



THE DOJO: IDENTITY AND TRUST VIDEO TRANSCRIPT

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Nobody chooses to come to DWP. It is something that has happened in their lives that means they need our help. We have a concept in DWP that we were trying to land around identity and trust. Historically, across industry, not just government, a really high level of identity gave you the key to the city almost, so you can do whatever you want.

This is quite an archaic way of looking at this, particularly for vulnerable customers, the type that DWP have and we cannot block access to benefits so that high hurdle becomes a barrier.

Somebody actually said to me, well why don't you get the Dojo to do some work with you in that innovation space, kick some ideas around and see whether the idea and the concept you are trying to sell is viable.

The concept of having a group of people, who weren't necessarily civil servants, that could take an idea in kick it around and produce something perhaps in a way that civil servants could not immediately made me bristle – how on earth can they do this? However, sitting with them that first session it was clear that they were part of DWP.

And what I really liked was for that period of time there were members of my team that were embedded with the Dojo and I was heavily involved, and it was as I say a multidisciplinary, agile team from anywhere you would look in DWP. What I got was innovation that I hadn't realised that I needed.

This year has been the year where it has evolved the most and in part that is down to the work that we have done with the Dojo.

I think that message across government has landed this year as well, which has opened the door and made things that bit easier. So that personal affirmation for me is that we have been on the right trajectory as DWP and we are doing the right things and actually we are leading the way in those things... That is just awesome for me. It is brilliant.