

CASE STUDY: THE NATURE CONSERVANCY

Upgrading a Workforce for Adaptation, Experimentation and Impact

 **Opportunity**

In its mission to battle climate change, The Nature Conservancy needed its whole organization to innovate and adapt. Plugging in new innovation processes wouldn't be enough. TNC needed everyone to learn and embrace new skills and mindsets, and traditional training and workshops fell short in effecting real behavioral change.

The challenge? Craft an experience that stimulates belief, participation, and adoption in bold new ways of working without distracting from day jobs.

 **Approach**

We reimagined the learning experience, going beyond just teaching concepts to altering mindsets and behaviors, all without diverting employees from daily work.

Using the latest learning and behavioral science, we embedded innovation principles into their current roles. This helped employees engage on their own terms, seeing the value of working differently, and integrating these new perspectives into their existing beliefs and values.

OUTCOMES

Mindset & Behavior Change

When asked about key learnings, participants explained shifts in how they thought differently about their work and how their behavior had changed vs. listing procedural knowledge or tips.

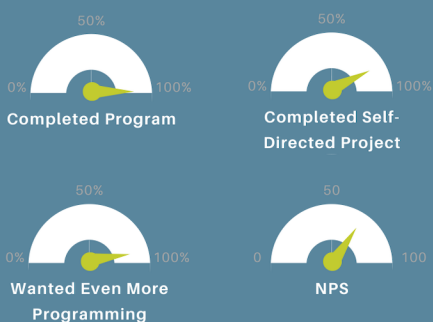
Deep engagement & Satisfaction

100% program completion rate across five cohorts of employees with the majority of participants strongly recommending the program to their colleagues and reporting increased purpose and meaning in their work..

Diverse Business Outcomes

The purpose of employee projects was to create learning experiences, yet many generated astounding business results, including time savings, large donor engagements, and business process reengineering.

Participant Metrics



BEYOND INNOVATION TRAINING



100% Project-based

Participants learn by doing, designing structured experiments embedded in their existing daily work and experiencing the benefits first-hand.



Peer Cohorts

Peer support and social proof drive accountability, integration of core principles and transfer of abstract concepts to existing work processes.



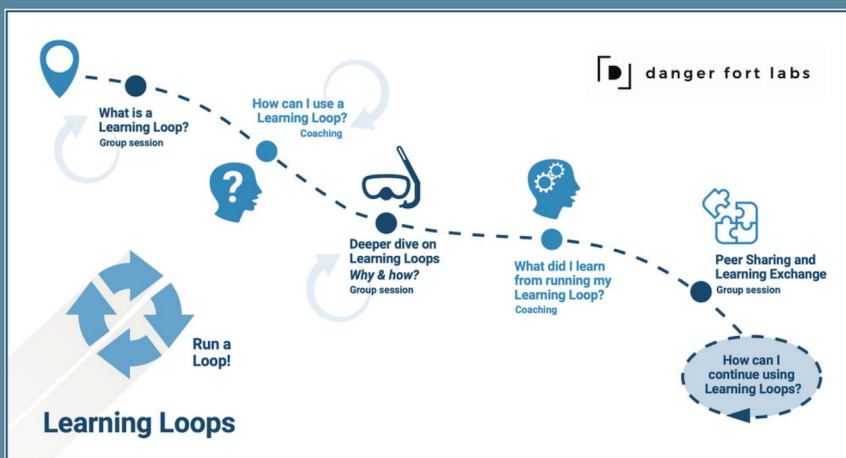
Flipped Instruction

Multimedia content reinforcing core innovation principles is scaffolded around group sessions and 'pulled' by learners instead of 'pushed' at them.



Iterative Design

Program was co-designed with TNC staff. Five iterations were evaluated using key metrics, resulting in a revamping of all content and flow.



SOLUTION

The approach uses a four week peer cohort program model, toggling between weekly interactive group sessions and coaching around core innovation principles.

Individuals design and run their own experiments within existing job roles, keeping the work lightweight and relevant.

The program has run five times with additional cohorts being planned.



CLIENT EXPERIENCE

"Danger Fort Labs significantly accelerated the development of our innovation program, working hand-in-hand with our team while also building our own knowledge and capabilities, and working effectively to promote change"

JENNIFER CHIN

Director of Innovation

"The impact of the Innovation for Individuals program was remarkable, as evidenced by the tangible behavioral changes observed among participants. These are essential workplace culture shifts needed for us to achieve our mission."

SHANNON FLAUGH

Applied Science and Learning Specialist

"Danger Fort Labs brings trusted expertise alongside a genuine passion for building innovation skills and capabilities within organizations. We have found Keith to be the best of the best in this space."

JENNIFER CHIN

Director of Innovation



PARTICIPANT EXPERIENCE

"It was a really helpful exercise and I want to keep applying it and keep looking at where we can make these small experiments and small decisions to keep the momentum going."

"Oh, my God, I'm so excited. I'm going to cry."

"This was super helpful. I wish I could call you every time."

"What surprised me was how easy it was."

"I've come around to appreciate the singular focus on the Learning Loop because it is so applicable to just about any work related dilemma... and that's kind of like all of our jobs - to solve problems."