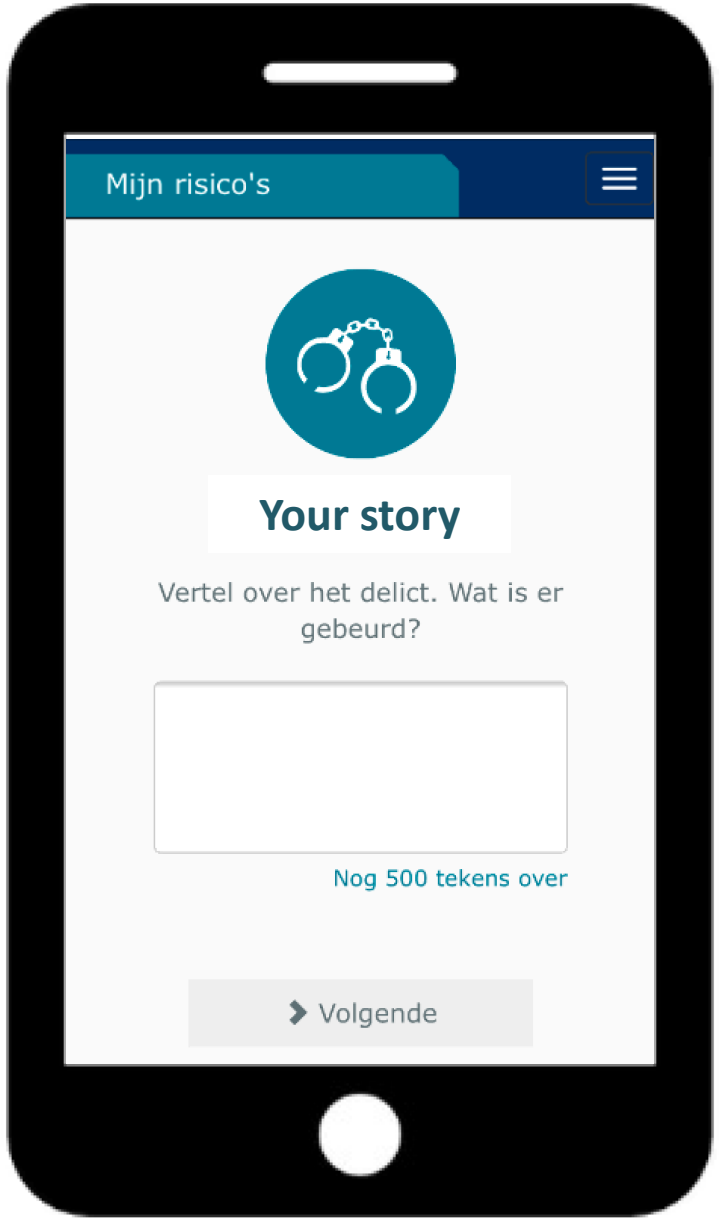
Mijn contacten
Mijn contacten indelen
Waar ken je mensen van? Mijn contacten werkt met een indeling in groepen.
Kies een groep om mee te starten.
Relatie
Vrienden
Familie
Buiten/Straat
Buren
School


