

I want to generate new ideas by working together with people who experience and solve problems.



CREATIVE WORKSHOPS

INSPIRED BY

Lovlie L.,Reason B.,Polaine A. (2013) Service Design: From Insight to Implementation, p60. Rosenfeld Media.

LEVEL OF INVOLVEMENT



REQUIRES SOME DIALOGUE with colleagues/peers.
Plan for some time to interact and fill out in collaboration over a day maybe.

What is it & why should I do it?

A **Creative Workshop** is an opportunity to bring together and collaborate with a number of different people involved with or affected by your work. They might include the people you're trying to reach, the partners you're working with, experts brought in from similar fields, or any combination of these (and other) groups who would benefit from talking to each other. It is a good way to both collect and share different experiences, as well as co-create potential solutions.

Creative Workshops can provide invaluable insights into people's perspectives on particular issues. And they offer a setting where this knowledge is shared as soon as it's gathered. Structuring sessions that involve different people from several different backgrounds however is something that needs careful planning. This tool provides a checklist for planning your session effectively, helping you to make the most of the group dynamics.

? HOW TO USE IT

Creative workshops can have different purposes:

- Generating and exploring a range of ideas
- Selecting and building upon the best ideas
- Creating a clear a vision for the how the ideas can be made real at a later stage

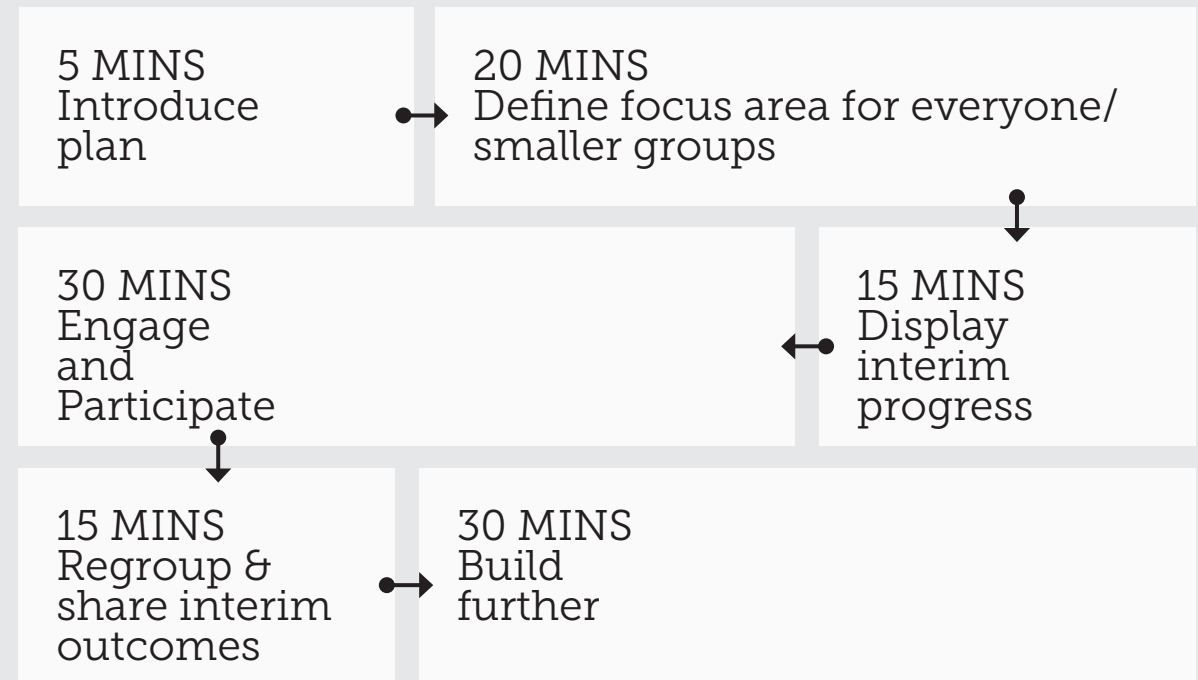
A clear step-by-step schedule of activities and timings for each activity will help to make the workshop a success. It is important to plan your workshop well.

