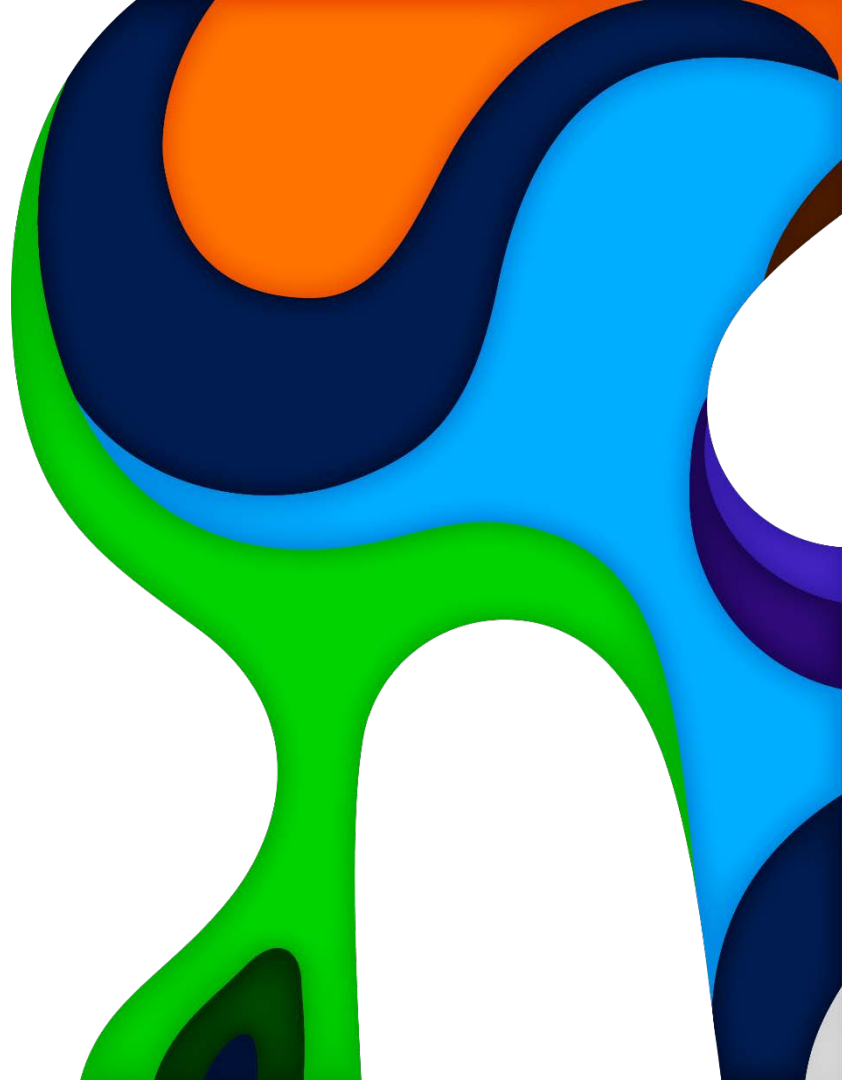


Activation Workshops

Driving Insights into Action

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Oscar Yuan

President, Strategy3

oscar.yuan@ipsos.com

Ipsos Strategy3



Wendy Hunt

Senior Vice President, UU

wendy.hunt@ipsos.com

Ipsos UU



Our objectives for today

- 1 ● **SHARE** our thinking around Activation Workshops
- 2 ● **UNDERSTAND** when, why and how to Workshop
- 3 ● **INSPIRE** action to leverage Workshops, and often!

Let's start by debunking a few myths about workshops

Myth

Workshops are creative exercises

Workshops are ad-hoc brainstorming

Workshops are just extended meetings

Workshops are typically dominated by one or two people

Participants show up hoping to be inspired

Workshops lead to lots of ideas but nothing really comes of them

Workshops are old news; Activation Workshops are where it's at

Truth

Workshops are both creative and strategic

Workshops require planning and structure

There is a clear reason for it to be a workshop

Workshops enhance the collective intelligence of the team

Participants prepare in advance

There should be clear objectives going in...and coming out

Workshops have been so poorly executed over the year that people wanted a new name for them



So what's a workshop?

A workshop is a **collaborative working session** in which a **team achieves an agreed goal together**.

They are **structured, creative** and **strategic** and need to be planned around the agreed to objective.

They are led by expert facilitators who **know the business**, understand the objectives and can **harness the collective intelligence** of the group.

There are many different types of activation workshops – here are just a few



CONSUMER TARGET

- Target segment identification
- Bring segments to life

INSIGHTS

- Insight crafting
- Insight activation
- Desired consumer experience (DCE)

INNOVATION

- Idea/ concept development
- Consumer-led co-creation
- Jobs to be Done (JTBD)
- Innovation platform identification

BRAND BUILDING

- Brand positioning & stretch
- Brand portfolio management

ACTIVITY PLANNING

- Turning research into action
- Team visioning

When crafting Activation workshop agendas, there are several building blocks to think about incorporating

1

Initial Framing

- Presentation of the strategic challenge
- Warm-up of room and participants
- Clarification of objectives and goals

2

Consumer Input

- Sharing of insights or other research conducted in advance
- Incorporation of key personas
- Journey maps
- Real consumers, in the room

3

Inspiration

- Multiple rounds of ideation
- Use of stimuli for creativity (e.g., emerging trends, new tech, new business models, analogy thinking)
- 100s of ideas seedlings

4

Pressure Testing

- Choice of a variety of probing lenses (e.g., consumer, product, ecosystem, company, brand)
- Platform vs. Product thinking
- Stepping back from real questions (Why, What If & How)

5

Case Development

- Variety of templates used (e.g., consumer value proposition, retail value proposition, internal business case, operational needs, business models, etc.)
- Roadmapping

6

Sharing/Pitching

- “Shark Tank” style pitch to panel
- Mini-skit to share ideas as advertisements/advertorials
- Commitment cards to sign at the end of the workshop

It's important to draw activities and templates from an extensive library

Exercise #9: Prune the future example

Inspiration on looking beyond the product

DISCUSSION: What inspiration can we draw from these analogs? Are there others we can think of? Why do they matter?

