

## SYSTEMS INNOVATION FOR THE MOST CRITICAL HUMAN SYSTEMS OF OUR TIME

*Transforming decades old service-delivery models for the modern age*

**Pittsburgh, Pennsylvania:** It's 2018. Cars and mortgages can be purchased at the touch of a button. Telephone doctors can issue standard prescriptions without an appointment. In the modern era, private-sector “user experience” is a discipline and service delivery has been perfected to the point of near science. Can human services in the public sector be delivered this strategically?

Laura Kisailus, founder and CEO of *Darwin*, is on a mission to “bring for-profit practices to for-purpose processes.” Kisailus’ career path has straddled the advertising, tech, nonprofit, and federal sectors. Throughout her career, Kisailus has personally witnessed the dichotomy between private efficiency and public bureaucracy.

She suggests that, “the reason why [iPhones] are so highly and hugely successful is because [they're] easy to use.” She asks, “Are our services?” The answer, evidently, is no.

*Darwin* has a two-phased plan in place to catch up the altruistic class.

### **Phase One** (already complete)

The culmination of a 2-year research study on America’s anti-poverty infrastructure, *Darwin* launched a groundbreaking report alongside a suite of actionable strategy, brand, and tech models—*unpack*™.

First in line for the innovation was *action pact*, a courageous, outcome-oriented community action agency in Southeastern Georgia led by Bryan Singleton. *Action pact* serves a sprawling 29-county region with a 23% average poverty rate and median household income of \$39,000—which is less than two thirds the national median of \$59,039. After a revolutionary and insight-rich [strategic branding engagement](#), *Darwin* invested \$45,000 of in-kind services to take the project to the next level. Introducing, phase two: *Independence Design*.

### **Phase Two**

*Darwin* will employ the principles of interdisciplinary collaboration to close the gap between individuals in poverty and the human service system built around them. This process will ask individuals seeking assistance what works and what doesn’t—informing service delivery

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updates to suit their needs. The project will result in an empathetic strategic blueprint to reshape the experience of climbing out of poverty—informed by the people, for the people.

Kisailus believes best practices in service design should not be trapped in the for-profit sector. “By breaking silos between historically isolated public and private stakeholders, we can optimize and improve client journeys for all.”

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### **About Darwin**

As a [center for social impact](#), *Darwin* partners with changemakers locally, nationally, and globally to solve complex issues. In addition to a focus on poverty, *Darwin* has an [extensive portfolio](#) including transformations in public health, aging, economic development, and conservation.

[Founded by a trailblazer](#) convinced the pace of progress can be accelerated, *Darwin* assembles the sharpest minds and introduces new methods to bridge the gap between intent and outcome.

*Darwin's* management and design experts inform solutions that reframe narratives, rethink systems, maximize capacity, and modernize policy. Since 2014, the team has worked at the intersection of changemaker and policymaker to provide impact services: strategy, design, media, transformation. To date, *Darwin* has kept their promise to move society forward™ by aligning over 87,000 people, accelerating 30 missions, and impacting 9 issue areas.

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