4

INSIDER FACILITATION SECRETS TO

DOUBLE

YOUR PRODUCTIVITY AND COLLABORATIVE RESULTS WITH YOUR PROJECT APPROACH

Unlock hidden growth opportunities faster within your projects in these 4 steps

STUDIO WHY

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WHY

Presents

4

Insider facilitation secrets to double your productivity and collaborative results for your project approach

Unlock hidden growth opportunities faster from your projects with these 4 steps

STUDIO
WHY

These insider facilitation secrets will unlock hidden Growth Opportunities faster and will make every project approach more Widely Productive

SO PAY ATTENTION…

But First.. Why should you listen to us?

- We are a partner who learns others to innovate. We have delivered over 460 learning experiences for over 7500 participants.

- Our biggest lesson from the past 10 years is this: "The transformative power of entrepreneurial behavior keeps employees and organizations relevant in the future."

- The approach we use contributes to an inspiring workplace in which collaboration and movement arise.

- It's our mission to make people indispensable to any job in the future, simply because they know how to create value for others.

- We move youngsters, entrepreneurs, employees and leaders forward

- We focus on mindset because:

   You manage the well-known with knowledge.
   You control the unknown with skills.
   You control the unpredictable with mindset!

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TAKE YOUR AVERAGE PROJECT APPROACH AND MAKE IT WIDELY PRODUCTIVE IN A SNAP

Do you find yourself saying- "boring meetings are just part of it" or "meetings are a waste of time" or worse "someone tried to do a workshop style meeting and it just doesn't work for my organization"?

This type of thinking is going to leave your business stuck in growth, while your competitors continue to take more market share... eating all the low hanging fruit from your market.

Meetings are an easy part of the puzzle and when you shift your mindset, upgrade your learning curve and use some of the tools we will share with you here, it is going to help your projectteam and business to skyrocket in growth and productivity.. With one of the most powerful collaborative tactics ever created.

In this guide, we are going to show you how to turn your average project approach from being boring, to being widely engaging and productive over night.

You'll learn insider facilitation secrets that will show you:

• How to unlock hidden growth opportunities inside your project approach
• How to turn boring meetings into engaging and productive workshops
• How to increase participation engagement guaranteed.. .with very little effort
• How to become more productive with more stakeholders within the same project

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INSIDER FACILITATION SECRET #1: THE HUMANIZE-YOUR-PROJECT-EFFECT

Doing projects in order to solve organizational challenges are just the tiDo you want to run impactful, engaging projects? That fulfil a shared purpose and the results are really going to be used? In that case, look at the stakeholders you are solving a problem for! There's always someone that's going to make use of your outcome. Make sure they will!

Many project teams make the mistake of just solving a challenge they got from their commissioner. Mostly, this is a challenge from an organizational perspective. Very legit, but hard to solve sufficiently.

Think of it this way- what if you are the CEO of a real estate company and your tenants are complaining about the elevator that is too slow. You decide to set up a project team to solve this issue. What most project teams will do is think about: How might we make the elevator faster? Because that is what you asked for isn't it? But only expensive and drastic solutions can come from this and is it really going to solve the issue? When teams are not convinced that their solution is going to be meaningful, they will not unlock hidden growth opportunities, they'll just do what you asked for.

A way to prevent this, and bring purpose to your projectteam, is an empathetic way of problem solving.

It looks like this: instead of solving the question on how to make the elevator faster, the team uses it as a starting point. They will talk with stakeholders such as the tenants and try to understand their point of view from their experience. By doing this, they for example unlock the insight that it's not the elevator that is too slow, but that the waiting is annoying!

WOW! A very different challenge now: How might we make the wait feel shorter? Instead of: How might we make the elevator faster? Do you see what's happening? This opens a whole new solution space. And by solving this, we really know that our solution is going to be meaningful for the business as well as for the stakeholders.

Remember, make your projects more empathetic and your teams will become more meaningful and discover more opportunities for growth!