Here are some points to consider while planning one:

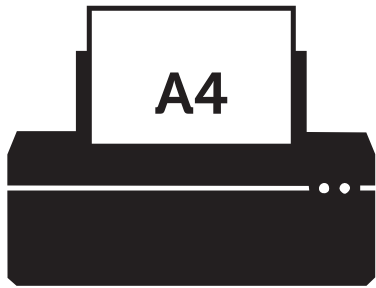
- How long will the workshop be, and where will it take place?
- Who will attend the workshop, and what is the mix in knowledge and skills?

- What will be the schedule for the day?
- Will you be working in small groups? How will they share their ideas?
- What materials and tools are you intending to use?
- How will you document the results?

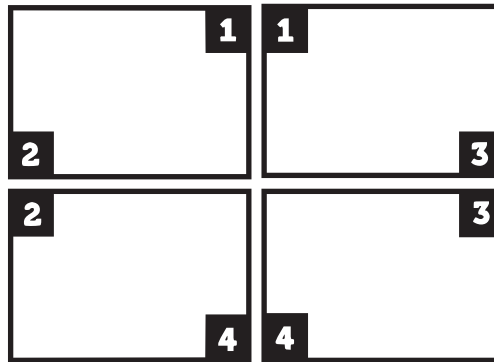
The following worksheet is only one example of how a Creative Workshop can be conducted. Depending on your needs/constraints, feel free to modify (add/subtract/reorder) each time you plan a workshop.



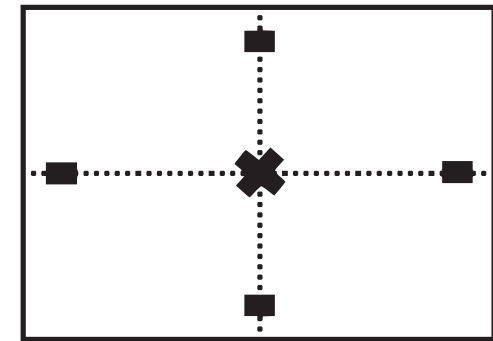
DOWNLOAD AND ASSEMBLE THE WORKSHEET IN DIFFERENT SIZES



1 Download the PDF file and print it in a normal A4 printer.



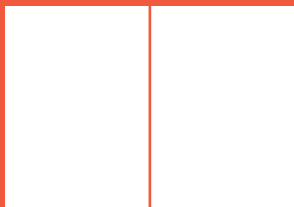
2 Align the worksheet prints according to the numbered boxes along the edge of the sheets.



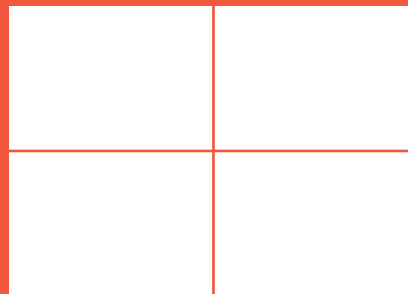
3 Join the aligned prints with cello tape or tacks and get started!

SIZE AND ORIENTATION GUIDE

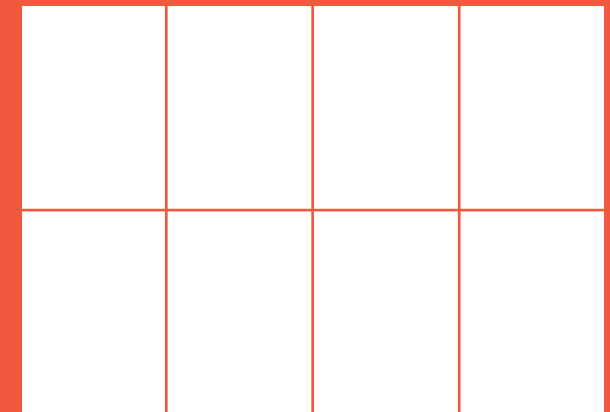
A3



A2



A1



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5 MINS
Introduce the workshop plan