Mijn contacten
Jo
Da
Ca
Je
Be
Jo
El
Ro
Fr
Terug
Klaar


Mijn contacten
Ben
Jeff
John
Rob
Ellis
Dad
Carla

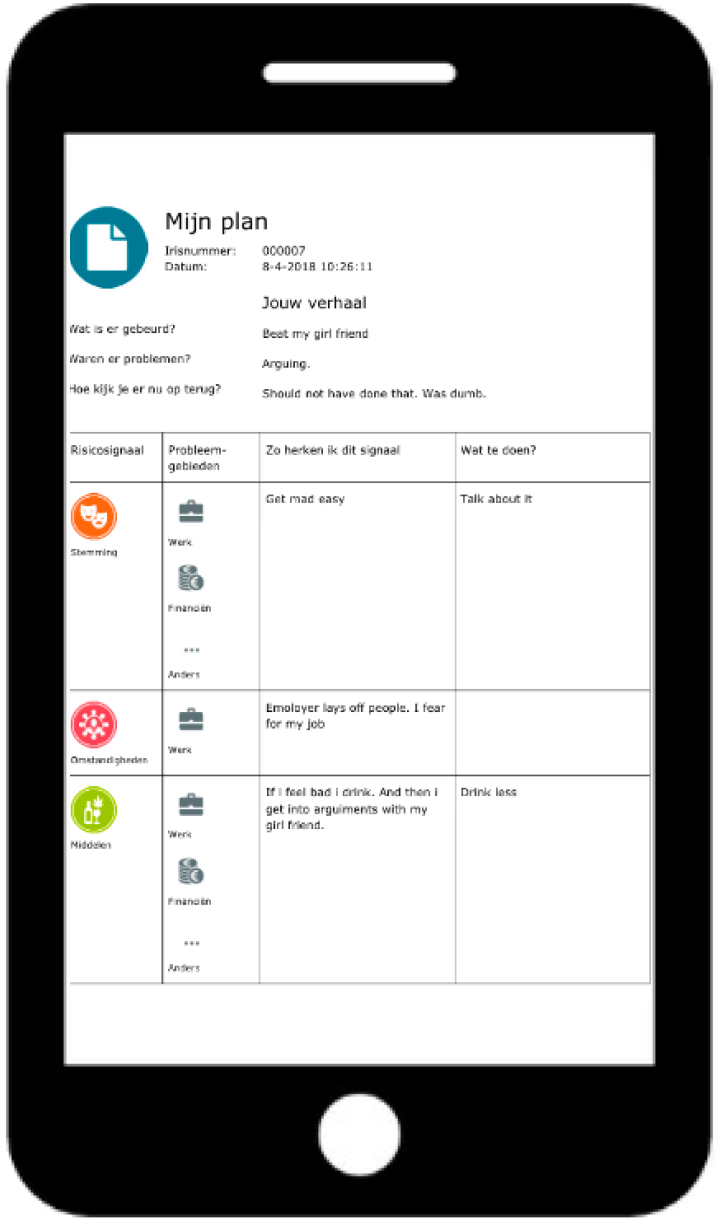

Mijn contacten
Ben
Terug
Klaar

Mijn risico's
Online Reclassering
Mijn risico's
Inloggen
Aanmelden


Mijn risico's
Your story
Vertel over het delict. Wat is er gebeurd?
Nog 500 tekens over
Volgende

Mijn risico's
Risicosignalen
Er zijn signalen waaraan je merkt dat je in de problemen komt.
Klik op een signaal dat jij herkent.
Stemming
Omstandig-heden
Middelen
Fantaseren /
Financiën
Anders

Mijn risico's
Jouw risicosignalen
Zijn er nog meer signalen die je herkent? Klik dan op toevoegen.
3
1
3



Mijn plan

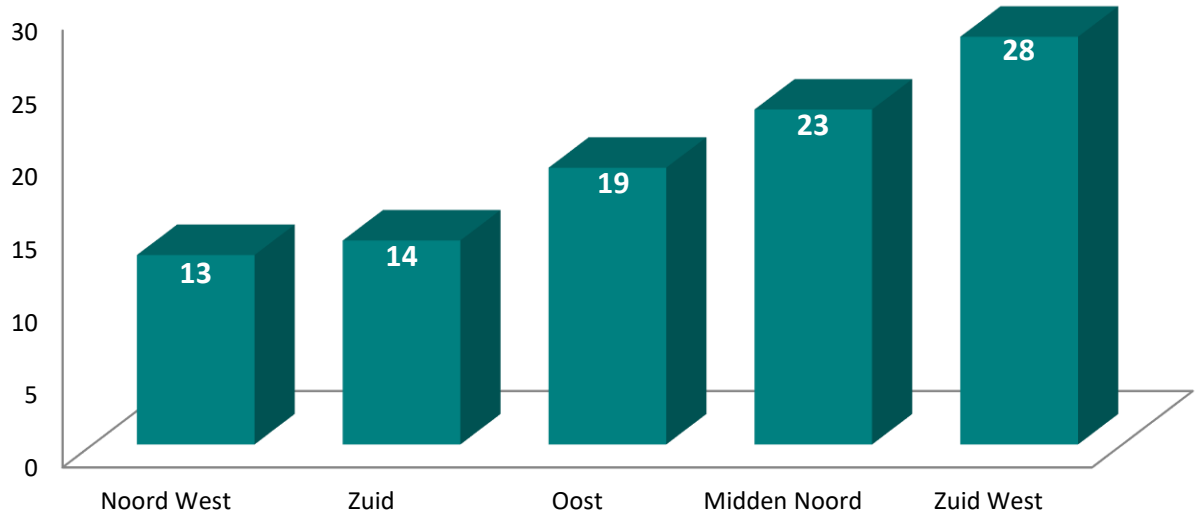
Irisnummer: 000007
Datum: 8-4-2018 10:26:11