INSIDER FACILITATION-SECRET #2: DIVERGE AND CONVERGE

It's easy to say that workshops aren't a good alternative for your regular meetings, because it doesn't fit your culture. But the more important question is how productive and collaborative are your meetings right now?

Earlier we mentioned the importance of unlocking hidden growth opportunities, because in the long term this is going to make you more innovative.

The only way to do this is by turning boring meetings into engaging and productive workshops.

Don't be mistaken, workshops are not just a post-its thing. It is a structure to make a meeting more active and productive. It makes it possible to create shared results visibly and more measurable.

Here is how it works:

Every meeting ideally has 4 phases to go through: the 4C' Framework of AJ&Smart

Collect: where the scope of a project or challenge is defined. You collect challenges, ideas or inspiration.

Choose: The data is being selected, its time to choose where to focus on. So choose the focus together, what to do or what to ignore for now.

Create: Your team has chosen the scope of work, now it's time to create solutions and outcomes. Generate multiple potential solutions for the chosen focus area.

Commit: Once the solutions is created, its time to commit to a plan of action. Create a plan of action and appoint responsibilities for making it happen.

For each phase there are lots of activities available on the internet, and we can help you with that too. Most important is that you find a way to guide the project teams through these steps, in each meeting, to become more productive.

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INSIDER FACILITATION-SECRET #3: SETTING THE STAGE WITH IDOPART

INSIDER FACILITATION-SECRET #3: SETTING THE STAGE WITH I.DO.P.A.R.T

Getting people active and engaged can be like an unpredictable beast, but here's all you need to know.

Most people particularly find their meetings boring, non-productive, too formal and too much of the same thing. You can change this experience by turning meetings into workshops.

Workshops have a clear outcome, are interactive and fun. This change of setting is already a form of social innovation, that's how easy it can be!

I.DO.P.A.R.T is an easy tool to help you in facilitating an effective meeting or group process, by setting a clear structure, outcome and aligning expectations from the get go.

It's useful to the participants because they will be able to follow ánd understand every element of the process. This helps to create psychological safety amongst the group. And increases participation engagement guaranteed with very little effort.

I.DO.P.A.R.T. stands for: **Intention, Desired Outcome, Principles, Agenda, Roles and Terminology.**

Do you want to make every meeting into a valuable workshop? Use the following pages to create your own answers and share a smooth summary at the beginning of your workshop! Engaged participants guaranteed!

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Intention

Meaning:

Why do you want the meeting? What does the meeting contribute to? How does your work session fit the bigger picture?

Example:

- As a team, we want a new vision about our role in the organization. In this session we'll come up with a first draft.

- We have to decide which direction to take with project-X. This session should provide insight into the needs of our user so we can make decisions more easily.

- As an organization, we want to become an increased customer-oriented organization. These sessions contribute to this, to offer a process that makes this easier.

- In a previous program a lot of customer insights were retrieved. These sessions are all about finding the right problem-solution fit.

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Desired Outcome

Meaning:

What specific results do you want to have achieved with the group by the end of the working session?

Example:

- At the end of this session, we understand our client's challenge on the one hand and the program to come to a solution on the other.

- At the end of this session, we collected customer insights and chose the most important ones.

- At the end of this session, we came up with new solutions.

- At the end of this session we made a prototype and named follow-up actions.

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Principles

Meaning:

Which mindset is important to achieve a good result? Which group norms are important? Which guidelines are important?

Example:

- To achieve the desired result, we must trust the process.

- To achieve the desired result, we must first think in terms of opportunities and only then risks or alternatives.

- In order to achieve the desired result, we must constantly improve our outcomes and not be immediately satisfied.

- To achieve the desired result, we must dare to fail early.

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Agenda

Meaning:

What activities will the group do to achieve the desired result? And in what order are they going to do those activities?

To help you make good choices, we recommend using our STUDIO.WHY APP. Thanks to the filters, you can quickly find the canvas that suits your desired session.