20 MINS
Define who the session is focused on
(E.G. Work in small groups on creating perso

30 MINS
Define how the target user will make use of your offering
(E.G. Create a journey map for each persona)

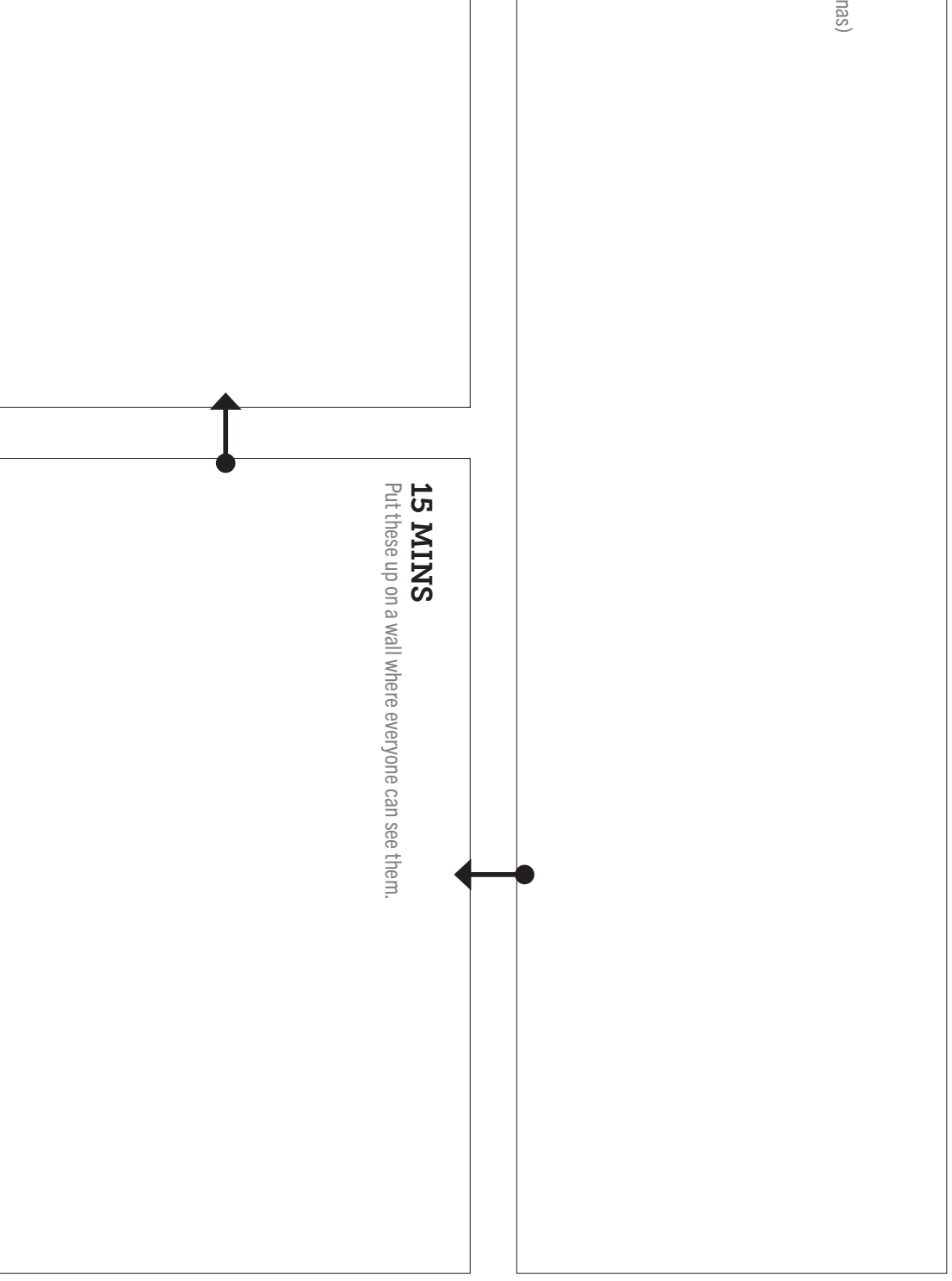
15 MINS
Share the outcomes of the journey map with the rest of the teams.
Share opportunities where the group thinks it can create or add value.

30 MINS
Further build on the opportunities identified by the
(E.G. Promises & Potential Map, Business Model



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ools you used
Canvas, Theory Of Change)