

## **Day 1 - Define**

**Purpose:** To understand the core problem we're trying to solve with the campaign, identify different hypotheses of top line strategies for solutions, and identify the key audiences we'll need to engage.

**Outcomes:** A greater idea of the context in which we are campaigning, a first iteration of the strategic direction and who are the key people we want to engage with, as well as first thoughts about what they might look like.

### **20 mins      Check-in: introductions and sharing expectations**

Check-in Question: What are your hopes and expectations for the workshop?

Outcomes: Know who is participating in the workshop and their roles, understand the group's hopes and what they expect to get out of the process.

### **20 mins      Overview of the 5 day process and detailed introduction to day 1**

Outcomes: the group has a top level understanding of the five day process and the outcomes for the week, they know what we plan to accomplish on day one, set workshop norms for the process.

### **40 mins      Creating a shared Vision**

Outcomes: identified common themes for the vision of the project among the group to create a rough vision statement focused on what we want the world to look like in the future when we are successful.

### **50 mins      Exploring the problem**

Outcomes: understand what is preventing the vision from becoming a reality and have a shared understanding of the problem; have identified the specific problem(s) that the project will address.

### **40 mins      Exploring the context**

Outcomes: understand the wider context of the problem and identify key trends that influence or create turbulence in this context.

### **110 mins      A systems approach to strategy**

#### *60 mins      Part 1: Mapping the system*

Outcomes: A visual map of all of the key players in the system and their relationships; insights about how the system works and what's disrupting it.

#### *50 mins      Part 2: Identifying potential disruptions*

Outcomes: Identify specific disruptions or leverage points that have the potential to change or transform the system and potential allies for each. Articulate potential strategies that can be tested through a probe-sense-respond approach.

**20 mins      Allies and audiences prioritisation**

Outcomes: Prioritised number of allies, partners and audiences to work with on above strategies.

**40 mins      Campaign Canvas: summarising conclusions**

Outcomes: Conclusions from day's exercises are summarised using the campaign canvas in order to ensure team agreement and show current progress.

**10 min      Check-out**

Check-out Question: Are there any conclusions or decisions that we have made today that you still have doubts or concerns about and why?

Outcomes: understand how the team feels about where we have landed after day one and what areas need further exploration.

**Day 2 - Sensing**

**Purpose:** Understand audiences we want/need to engage in the campaign and how we'll inspire/motivate them to participate

**Outcomes:** Insight statements for each of the top line strategies, updated top line strategies, decision on which strategies to move into idea generation with

**10 mins      Check-in:** Yesterday we focused on strategy and today we will focus on testing our assumptions. Where do you have the most questions or doubts that you want to explore today in our research?

**10 mins      Overview of today's agenda and where we are in process**

Outcomes: Team understands what we will do during the day and what we want to achieve

**10 mins      Agreeing focus for day's audience research**

Outcomes: From the prioritised list of allies and audiences, agree which groups we will focus on for the day.

**30 mins      Defining audiences**

Outcomes: Created profiles for each audience using the persona empathy map

**15 mins      Key questions to explore**

Outcomes: based on top line strategies agreed on day one, what assumptions and uncertainties are most important to explore during sensing.

**15 mins      Lecture: Introduction to field research and interview**

Outcomes: understand the purpose of today's sensing and get advice to prepare for interviewing

**40 mins      Developing interview questions for specific audiences**

Outcomes: teams have a prioritised list of interview questions for specific audience

**15 mins      Lecture: Recording and debriefing interviews**

Outcomes: Team have specific methods for recording and debriefing interviews; teams agree locations for field research

**120 mins      Field research**

Outcomes: Interview teams have conducted X interviews with target audiences and have detailed notes and interpretations for each; project team members gain empathy with audiences they wish to engage in the campaign.

**10 mins      Lecture: Introduction to developing insights and point-of-view statements from interviews**

Outcomes: understanding what insights after and methods for extracting these from interview notes

**20 mins      Interview teams debrief and create insight statements**

**30 mins      Sharing insights and identifying patterns and themes**

Outcomes: identify loudest insights from across all of the interviews

**20 mins      Comparing insights to existing research (if available)**

Outcomes: understand context and validate insights by comparing to previous research ie values based segmentation, market research

**15 mins      Campaign Canvas check-in**

Outcomes: Revise and update canvas based on sensing

**15 mins**      **Check-out:** What was confirmed or surprised you during today's sensing process?

### **Day 3 - Create**

**Purpose:** To generate and develop ideas based on your sensing insights that will inspire specific audiences to engage with the project and help create change.

**Outcomes:** People powered campaigning ideas with enough detail that you can test the concepts and tactics with specific stakeholders & audiences to support your project strategy.

*Note: if you are invited guests in for the creative day be sure to make time to orientate them to the campaign and process.*

**10 mins**      **Check-in:** What do you need in order to get in the zone and be creative? What do you need from each other to thrive today?

