

## > TIP SHEET

### RUNNING A SUCCESSFUL WORKSHOP

- Make sure that the workshop begins with the following key components:
    - o an outline of the key aims and objectives of the day
    - o detailed notes on the running order of the day including outline times on when each of the tasks being tackled should be complete
    - o a breakdown of which teams are taking part, their relevance, who their leaders are, and what is expected of them in terms of their individual team efforts, aims, objectives, and expected outcomes
    - o the overall outcomes of the day itself whether it is a product idea, a new target market, or a new brand or service category, etc.
  - Once the overall aims and objectives of the workshop have been explained, have the workshop leader open the session with a 'stimulus' presentation which outlines the following:
    - o the key trends that have been identified that are relevant to the day's aims and objectives
    - o the drivers influencing them
    - o the typologies these trends have created
    - o examples of the brands, products, and services Innovators or Early Adopters have already created to cater for these new and emerging markets and expected cultural shifts
  - Encourage a question and answer session at the end of each workshop stage to ensure that all stakeholders understand and fully accept each of the trends they are about to work with, and all of the issues previously debated or discussed.
  - Make sure that each stakeholder chooses more than one trend to work with:
    - o a trend that is likely to appeal to the stakeholder's core target consumer in a way that is immediate, but not necessarily challenging or too future-faced – this is about creating a brand, product or service category that has immediate relevancy and appeal rather than one that is too confrontational or difficult to market or assess.
    - o a trend that seems to be more left of field (fringe-like) so that there is always a minority choice – a brand, product or service, in other words, that tests boundaries, challenges preconceptions, and deliberately targets a more fringe and niche consumer today with a view of becoming a mainstream product leader tomorrow
- Use visual stimuli at all times to prompt debate, encourage discussions, and determine the overall direction of the workshop, or each team's contribution to it.
  - Remember, if in doubt, use an image or a series of images to define or clarify what it is people are trying to articulate.
  - By the end of the inspiration stage of the workshop each team should be able to agree on the following:
    - o the two key trends (the majority trend and the minority one) that they believe are set to have a sustained and long term impact in their market
    - o the two key sub-trends (one from each of the above) that are impacting or about to impact on consumers
    - o some initial ideas (from the material provided) on the kind of brands, products or services these trends are likely to create in their wake
  - Write up and capture roughly on A3 sheets the trends agreed on by each team. Use visual stimulus key words, notes, quotes, inspirational phrases. Make this write-up as free-form as possible so that it provides a mental aide-memoire that captures the essence of the trend in a way each team best understands it.
  - Once the write up is complete, use the opportunity cartogram to determine the kind of brand, product or service these trends are likely to produce.

*Doing the above prevents people from choosing the trend they like (or feel safe and familiar with) rather than the one that is most applicable, or perhaps contains the kernel of a more innovative, original and challenging idea.*