



GoodNews from The Good Works Show

Rapid Response—Amplify 4 Good Creating Change at a Quick Pace

Sometimes change requires a catalyst, or a quick spark of ingenuity and innovation to create a necessary transformation. For many organizations and nonprofits, these “sparks” are often only found after long and arduous decision and rule-making processes. By then, too much time has gone by, leaving those who need the change most waiting. Enter Amplify 4 Good. The group uses rapid problem solving to help organizations create social impact—pushing teams to create solutions in 90 days or less.

Amplify 4 Good believes that our communities are equipped to make necessary changes. They are at the mercy, however, of a slow and inefficient system. Very inefficient, according to Amplify 4 Good’s co-founder and Executive Director Joey Womack. “If it was a car, you’d be getting .3 miles to the gallon,” he says.

Amplify 4 Good works with top organizations to solve their most pressing problems to make them more productive and efficient, thereby helping more people. These problem-solving techniques are found through innovation labs, thinking sessions, and multi-day hackathons in order to produce innovative ideas. Here, Amplify and the rapid-responders evaluate where the greatest needs are, examine the current assets of the organization, and come up with attainable, achievable solutions to allow for the organization to be more successful and sustainable.

This work can be fast-paced, and difficult, but achievable, Womack says. “It’s almost like you have a group project that’s due at the end of the

semester, during finals week, and you wait until the day before it’s due to even meet your team, and then do all the work.”

Womack said that anyone can be part of a hackathon team, as the group calls on individual expertise to increase efficiencies. Individuals can take part for an hour, or over the course of days. Previous participants have ranged in age from 6-70.

Womack and his team have worked on recent projects with Hartsfield-Jackson Atlanta Airport, and Google, where they did a session on ideas revolving around special technology capabilities for the presidential election. Amplify 4 Good also worked with educators to come up with an idea for an app that allows teachers to curate news articles that would be of interest to their students, promoting cultural awareness and increased reading.

Amplify 4 Good’s nonprofit arm, Goodie Nation, works to solve social problems, revolving around issues like community education, economic development, and health. Through the group, change makers and entrepreneurs offer their expertise to create change within the community.

Organizations and individuals interested in learning more about Amplify can visit www.amplify-4good.org to fill out a quick assessment or sign up to take part in an innovation lab.

Tune in Saturdays at noon on NewsRadio 106.7 FM as we highlight the good that makes Atlanta Work.

Learn more at GoodwillNG.org/goodworks or email the show at goodworks@qing.org.