Example:

We have 30 different templates and collected them in our STUDIO.WHY APP.

Go to your app store or play store to download it. (For now only in Dutch...)

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Roles

Meaning:

Which participants are present during the session? What can you expect from everyone?

How is the relationship between the participants; do they know each other?

is there much hierarchy?

Is the manager one of the participants and how do the other participants view their manager?

Which roles will the participants be able to take in the session?

What type of people are present? But also what tasks are there and can they be subdivided?

Example:

- The manager is highly regarded and the employees always do what they are told by him. That's why many work in small groups in order to obtain different opinions.

- The participants don't know each other yet and that's why we start with an introduction.

- There are 2 dominant people and many silent people in the group. That is why we want to divide the groups in advance into small groups so that this is well distributed. As a facilitator, I pay attention to this during the session.

- The participants: Produce the content.

- The facilitator: Controls the process, not the content.

- The determinant: Makes decisions or is given a veto right. This is, for example, the sponsor, manager or a customer.

- The tester: Provides feedback on the participants' intermediate results. This is, for example, the sponsor, manager or a customer.

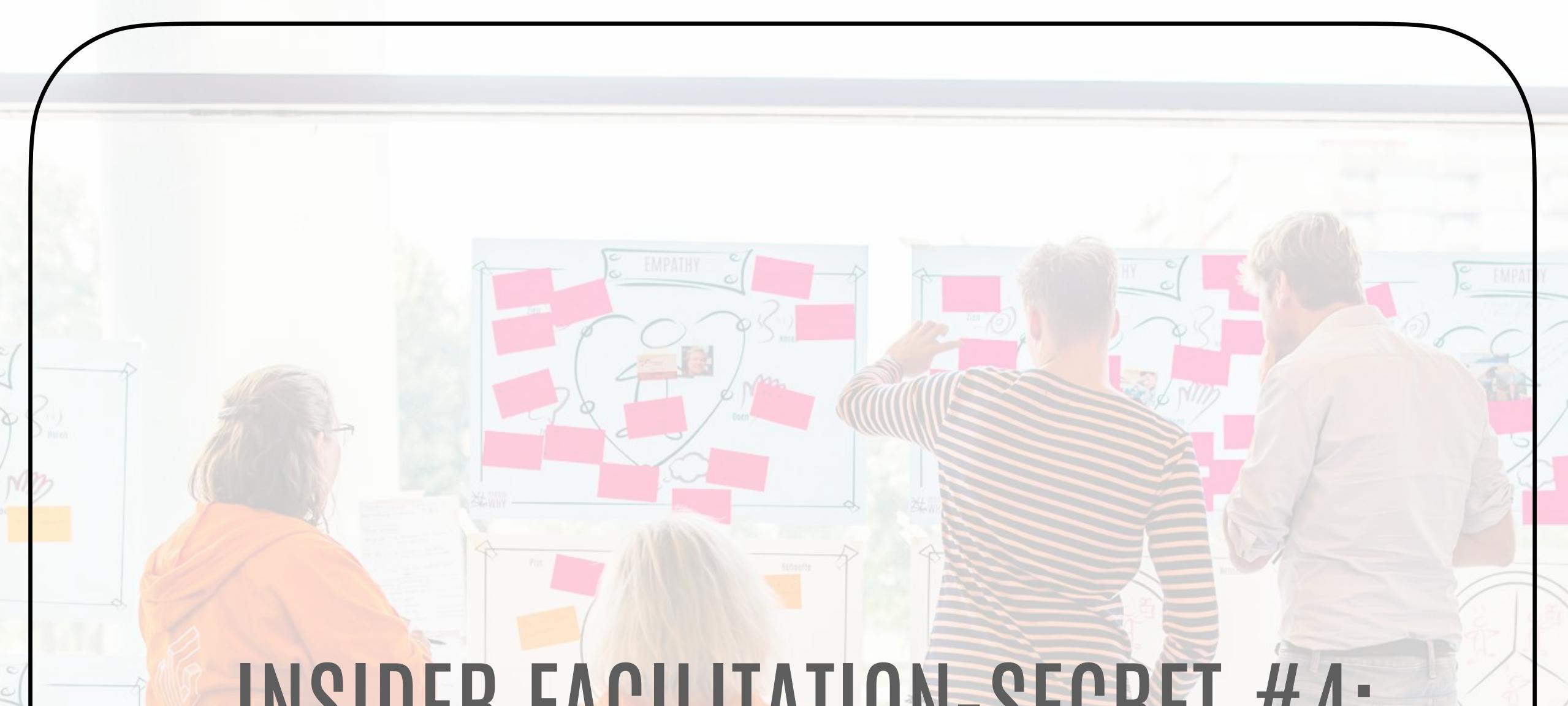STUDIO WHY

Terminology

Meaning:

What are words the participants are likely to be allergic to? How do you frame the work session prior to the session? How do you share your I.DO.P.A.R.T. at the beginning of the session?

Example:

- "Problem Investigation" >> In this session we work on a solution, to save time and money we first identify the common challenges. That is the purpose of this session.

- "Innovation" >> Finding a new solution for a relevant problem.

- "Design Thinking" >> Additional method to find the best solution for all involved.

- "Workshop" >> Work session of 1.5 hours in which we end with a result.

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INSIDER FACILITATION-SECRET #4:
MOVE FORWARD WITH SHARED RESULTS

INSIDER FACILITATION-SECRET #4: MOVE FORWARD WITH SHARED RESULTS

Ok, let's put together what's all been mentioned earlier!

We provided a super successful project structure that will generate more shared results with less meetings. You will understand the challenge of your commissioner, you will explore the point of view of stakeholders, you will define empathetic problem statements that unlock new sources of growth. AND you will generate lots of idea directions that are worth exploring more.

• Use these 5 templates, 1 template for each meeting.