Jouw verhaal

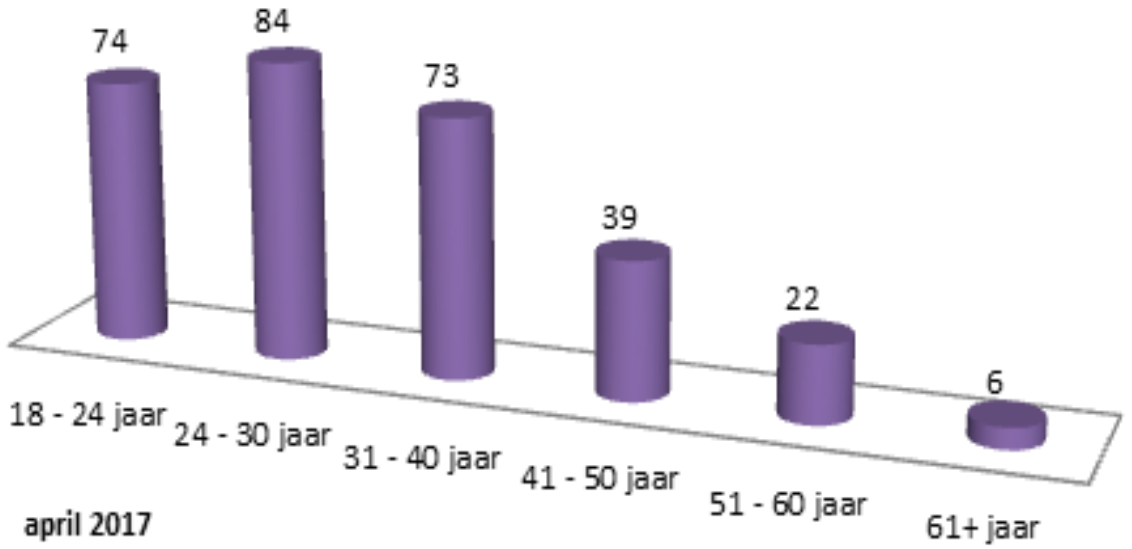
Wat is er gebeurd?	Beat my girl friend
Waren er problemen?	Arguing.
Hoe kijk je er nu op terug?	Should not have done that. Was dumb.

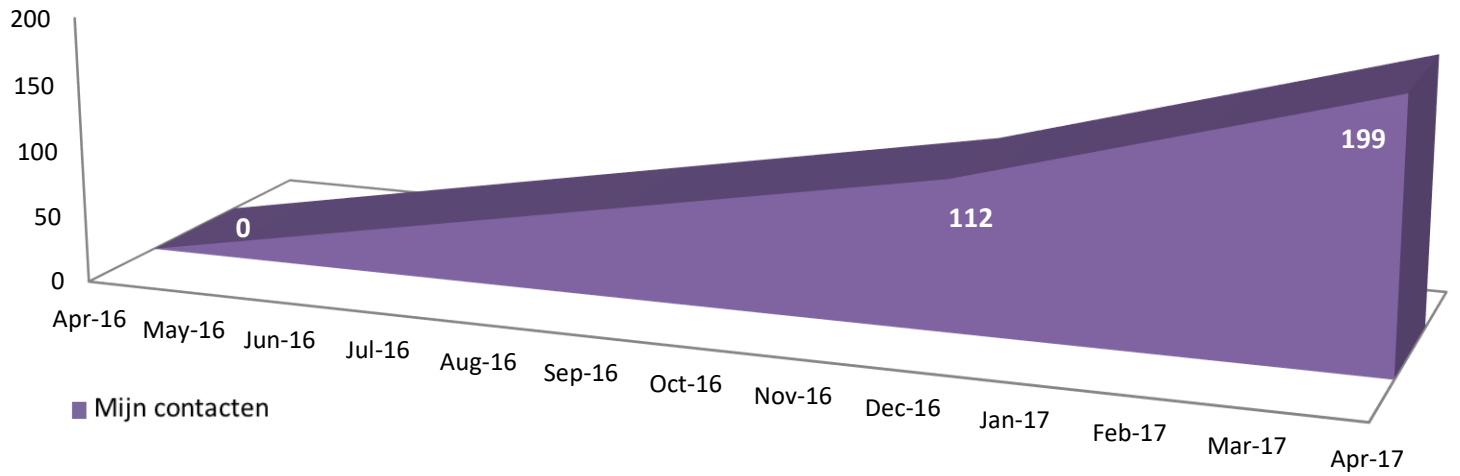
Risicosignaal	Probleem-gebieden	Zo herken ik dit signaal	Wat te doen?
Stemming	Werk Financiën ... Anders	Get mad easy	Talk about it
Omstandigheden	Werk	Emoloyer lays off people. I fear for my job	
Middelen	Werk Financiën ... Anders	If I feel bad I drink. And then I get into arguiments with my girl friend.	Drink less

