SocialUP : Design Thinking for Sustainable Social Enterprises

Training Workshop Guidelines

Introduction

The SocialUP platform and toolkit is designed primarily as an open-source repository of design thinking tools that can be used within the design thinking methodology developed specifically for social economy organizations.

However, during the course of the project research activity it was recognized that some users would like short, focused, action-learning training workshops to learn more about the toolkit and how to use its tools. Moreover, support agencies working with social enterprises asked for suggested training workshop agendas that can help them to help their clients.

The toolkit contains over 20 different tools, and the website / platform explains each of these, identifies where to use them, and how to use them. To provide a full training course for all of these tools is considered prohibitive. So the following one-day and two-day workshop formats have been tried and tested as part of the SocialUP prototyping activity.

These workshop formats follow tried and tested workshop agendas used by other design thinking agencies but are specific to the methodology and tools developed in the SocialUP toolkit.

It should be born in mind that there is a trade-off in how deep one can go when trying to cover a breadth of subject matter within either one or two days. As such the agendas are a guide that facilitators may adjust to suit their needs and the needs of their workshop participants. They contain the most often used and useful tools within the toolkit. The agenda is designed to introduce each tool and give workshop participants a degree of familiarity with them. However, to fully complete all of these tools will take much longer than is allowed, and participants learn/work at different speeds, so facilitators should work within the broad suggested timing and be prepared to flex the timing accordingly.

Each workshop is designed for 'teams' of 4-6 participants, with 3-4 teams per workshop, so suggested total numbers are 20-24 in total.

Workshop layout should be team based working tables, with sufficient wall-space for teams to hang work in progress and work around the large A0 sized design tools.

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Workshop materials should be provided for participants, including:

- Specified tools from the toolkit

- Flipcharts and easels

- Post-it sticky notes of various colours (yellow / pink / green / orange)

- Marker pens, pencils, etc

- Sheets of paper and card of different colours

- Tape and blue-tack adhesive to hang tools

- Prototyping materials for two-day workshops (see photo below)

A Selection of Prototyping Materials

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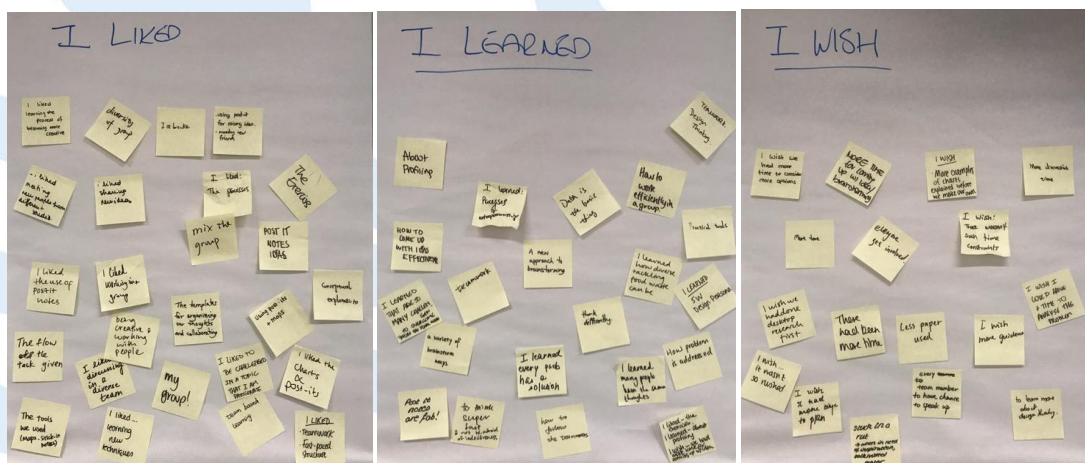
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Experience shows facilitators what works and what doesn't work for them as individuals. Experimentation is encouraged since Design Thinking is a creative activity. Flexibility is key because different groups work at different paces, and some groups take longer than planned for some exercises, but

shorter than planned on others. The facilitator needs to adjust monitor and adjust exercise timings to maintain the overall workshop timing.