• Organize 5 meetings of 1,5 hours in 10 weeks time.
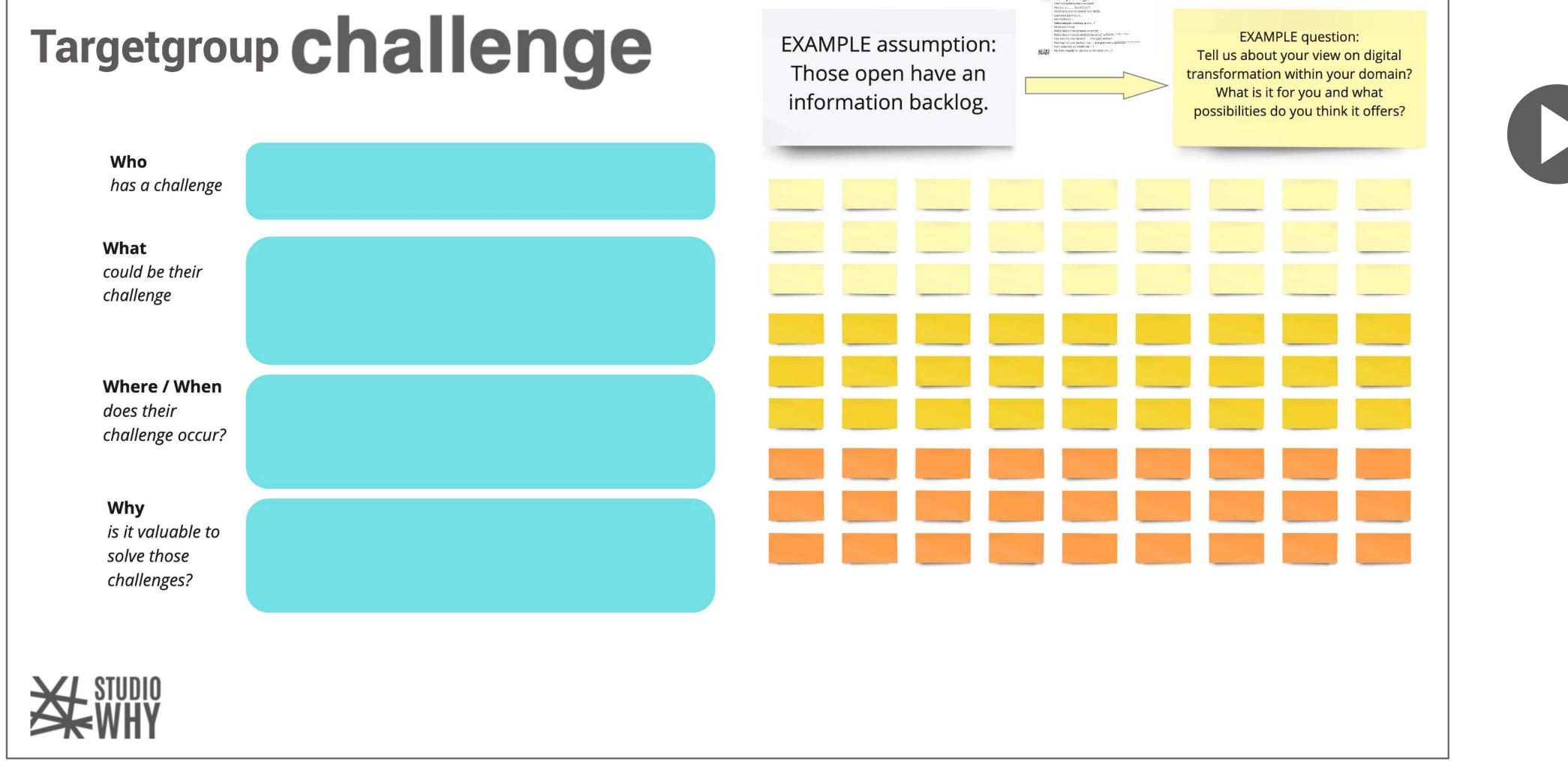
You will be amazed about the effectiveness of this structure! In addition to the increased productivity, it also makes sure that multiple stakeholders can be involved during the process!

Go through the next pages and discover:

• The Target Group Challenge Template

• Insight Dashboard template

• Problem statement template

• Brainstorm template

• Solution template

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Target Group Challenge Template

To Do:

1. Name each target group or stakeholder
2. Brainstorm assumptions per blue field per group
3. Translate the assumptions into open questions
4. Choose your top 10 questions
5. Plan interviews with each group to explore their experience on these relevant topics

Insight Dashboard Template

To Do:

1. Collect all insights by using one column per stakeholder you spoke with
2. Go through your notes and answer: who had which problem in which situation?
3. Go through your notes and answer: who had which need in which situation?
4. Generate multiple statements per conversation
5. Share per project member the most important insights to get a sense of each outcome. (This will really inspire!)

[Stakeholder]	*[Stakeholder]*	*[Stakeholder]*	*[Stakeholder]*
[Who did you talk to?]	*[Who did you talk to?]*	*[Who did you talk to?]*	*[Who did you talk to?]*