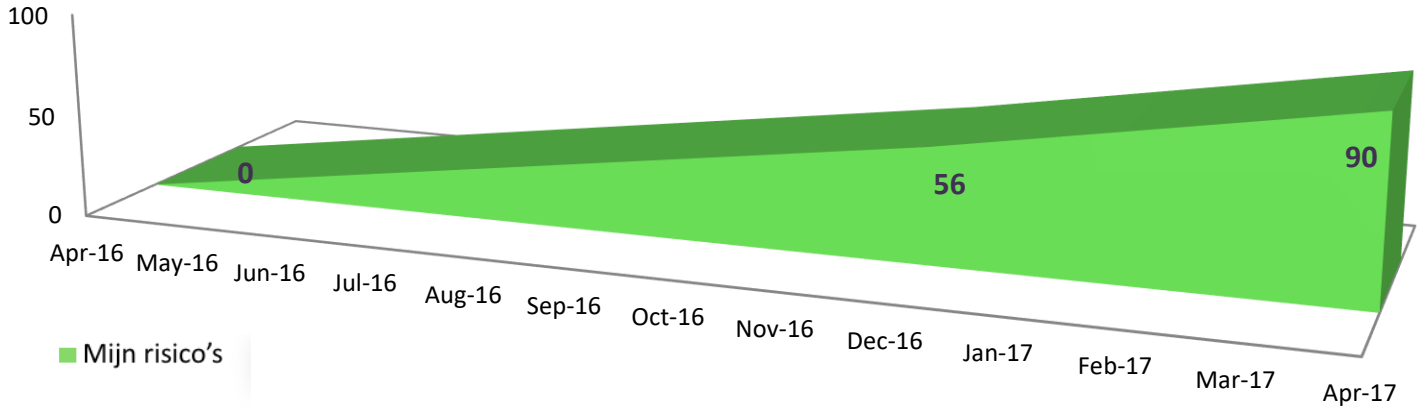
Probation officers who uses apps per region

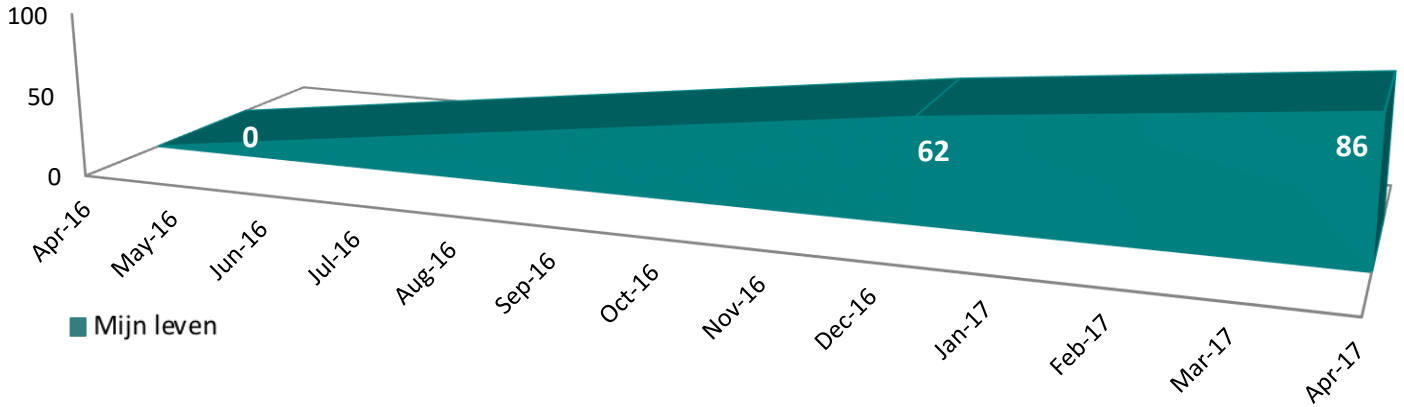


Average age of probationers who uses apps




200
150
100
50
0
0
112
199
Apr-16
May-16
Jun-16
Jul-16
Aug-16
Sep-16
Oct-16
Nov-16
Dec-16
Jan-17
Feb-17
Mar-17
Apr-17
Mijn contacten


