

# Kudoz and Fifth Space aim to simultaneously solve social & system challenges.

Kudoz responds to three pain points experienced by individuals living with a cognitive disability. Instead of just developing a new service to respond to this pain, we are

trying to go deeper and wider. Through the Fifth Space, we hope to address the systemic challenges preventing new solutions from taking hold and changing lives.

Kudoz responds to 3 pain points:



### Experience poverty

Three months of ethnographic fieldwork helped us identify a segment of people with a cognitive disability whose physical & mental health was on the decline, and who had few opportunities to keep their minds active. These were people who lacked an ongoing source of novelty and learning.



### Stagnation

Once individuals living with a cognitive disability graduate high school, there are limited options. In our research, we met people with jobs who wanted much more out of life than what was on offer. But without access to other credentials over time, they had limited opportunity to move in a different direction.



### Stigma

Individuals with a cognitive disability reside in the community, and yet there are not many ways for community members and individuals to meaningfully interact over time. Without quality contact points, (mis)perceptions of incapability abound. True inclusion remains elusive.

Fifth Space responds to 4 challenges:

### Creating & Dismantling

It's not enough to create new programs and services. There is also a need to dismantle what doesn't work, and to spread the capacity to critically think and continuously iterate when programs & services are not leading to good outcomes for people.



### Capacity Gap

Staff of social services are hired, trained and performance managed to deliver a standard service rather than to co-design new models of practice. Anthropology, behavioral science, user-centered design, and adult learning are four disciplines we see missing from social service agencies.

### Philosophy-Practice Disconnect

Philosophies like Asset Based Community Development (ABCD) and personalized planning offer a strong alternative narrative to traditional services, but they are blunt tools for root & branch change. These philosophies are not granular enough to shift practice, and risk perpetuating an ideological rather than an experimentation mindset.

### Structural Barriers

Workshops, trainings, online resources and networks aren't sufficient to shift what staff do on a daily basis. Traditional hierarchies, a dearth of dedicated staff time, and an absence of methodological rigor can prevent new ideas from taking root.

### Intrigued?

We're consolidating our learning and getting ready to spread the process of learning and solutions. **We're looking for like-minded organizational leaders, funders and policymakers to offer feedback and help with the larger ambition:** transitioning our social safety nets into trampolines.



### What's next?

- Subscribe to our newsletter, watch our videos, and connect with us on social media
- Come visit us for an embedded residency
- Join our feedback circle of trusted advisors
- Invest in the next 6-12 month prototype stage

Get in touch!

[www.kudoz.ca](http://www.kudoz.ca)

[www.fifthspace.ca](http://www.fifthspace.ca)

[hello@inwithforward.com](mailto:hello@inwithforward.com)



Prospectus



## Introducing Kudoz & Fifth Space:

Kudoz and Fifth Space reflect the next iteration of social innovation practice - rigorous experimentation to turn our social safety nets into trampolines.

**Kudoz** is an alternative to disability day programs, coming from 12-months of Research & Development. It's a catalogue of hundreds of novel learning experiences hosted by passionate people in the community. Kudoz has been co-designed to address the poverty of experience felt by a segment of individuals and families within & beyond the disability sector.

**Fifth Space** is a social Research & Development laboratory inside three of British Columbia's largest disability service providers. Frontline workers, mid-level managers and senior directors have 20% time to work in interagency teams, collect ethnographic data, and prototype new programs and policies from the ground-up.

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# Kudoz and Fifth Space bring to life six innovation principles:



## 1. Collaboration & Partnership

Fifth Space and Kudoz are the product of a groundbreaking partnership between three service providers and one social enterprise with process expertise. Whilst the service providers have financed the first stage of work with their own dollars, the social enterprise has invested time pro-bono. We're finding this is changing the incentive structure for innovation, amplifying leadership and ensuring long-term commitment to systems change - as opposed to discrete projects & external consultancy.



## 2. Delivery + Development

Fifth Space and Kudoz flip the sequence of typical program & policy development. Typically, policy and program development happens prior to delivery and evaluation. Policy, delivery, and evaluation are separate functions performed by separate professionals. Not anymore. With Fifth Space and Kudoz, mixed staff teams start by evaluating current outcomes, implementing new services at a small-scale, and only then, formulating policy frameworks. The functions are blended rather than siloed.



## 3. Capacity Building

Fifth Space and Kudoz are up-skilling 35 staff within the agencies to work as innovation teams and use design + social science methods. The focus is on transferring know-how and discernment: the ability to understand and make *good* solutions to social challenges. Out of this capacity building comes revised HR structures and a new talent pipeline for the disability sector.

## Fifth Space does 5 things:

Roles  
Teams  
Critical thinking  
Intentional risk taking  
Spreading capacity

not training.  
not individuals.  
not tools.  
not risk avoidance.  
not services.

## Kudoz does 5 things:

Learning not diversion.  
Platform for informal exchange not formal service provision.  
Catalyzes supply of and demand for in-community experiences.  
Enables individual and community level outcomes.  
Uses measurement to motivate behavior change.



## 4. Data & Analysis

Fifth Space and Kudoz are evidence of a distinct epistemology: one which says that the knowledge to solve social problems comes from people's lived experiences. Immersive ethnographic fieldwork is the basis for generating solutions. Innovative ideas come from going to people, in their homes and backyards, rather than expecting people to come to workshops and forums.



## 5. Rapid Prototyping

Fifth Space and Kudoz show what it looks like to make abstract ideas real, at a small-scale, to rapidly refine and improve them. What's being refined and improved is the underlying theory of change. We're beta-testing which activities shift behaviors and outcomes for individuals, families and staff. This involves several months of intensive iteration of new roles, tools, metrics, and backend systems.



## 6. Outcome Focus

Fifth Space and Kudoz are oriented around flourishing outcomes. Success isn't measured in terms of the hours of care provided, but in terms of people's lives: their purpose, possibility, sense of control, choice-making, capabilities, and strength of their natural networks. Where Kudoz focuses on a shift in outcomes for individuals living with a disability and community members, Fifth Space focuses on a shift in outcomes for staff within the disability sector.