Who has which problem in which situation? *Who needs what in which situation?*	*Who has which problem in which situation?* *Who needs what in which situation?*	*Who has which problem in which situation?* *Who needs what in which situation?*	*Who has which problem in which situation?* *Who needs what in which situation?*
[When [stakeholder] wants to get …. done, they run into ….]	*[When [stakeholder] wants to get …. done, they run into ….]*	*[When [stakeholder] wants to get …. done, they run into ….]*	*[When [stakeholder] wants to get …. done, they run into ….]*
[When [stakeholder] wants to get …. done, they run into ….]	*[When [stakeholder] wants to get …. done, they run into ….]*	*[When [stakeholder] wants to get …. done, they run into ….]*	*[When [stakeholder] wants to get …. done, they run into ….]*
[When [stakeholder] wants to get …. done, they run into ….]	*[When [stakeholder] wants to get …. done, they run into ….]*	*[When [stakeholder] wants to get …. done, they run into ….]*	*[When [stakeholder] wants to get …. done, they run into ….]*
[When [stakeholder] wants to get …. done, they run into ….]	*[When [stakeholder] wants to get …. done, they run into ….]*	*[When [stakeholder] wants to get …. done, they run into ….]*	*[When [stakeholder] wants to get …. done, they run into ….]*
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Problem Statement Template