100
50
0
0
56
90
Apr-16
May-16
Jun-16
Jul-16
Aug-16
Sep-16
Oct-16
Nov-16
Dec-16
Jan-17
Feb-17
Mar-17
Apr-17
Mijn risico's


100
50
0
0
62
86
Apr-16
May-16
Jun-16
Jul-16
Aug-16
Sep-16
Oct-16
Nov-16
Dec-16
Jan-17
Feb-17
Mar-17
Apr-17
Mijn leven

Experiences

- ✓ **Content fits the purpose**
- ✓ **Most probationers are willing and capable to use them**
- ✓ **Positive side effects**
- ✘ **No time**
- ✘ **Don’t need it**
- ✘ **Need coercion from my manager**

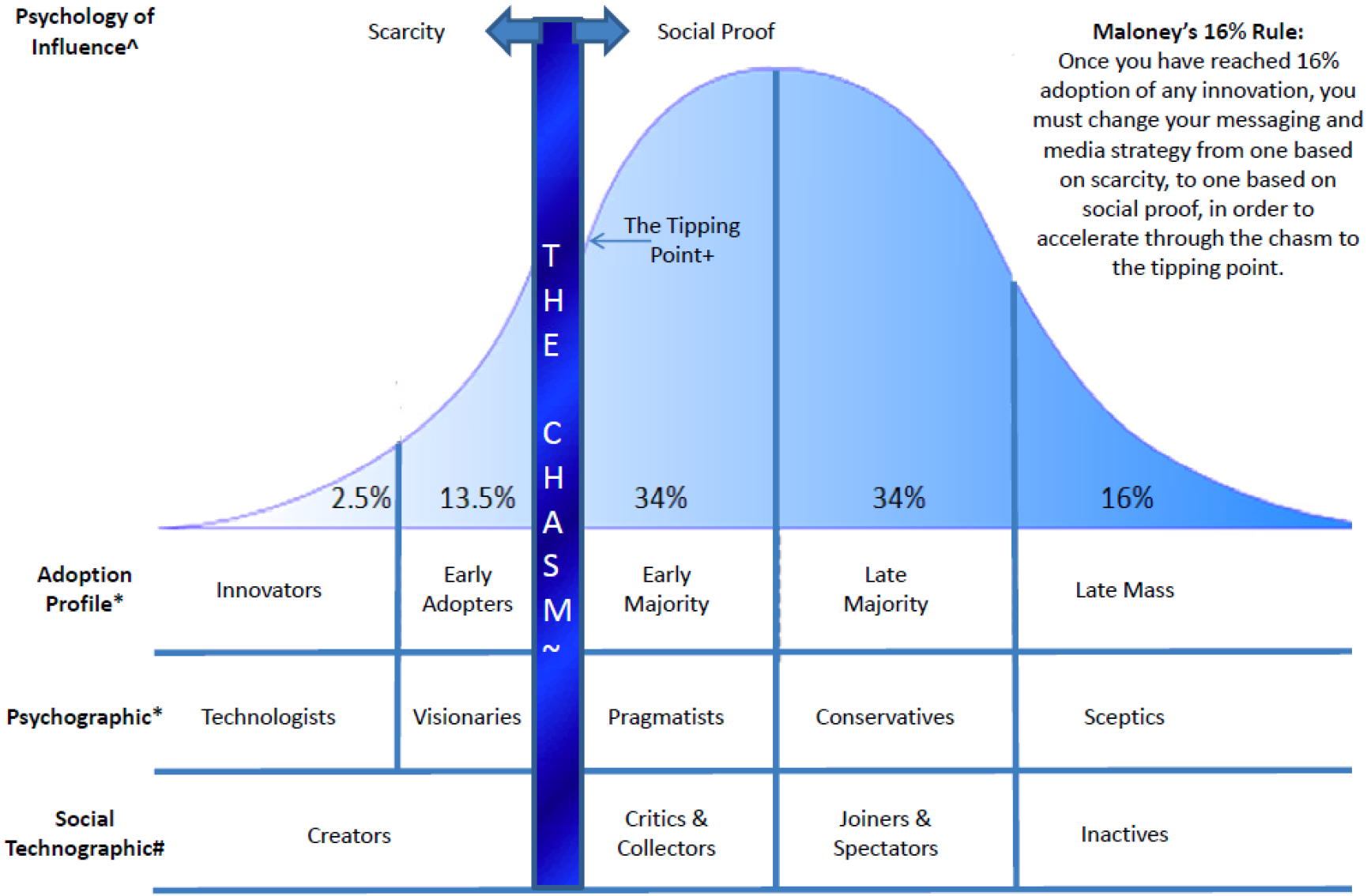
A quest for answers

A framework for change

Vision	Urgency	Plan	Means	Skills	Result
✓	✓	✓	✓	✓	Change
	✓	✓	✓	✓	Confusion
✓		✓	✓	✓	Resistance
✓	✓		✓	✓	Chaos
✓	✓	✓		✓	Frustration
✓	✓	✓	✓		Anxiety