ALL ABOUT THE PRODUCT

A BOX OF PRODUCT & EXPERIENCE

SEPHORA

PRODUCT & EXPERIENCE DASHBOARD

Analysis example

OPPORTUNITIES!

THREATS!

WEAKNESSES

90 Second Quick-Fire Ideation

Your Task

- Solo: Choose one insight as a jumping off point, check out the box of inspiration and come up with as many quick-fire ideas as possible

What you'll need

- Box of Inspiration
- Post-Its
- Sharpies

Exercise #23: Stand out

PURPOSE: To oppose the competitors. Stand Out.

DURATION: 20 minutes

INSTRUCTIONS: Think of all the things the competitors do. Now think of all the things they don't do. Do that.

MATERIAL: Grid

Competitor X does NOT

My BRAND can do ...

Exercise #7: Forced ranking example

CRITERIA Most Impact

Idea	1	8
Idea	2	9
Idea	3	6
Idea	4	10
Idea	5	15
Idea	6	5

CRITERIA Most Important Features

Idea	3	4	9
Idea	2	1	6
Idea	4	5	5
Idea	5	5	15

It's better to be first than to be right.

Exercise #6: \$100 Test example

Item/Topic/Issue	\$	WHY?
Internet Access	\$21	To tell others & ask for help
Alarm Clock	\$7.50	See only one of them and table connect with EMS
Telephone	\$5	help during emergencies
SMS	\$0.99	documentation for insurance
Camera	\$4.25	stress relief
Spillaine	394	capture disaster interviews
Voice recorder	\$3	

Idea Elaboration Template

Idea: Healthy Pizza

Insight: Insight 1: Balance

Description: Substitute some good for some bad. E.g. Cauliflower base pizza with garlic and mozzarella

Description: Take a traditional go-to and flip an element of it into a healthy, but not too healthy, alternative. Sub the bread base for cauliflower but keep the gooey cheesy goodness

Let's look at a three types of workshops





CONSUMER-LED CO-CREATION WORKSHOPS

A dynamic session of highly collaborative idea building that harnesses the energy and collective experience of a team of extreme consumers, engaged clients, Ipsos facilitators, and an illustrator (optional) to bring new product ideas to life.

The sessions involve 1- 2 Strategic Facilitators, an optional illustrator, core multi-functional client team members and 8- 10 selected consumer participants. Consumers will complete pre-work to be used as inspiration during the co-creation session.

Client, consumer and Facilitator will organically dive into germane content to elicit insight, build ideas, and ultimately fill an innovation pipeline for the near and long term, together!



JOBS TO BE DONE WORKSHOPS

Jobs to be done (JTBD) is all about discovering and designing for the jobs consumers are hiring for – which is often not what we’re selling at the beginning of the process. A predefined process guides your team through the JTBD journey in a highly collaborative way, culminating in a JTBD workshop.





ACTIVATION WORKSHOPS

One-day session that activates results and extends our thinking to create breakthrough plans underpinned in consumer truths.

Morning: debrief the learnings. This may include review of both qualitative and quantitative findings, while using activities and artifacts to bring the consumer to life in the room.

Afternoon: intensive working session to develop a strategic action plan, including both near term and longer term strategies and ideas, to support the business building objectives.

Planning a workshop? Here are a few tips



Tip #1: Think of a workshop as a step on a journey...with lots of pre and post work

Before the Workshop

- Share the Clear Business Objectives and Problems to be Solved
- Deep Dive into Data/Landscape/BoK
- Pre-work

During the Workshop

- Setting the Stage and Workshop Principles
- Share of Pre-Work
- Co-Creation Exercises

After the Workshop

- Summary
- Proof Points of Outcome
- Quant Testing of Ideas/Concepts/Statements/Insights

Tip #2: Get the right of people (and amount of them) in the room

Bring in cross-functional perspectives



Everyone should have a reason to be there

Consider consumers



Everyone should have a role

Don't overstuff the room



Tip #3: Balance your workshop equation



I + M + O = S

Inputs + Mindset + Orchestration = Success

Tip #4: Don't forget the wow



To recap

- 1 ● **There are many myths about workshops**
- 2 ● **Workshops are about achieving an agreed to goal in a team working session**
- 3 ● **There are many different types of workshops, each with different objectives**
- 4 ● **You can draw from a variety of tools and templates**
- 5 ● **There are some best practice tips to keep in mind**

Questions? We'd love to connect!



Oscar Yuan

President, Strategy3

oscar.yuan@ipsos.com

Ipsos Strategy3



Wendy Hunt

Senior Vice President, UU

wendy.hunt@ipsos.com

Ipsos UU



The background features several large, abstract, organic shapes in vibrant colors: orange, blue, green, purple, and white. These shapes are layered and curved, creating a dynamic and modern aesthetic. The colors are bright and saturated, set against a plain white background.

Thank you.