Today's Challenge, Tomorrow's Innovation

innovPlus Challenge 2021 – Run 2

CHALLENGE STATEMENT #07

1. Challenge Owner Index and Pseudonym
#07 – 19-Gale Services Ltd

2. Challenge Statement

We are looking for a solution that help in the prediction of the improvement or prevention in a lack of learning. The solution should also influence people's awareness of a situation or problem and their willingness to change, learn and adapt.

Challenge Statement is aligned to Ms Ang Bee Lian's article.
(https://www.msf.gov.sg/ODGSW/social-insights/Pages/2017-Behavioural-Economics-and-Change-in-Social-Behaviour.aspx)

3. About the Challenge Owner Organisation

We are a public training institute seeking to adopt behavioural sciences to drive performance improvement through transference of learning.

4. Define the Challenge

Current Situation
1. There is a lack of unifying effort in addressing the humanistic behaviours of the Social Service Professionals (SSP); thereby affecting their performance in creating an impact in the work they carry out for the sector.
2. The negativity in the field cases encountered can be mentally draining and demotivating to the SSP.
3. Visibility for performance is lost when the SSP hits the field to service the client upon graduation.
4. Based on stakeholders engaged in Training Gap Analysis (TGA) done for Social Service Sector in 2019-2020, it is recommended to monitor progress, increase emphasis on continuous learning. TGA was conducted with the objective to ensure that the Social Service sector maintains strong capabilities to deliver services effectively and efficiently.
5. Methods of data collection during TGA include: Surveys (1500+ surveys), Focus Groups (20+ sessions), Interviews (30+ sessions), Engagement with key stakeholders in social service sectors (40+ individuals) and Engagement with our Teams

Past & Current Solutioning Efforts
At this moment, led by a structure of policies and systems and procedures, and not led organically by the professionals themselves.

Challenge / Gap / Unrealised Potential
1. From a SSP's point of view, professionals find it difficult to relearn, revisit and redesign to accommodate new behaviors and, raise their own awareness on social issues and having their communities to take responsibility to improve their environment.

2. There has never been a feedback loop that gives qualitative data/insights to the performance of SSP after graduating and upon entry into their social service organization.

5. Targeted Learners / Users

- 15,000 Social Service Professionals as of today
- To grow to about 19,000 by 2025

6. Deliverables

Solution should be Innovative, Out-of-box mentality, Credible.

According to the Skills Framework, there are a total of five social service career tracks, which are 1) social work, 2) youth work, 3) care and programme, 4) psychology and 5) early intervention teaching. Within these tracks, these are the areas of job roles that the target audience generally come from, which is from the *direct practice* and *management level.* Hence, the trainings/courses that are developed for SSPs are generally pegged at Level 4 which is of a supervisory role who have been serving for more than five years

Reference of Skills Framework for Social Service Framework: https://www.skillsfuture.gov.sg/skills-framework/social-service

7. Expectations of Solution

- Solution could be driven by technology or in any physical means; priority would be a just-in-time solution.
- Solution can be a blended course.
- Solution can be online, indoor and outdoor.
- Solution must abide by the social service guidelines set by NCSS. (*https://www.ncss.gov.sg/social-service-agencies/capability-building/consultancy-support/ncss-standards-framework/service-standards-requirements*)

8. Measures of Success

- **Easy:** People tend to do something if it is easy to do.
- **Attractive:** People are usually drawn to things that grab their attention or that appeal to them.
- **Social:** Human beings are social beings and our decisions are strongly affected by social norms, what others do and how they think of us.
- **Timely:** People respond differently to similar prompts depending on the timing of its delivery

- Able to nudge communities to participate and take responsibility using low-cost and simple interventions.

- Professionals to take steps to change, motivated to change and understand the barriers to change.

- Evaluate ROI before and after solution is implemented.