M. Lippitt

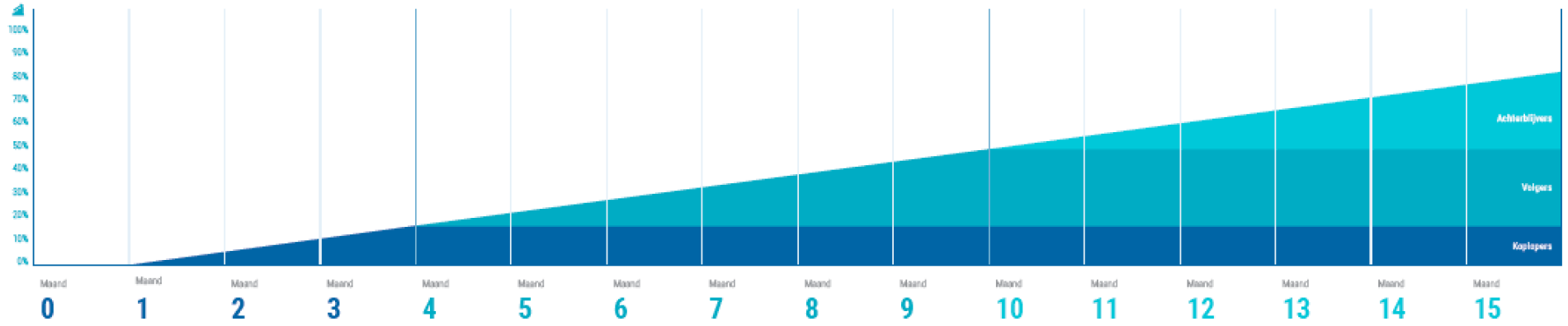
Accelerating Diffusion of Innovation: Maloney's 16% Rule©



Maloney's 16% Rule:
Once you have reached 16% adoption of any innovation, you must change your messaging and media strategy from one based on scarcity, to one based on social proof, in order to accelerate through the chasm to the tipping point.

