When you get to the point that you want to make asks of your community or you want them to actively contribute, the most important thing you can do is be extremely specific about what you want them to do, because as much as it sounds great and Kumbaya to work together, people have a lot on their plates and they need to be directed. And that's really the job of an innovation lab, of a convener of a connector.

One example of this would be in our finance collaboration. When we wanted to make the first ask of the community it was around which areas we could innovate in. So to get to that and to get really specific, we asked people to think about what's one thing that doesn't exist in the system that you wish did exist, that you couldn't do alone, and that really forced them to think about what they wish already could be happening in the finance system. But that would require collaboration that would require working together.