To Do:

1. Make sure that everyone understands the axes the same way
2. Drag all the insights in this overview. (Goes best and most efficient when the group does this without talking)
3. Focus on the top right box and choose the top 10 statements
4. Prioritize them with the most relevant at the top.

+++ Contributes to commissionairs'/organizational ambition

Will probably help NOT so many stakeholders ← → Will probably help many stakeholders

- - - Contributes less to commissionairs'/organizational ambition

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Brainstorm Template

To Do:

1. Transform your chosen statements into How Might We questions. This will help to become more creative.
2. Clarify the question if necessary with examples
3. Brainstorm individually per question. Important!
4. After each question you share your ideas and associate on each other.
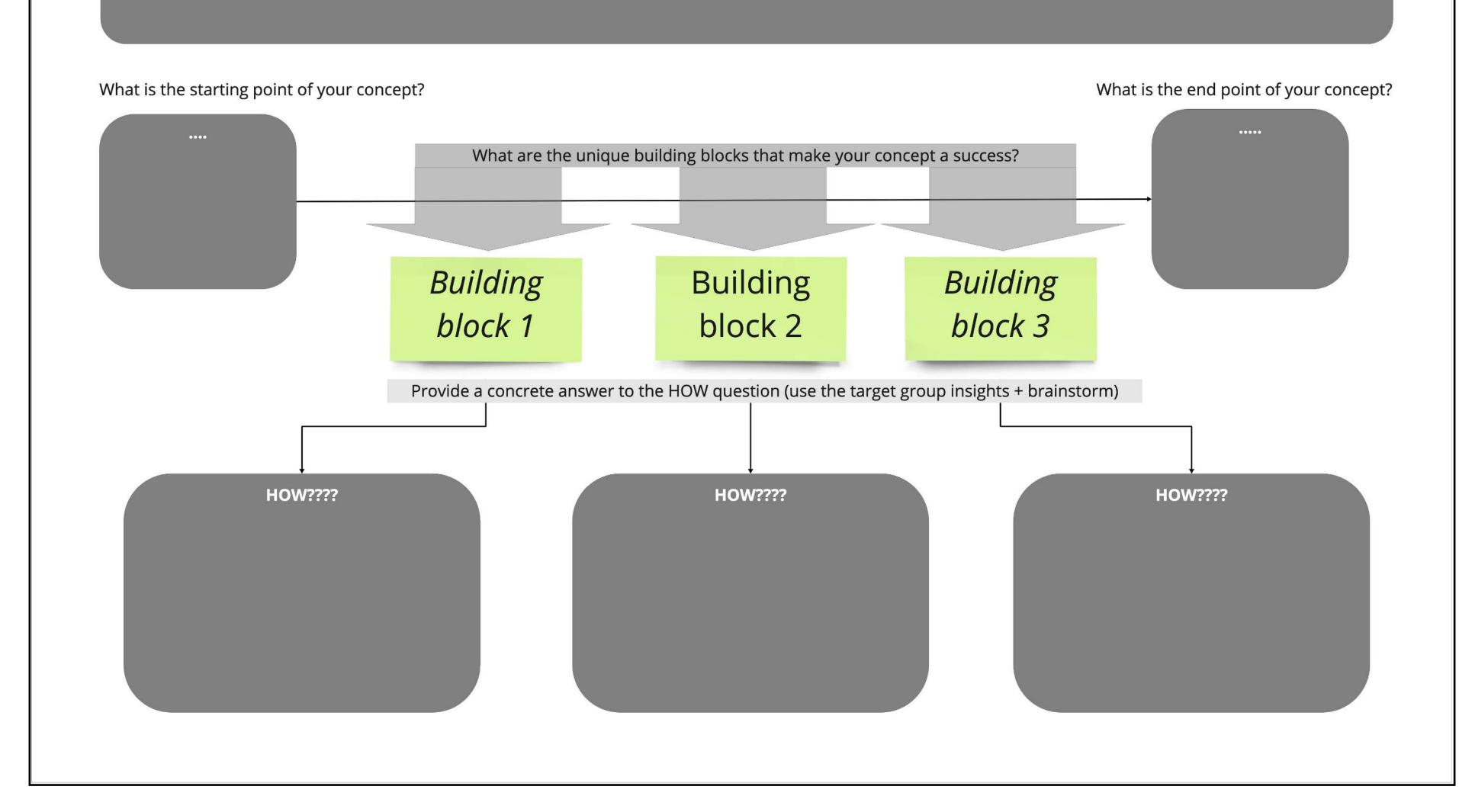5. Pick your top 10 ideas at the end.