^ Robert Cialdini *Everett Rogers #Forresters ~Geoffrey Moore + Malcolm Gladwell

The maturity model

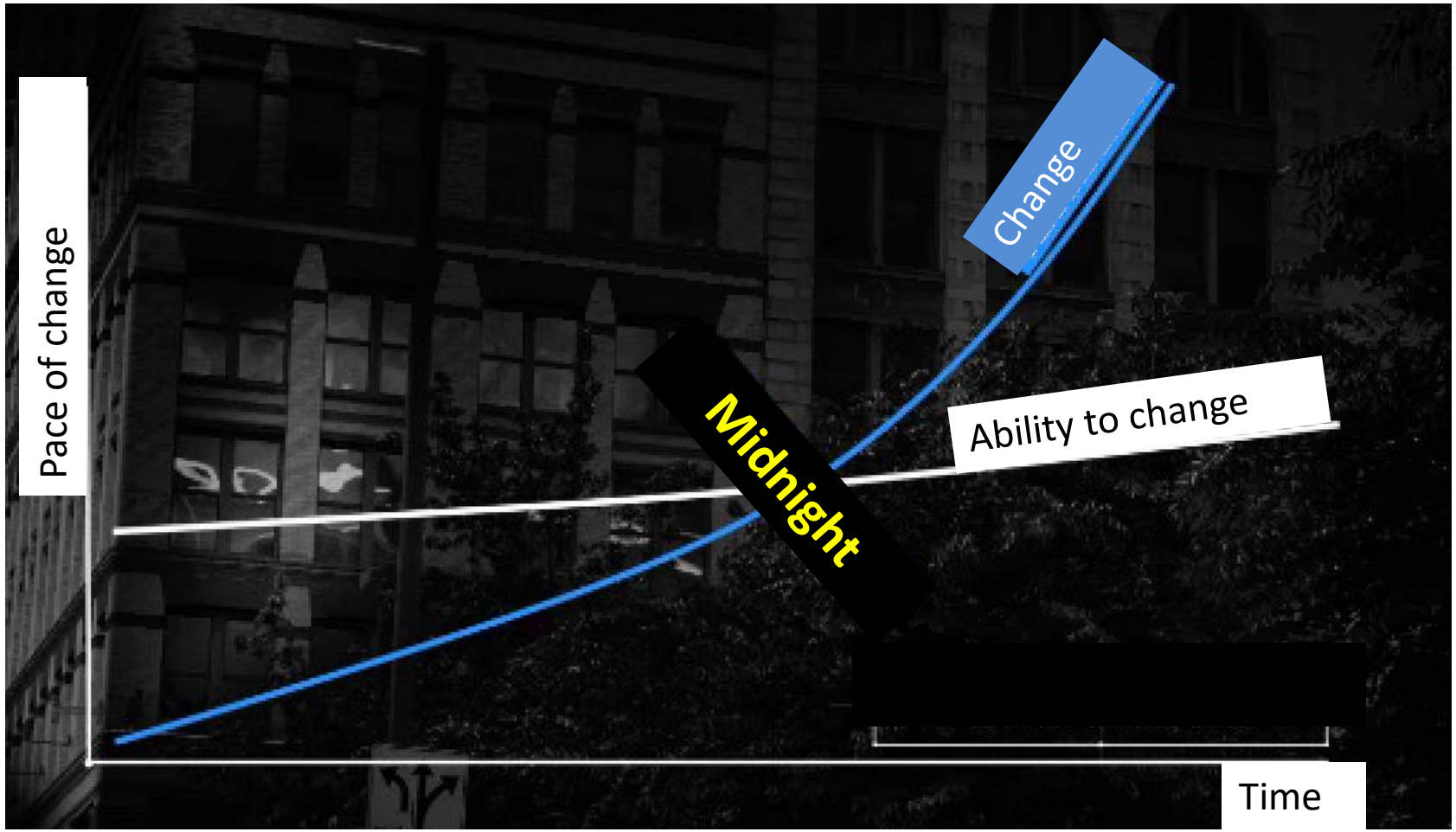


Early adopters
Seek solutions for their problems.
Not afraid to try something new.

Followers
Need to be convinced of the benefit.
Need recommandations form colleagues.

Laggards
Hold on to old habbits.
Can not deal with set backs.

Corine Ahlrichs



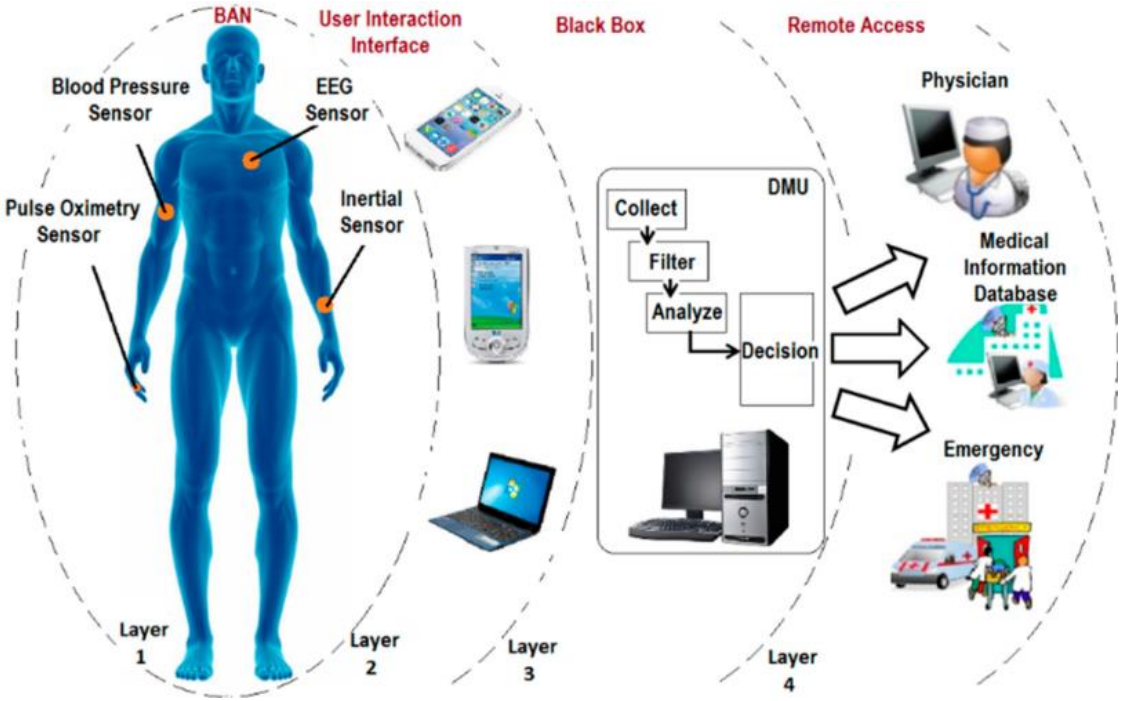
Eddie Obeng

Which line is longer?

