

# Championing the Value of HCD in Government

## CHAMPIONING THE VALUE OF HCD IN GOVERNMENT

CCSQ HCD COMMUNITY OF PRACTICE

### Championing the Value of HCD in Government

Despite the expectations for federal agencies to become more user-friendly and customer-focused, human-centered design (HCD) often feels like it is left on the cutting room floor due to pressing deadlines, tight resources, and other constraints. The mandate is clear—from both customers and executive orders—yet we still face challenges when it comes to “selling” the value of HCD and related methods at the enterprise and product levels.

Join the CCSQ HCD Community of Practice on **Thursday, March 31**, for Championing the Value of HCD in Government. Senior Design Strategist Brian Flaherty with Tantus Technologies will share best practices and facilitate small group discussions to:

- Explore ways to champion the value of HCD
- Reflect on common rebuttals, like HCD takes too much time
- Define success with a human-centered lens
- Co-create meaningful answers to why HCD helps government
- Learn about tools and resources to help you make a case for HCD

Brian has spent the better part of three decades pitching creative and communications services to an extensive list of proponents and naysayers alike. He is currently a Senior Design Strategist with the CCSQ Human-Centered Design Center of Excellence, has been a graphic designer for 30 years, and has been practicing HCD for 12. In addition, Brian spent 11 years as a Creative Director, Communications Supervisor, and HCD Practitioner at Johns Hopkins University. He holds a BA degree from the University of Pittsburgh, where he majored in Creative Writing and Public Relations. Brian is married, has a daughter preparing to head off to college, two cats, two dogs, 26 chickens, four ducks, a crested gecko, and an alpaca named Skinny Pete.

\*\*\*

When: Thursday, March 31, 1 PM ET

Where: [Zoom](#), meeting ID 813 1725 3712, pass 050855