How might we ....

clarify HMW   clarify HMW

Brainstorm questions:
1. Which ideas come to mind first?
2. How would another company solve this? (apple, McDonalds or uber for example?)
3. How would a famous superhero solve this? (Superman, Obama or...?)
4. Are there any companies that already have products for this? How do they solve it? How can that be even better?
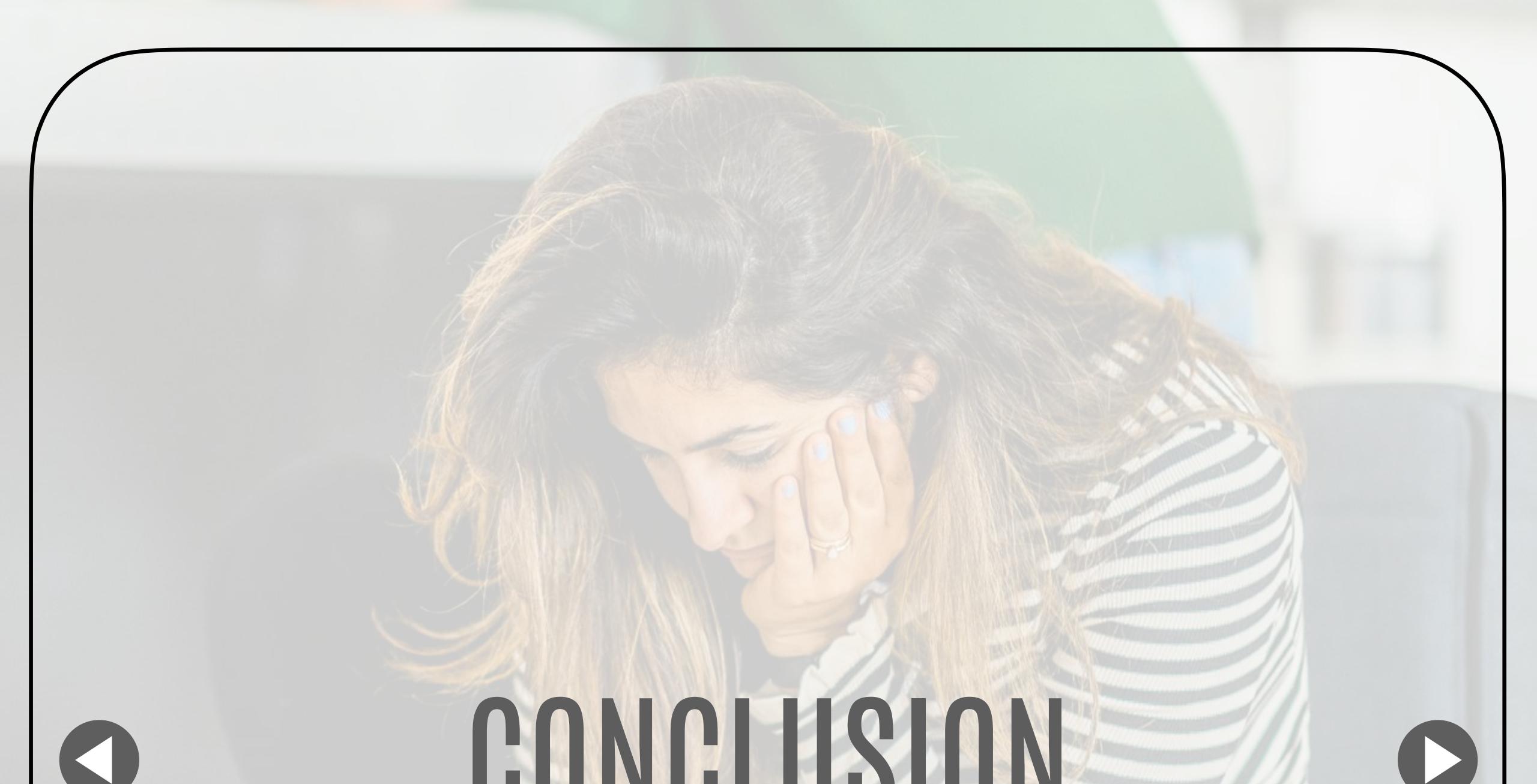
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Solution Framing Template

