

# I want to get colleagues to work in this way

You may be signed up to this way of working, but your colleagues aren't. That's ok.

We think three of the principles are particularly useful to help you get your colleagues on board.

**Start with users and keep them involved** – researching with your user group means you will have direct experience that you can draw on. This is useful evidence to show colleagues what challenges your service users are facing and where their needs aren't being met.

**Take small steps and learn as you go.** Building small parts of your product or service and testing them with users is often the most valuable thing you can do. It can show that the approaches behind these principles can cheaply and quickly create things that improve services users lives.

**Build digital services not websites.** It's easy for people to fixate on the technology. Instead talking about the service the technology is enabling gives opportunities to show colleagues how what you're building can integrate with and support their existing work.

Of course it's always good to backup messages with nice visuals. Print out these principles and stick them above the kettle or on a wall as a reminder and to get people talking about them!

1

Start with user needs, and keep them involved

2

Understand what's out there first

3

Take small steps and learn as you go