



5. CONVENE COLLABORATIVE WORKSHOPS **JAM DESIGNER.**

"It's very hard to write a song alone. It's only by jamming that you can get a song together."

MAURICE GIBB

The **Jam** is a collaborative style of workshop that deliberately mixes diverse people and disciplines to find new powerful hybrid ideas. This tool is a 'how to' for planning a productive and creative session for new ideas, propositions, business models or prototypes. Getting colleagues or partners involved in a Jam also helps get buy-in and maintain momentum throughout the innovation process.



JAM DESIGNER.

"It's very hard to write a song alone. It's only by jamming that you can get a song together."

MAURICE GIBB



1 What are the Jam's objectives?

2 What type of Jam are we planning?

- ☐ **INSIGHTS JAM**
- ☐ **IDEAS JAM**
- ☐ **PROPOSITION JAM**
- ☐ **BUSINESS MODEL JAM**
- ☐ **PROTOTYPING JAM**

3 Who is going to Jam with us?

4 What stimulus materials will we need?

5 What is our outline agenda?

AM - DIVERGENT THINKING

AM - CONVERGENT THINKING

PM - DIVERGENT THINKING

PM - CONVERGENT THINKING

NAME:

DATE:

TEAM:



JAM DESIGNER - EXAMPLE.



"It's very hard to write a song alone. It's only by jamming that you can get a song together."

MAURICE GIBB

1 What are the Jam's objectives?

Come up with 10 new services that help people manage their finances in a more intuitive and easy-to-use manner.

2 What type of Jam are we planning?

☐ **INSIGHTS JAM**

☒ **IDEAS JAM**

☐ **PROPOSITION JAM**

☐ **BUSINESS MODEL JAM**

☐ **PROTOTYPING JAM**

3 Who is going to Jam with us?

Lead users of apps, online banking who are also our customers.

Our retail banking team including bank managers.

Independent financial advisors and financial journalists.

4 What stimulus materials will we need?

We have chosen 1 key unmet need: To know exactly how much I have to spend each month.

5 What is our outline agenda?

AM - DIVERGENT THINKING

Agree the objectives, warm up using exercises from Co-creation Techniques, plenary financial services brainstorm using Co-creation Techniques

AM - CONVERGENT THINKING

Delegates form breakout groups to classify and prioritise ideas based on fit with brand and customer appeal.

PM - DIVERGENT THINKING

Breakout groups role-play how the different new services would work in practice.

PM - CONVERGENT THINKING

Breakout groups develop and name the best services and present back.

NAME: Frank Bank

DATE: 1st March

TEAM: Open Innovation