To Do:

1. Read trough your top 10 ideas
2. Formulate what you want to promise with your solution. Dare to guarantee something!
3. Define the starting and end point of your solution, (from users perspective works best).
4. What are the building blocks in between those two points.
5. How are you going to achieve those building blocks successfully? (Use your stakeholder insights and brainstorm results)
6. Create an action plan to take further steps!

What do you promise and guarantee the users of the concept?

What is the starting point of your concept?

....

What is the end point of your concept?

.....

What are the unique building blocks that make your concept a success?

Building block 1

Building block 2

Building block 3

Provide a concrete answer to the HOW question (use the target group insights + brainstorm)
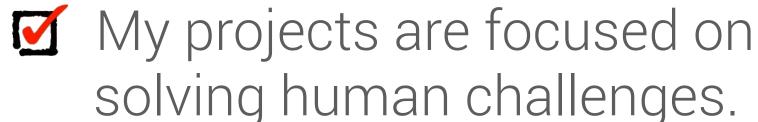
HOW????

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CONCLUSION

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After following these steps you are going to be well and truly on your way to unlock new sources of growth and productivity.

To summarize the bottom line of a productive and collaborative project approach you must:

- Think bigger than just standard meetings
- Humanize projects by using an empathetic problem solving approach
- Ensure you focus on the stakeholders perspective on a organizational challenge
- Help your teams to become more meaningful so they will discover more opportunities for growth!
- Know that there is the 4C framework to structure engaging workshop meetings
- Offer your participants a clear structure, outcome and expectations from the start via I.DO.P.A.R.T.
- Keep your participants eager and engaged with the 5 workshop flow.

Your growth checklist:

☑ My projects are focused on solving human challenges.

☑ My meetings have a clear structure of diverging and converging.

☑ My participants understand my workshop.

☑ My program of workshops will generate clear results every time.

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DON'T WANT ALL THE HEADACHES OF LEARNING YOUR FACILITATION SKILLS

BOOK YOUR FREE 30-MINUTE Q&A SESSION

WARNING: Before claiming your free Q&A session you must understand that this is only for people serious about rapidly improving their skills to facilitate and have at least 3 sessions in mind they want to facilitate. Our goal is to unlock new sources of growth en productivity. And to do that, we need to grab your team members attention, involve them, let them experience real results and trigger commissioners and stakeholders that make them highly interested in your approach. Does this make you a bit squeamish? That's fine, just close this guide and get on with your day. But are you ready to kick your facilitation skills into overdrive and skyrocket your productivity? Well then....

CLICK HERE TO BOOK YOUR FREE Q&A SESSION NOW