WHODUNNIT?

What’s next?

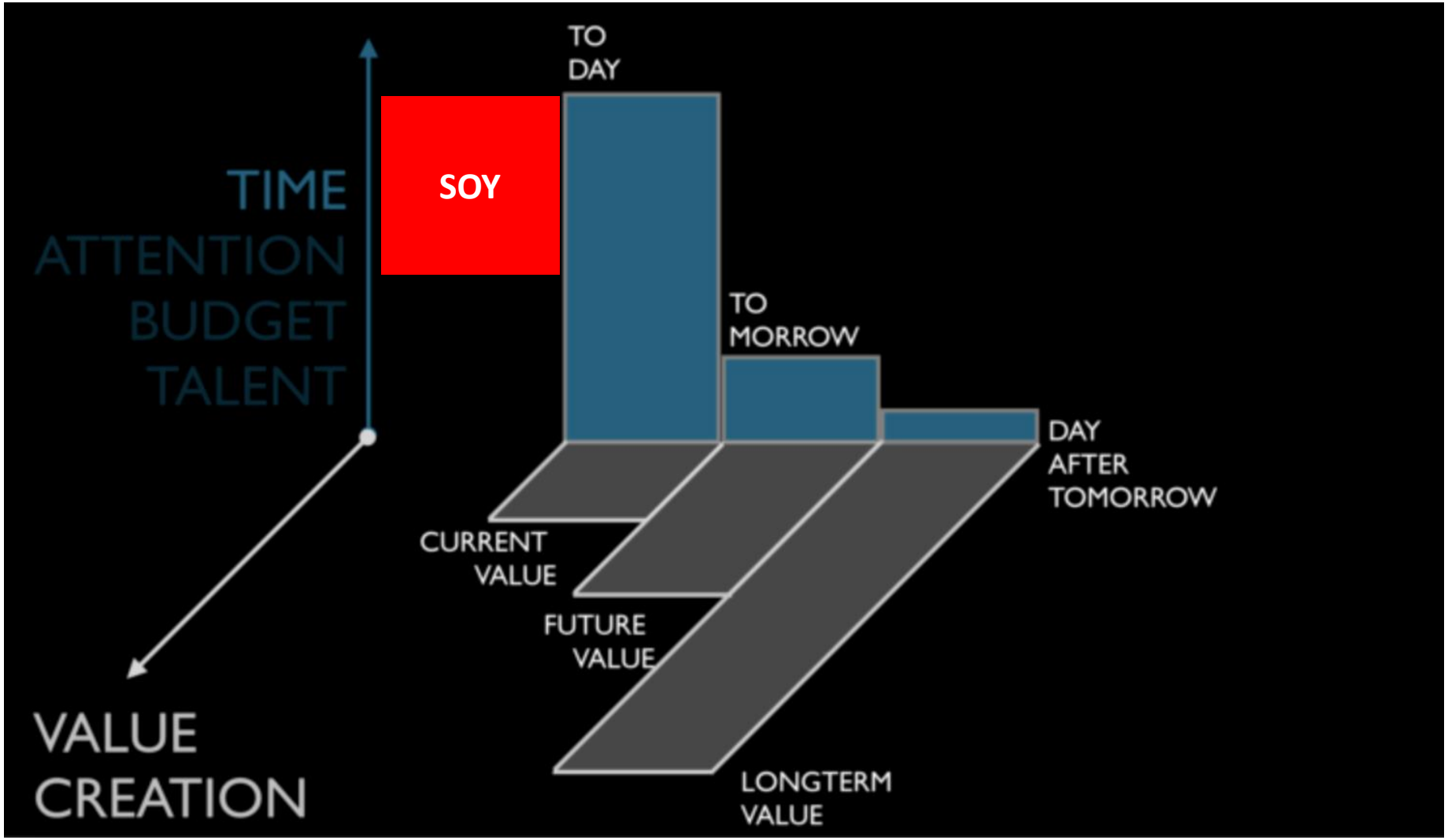
Wearables
Carriables
Domotica
Implantables



Can we make it?

Can we adopt it?

Must we want it?



Peter Hinssen