Individual and group reflection at the end of each workshop is an essential part of the learning process and this is built into the workshop agendas. The best way we have discovered is not individual assessment questionnaires, but using post-it notes for individual to post their feedback for group sharing on three Reflection Charts. The posted comments are shared and sicussed with participants:

- I Liked…
- I Learned…
- I Wish…. (i.e. how would they have done something they didn't like)

Reflection Charts

Example workshop formats are shown below for suggested one-day and two-day learning-by-doing introductory training courses. These can be modified as needed by facilitators to suit local conditions.

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One-Day Learning-By-Doing Introductory Workshop

Timing of the Day: 8 hours - 9am to 5pm with lunch-break of 1 hour

09:00 - 09:15 - Workshop introduction and goals

09:15 – 09:45 – Presentation / Introduction to Design Thinking

09:45 – 10:15 - Introducing The SocialUP Innovation Platform Toolkit

10:15 – 10:45 – Design Challenge Session 1 – Inspiration

- Challenge Cards / Choosing a Challenge
- Stakeholder Mapping

10:45 – 11:00 – Comfort Break

11:00 – 12:30 - Design Challenge Session 1 – Inspiration (continued)

- Context Mapping
- Customer Journey Mapping
- Research Affinity Mapping / Key Issue Selection

12:30 – 13:30 Lunch

13:30 – 15:00 - Design Challenge Session 2 – Ideation

- Ideation First Burst / Affinity Mapping (on same sheet)
- Idea Cards
- Concept Priority Mapping

15:00 – 15:15 – Comfort Break

15:15 – 16:30 - Design Challenge Session 3 – Implementation

- Storyboard Preparation
- Social Business Canvas
- Pitching Final Proposals

16:30 – 17:00 - Q&A / Reflection / Evaluation

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Two-Day Learning-By-Doing Introductory Workshop

Timing of each day: 8 hours - 9am to 5pm with lunch-break of 1 hour

Day One

09:00 - 09:15 - Workshop introduction and goals

09:15 – 09:45 – Presentation / Introduction to Design Thinking

09:45 – 10:15 - Introducing The SocialUP Innovation Platform

10:15 – 11:00 – Design Challenge Session 1 – Inspiration

- Challenge Cards / Choosing a Challenge
- Stakeholder Mapping

11:00 – 11:15 – Comfort break

11:15 – 12:30 - Design Challenge Session 1 – Inspiration (continued)

- Persona Mapping
- Context Mapping

12:30 – 13:30 Lunch

13:30 – 15:00 - Design Challenge Session 1 – Inspiration (continued)

- Customer Journey Mapping
- How Might We Cards

15:00 – 15:15 – Comfort Break

15:15 – 16:45 Design Challenge Session 2 - Ideation

- Ideation First Burst
- Idea Cards
- Concept Priority Mapping / Concept Selection
- Stakeholder Value Mapping

16:45 – 17:00 Recap / Reflections / Q&A

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Two-Day Learning-By-Doing Introductory Workshop

Day Two

09:00 – 09:15 Recap Day One

09:15 – 10:45 - Design Challenge Session 3 – Implementation

- Storyboard Preparation

- Prototyping (1)

10:45 – 11:00 – Comfort Break

11:00 – 12:30 - Design Challenge Session 3 – Implementation

- Prototyping (2)

- Social Business Canvas

12:30 – 13:30 Lunch

13:30 – 15:30 Design Challenge Session 3 Continued

- Concept Canvas

- Pitching Preparation

15:30 – 15:45 – Comfort Break

15:45 – 16:30 – Design Solution Presentations

- Team Pitches to Panel / Other Teams

- Best Solution / Team Award

16:30 – 17:00 - Q&A / Reflection / Evaluation