**15 mins**      **Overview of the day**

**60 mins**      **Creative Principles (at least two exercises)**

Outcomes: participants have extracted key lessons about creativity from exercises and they are recorded

**10 mins**      **Introduction to the Idea Development Model**

Outcomes: participants have an overview of the process we will go through and understand the need to separate creative and analytical thinking.

**15 mins**      **Brief background on the campaign (for guests) and introduction to the focus question and how it was created (based on strategy and insights)**

Outcomes: participants understand the scope of their task and are ready to get started.

**20 mins**      **Empty your brain**

Outcomes: Participants have a better understanding of the question and have shared initial ideas.

**40-60 mins**      **Additional idea generation methods**

Outcomes: Participants have generated a large number of ideas to answer the focus question (100s)

**40 mins      Idea Selection (see various methods)**

Outcomes: Participants have sorted ideas and select those few they think hold the most potential

**40 mins      Idea Development (see various methods)**

Outcomes: participants have further developed the ideas that they selected

**30 mins      Idea Concretisation**

Outcomes: participants have selected those elements of the idea that best answer the focus question and criteria and summarised their idea to share with the group

**20 mins      Presentations**

Outcomes: short presentations of each idea, whole team has understanding of which ideas have been created and developed.

**10 mins      Next steps**

Outcomes: team members and guests understand what happens next with ideas

**10 mins      Check out:** What did you learn today about creativity that you will take forward in your own work?

**Day 4 - Prototyping**

**Purpose:** To create quick and rough prototypes of campaign story and tactics and test with stakeholders and target audiences to determine key project activities and improve ideas through feedback.

**Outcomes:** Clear direction for the campaign story and activities as well as feedback from stakeholders and audiences to build on and improve ideas for implementation.

**10 mins      Check-in**

**10 mins      Overview of day and where we are in the process**

**15 mins      Lecture: what is prototyping?**

**20 mins      What to prototype?** In groups from Create day, with worksheet

Outcomes: small groups decide what elements of their idea they will prototype based on what they want to learn

**60 mins      Building prototypes**

Outcome: quick paper based prototypes of ideas

**15 mins      Lecture: guidance for testing prototypes and recording feedback**

Outcomes: participants understand what kind of questioning and feedback will be useful

**20 mins      Preparing for prototype testing**

Outcomes: participants are know how they will introduce themselves, their prototypes and what kind of question they will ask to get meaningful feedback

**120 mins      Field work: testing prototypes with target audiences**

Outcomes: feedback people about prototypes: what's working, what needs improvement and what should be dropped.

**60 mins      Presenting and collating feedback on each of the ideas**

Outcomes: summary of feedback from all teams

**15 mins      Conclusions from prototyping**

Outcomes: decision about which ideas to move forward with and specific action points for improvements

**20 mins      Revisit Campaign Canvas**

Outcomes: Update anything that has changed and identify any outstanding uncertainties that require further research and testing.

**10 mins      Check-out:** Any lingering doubts or concerns you have before we move into the final day to put this into a plan?

**Day 5 - Plan and Pitch**

**Purpose:** To turn the work we have done as a team by working through Define, Sense, Create, and Prototype into a plan we can take forward with clear next steps, and establish how we will work together as a team

**Outcomes:** Campaign success Indicators, Metrics, list of remaining tasks on research and testing, topline engagement strategy and plan, timeline, team roles and responsibilities

**10 mins      Check-in:** What do we need to finish today in order for you to feel like the workshop has been a success and you know what to do next?

**10 mins      Overview of day and what to expect**

**40 mins      Impact stories**

Outcomes: agree what success looks like with outcomes, indicators and milestones and how the team will track and measure impact

**40 mins      Developing the story of the campaign**

Outcomes: possible messages and story elements to test with target audiences

**40 mins      Developing Engagement (using Engagement Pyramid or Opening Campaigns)**

Outcomes: Additional ideas for how to deepen and/or open engagement

**60 mins      Building a timeline**

Outcomes: first draft of a timeline for the campaign covering external events, key campaign activities and preparation

**30 mins      Research and Testing tasks**

Outcomes: Plans for further research and testing including scope, outcomes, next steps and who will lead and be involved

**30 mins      Roles and Responsibilities**

Outcomes: Based on timeline, agree who is doing what and by when, identify capacity and skills gaps

**40 mins      Setting team culture and norms**

Outcomes: Identify and agreed shared purpose, values and behaviours to be successful as a team

**20 mins      Campaign canvas check-in**

Outcomes: update canvas and identify areas that need further work and how these will be developed

**20 mins      Immediate next steps**

Outcomes: Agree responsibilities for capturing workshop outcomes and steps to get to senior level agreement of plan

**40 mins      Evaluation of workshop**

Outcomes: understand what worked well for the team, and what can be improved and how

**15 mins**      **Check out:** How do you feel about what we accomplished these 5 days?  
What is your level of excitement/agreement with the plan?