

Workshop How To

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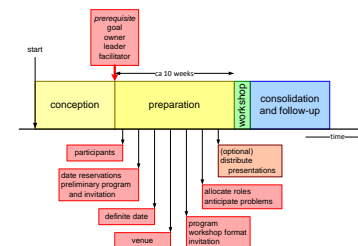
Abstract

Workshops can be an effective means to share and accelerate team activities such as product specification, design or business strategy.

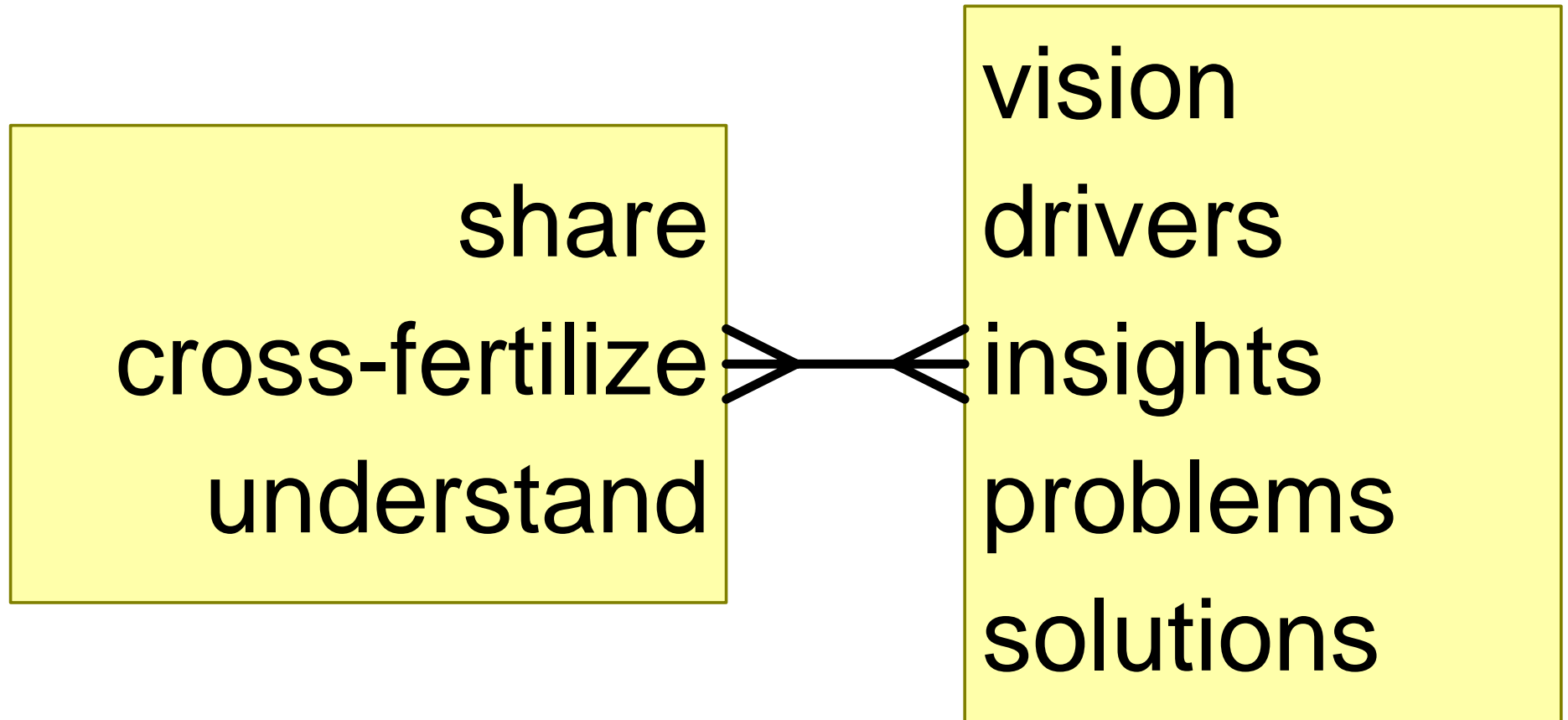
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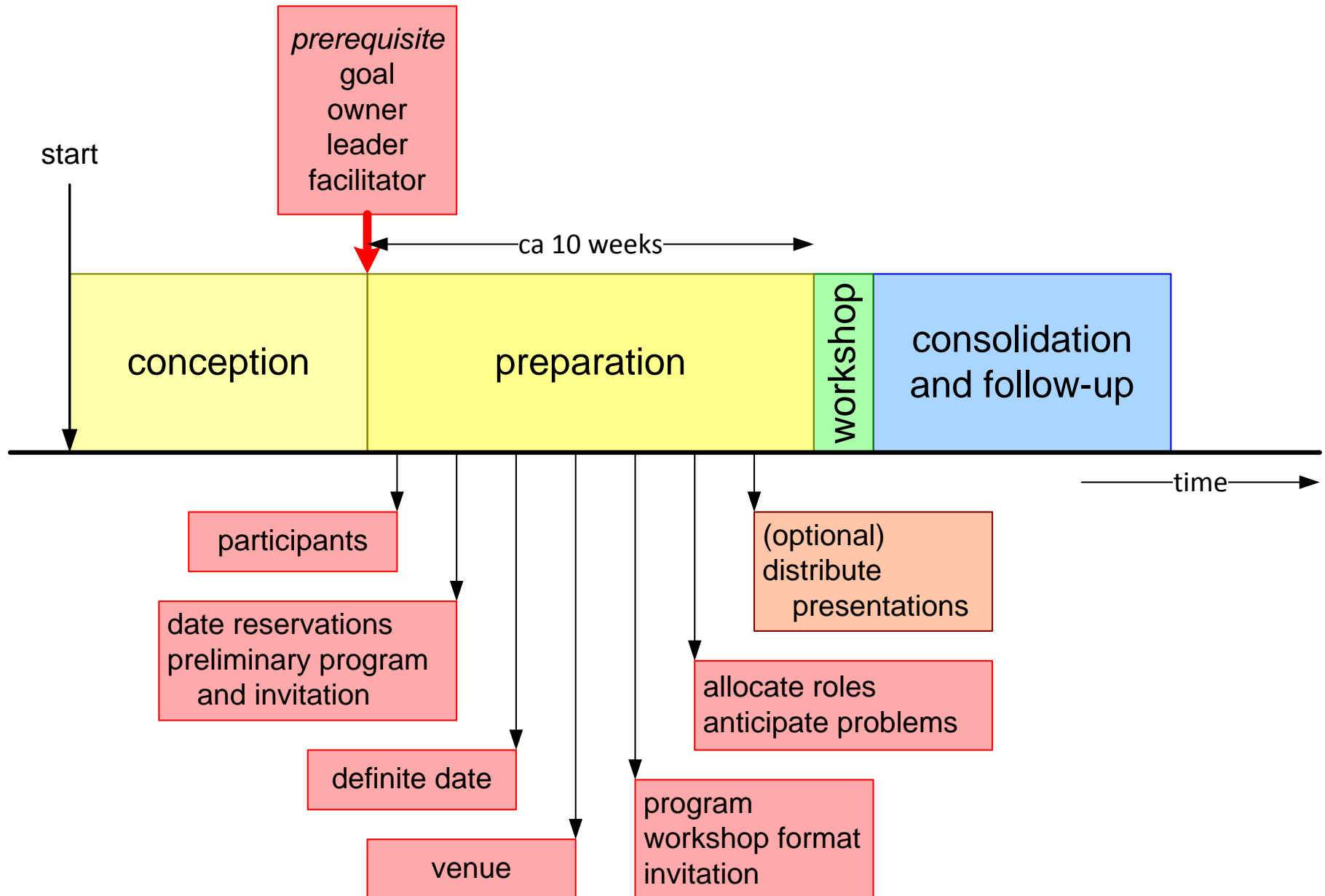
Purpose of a Workshop



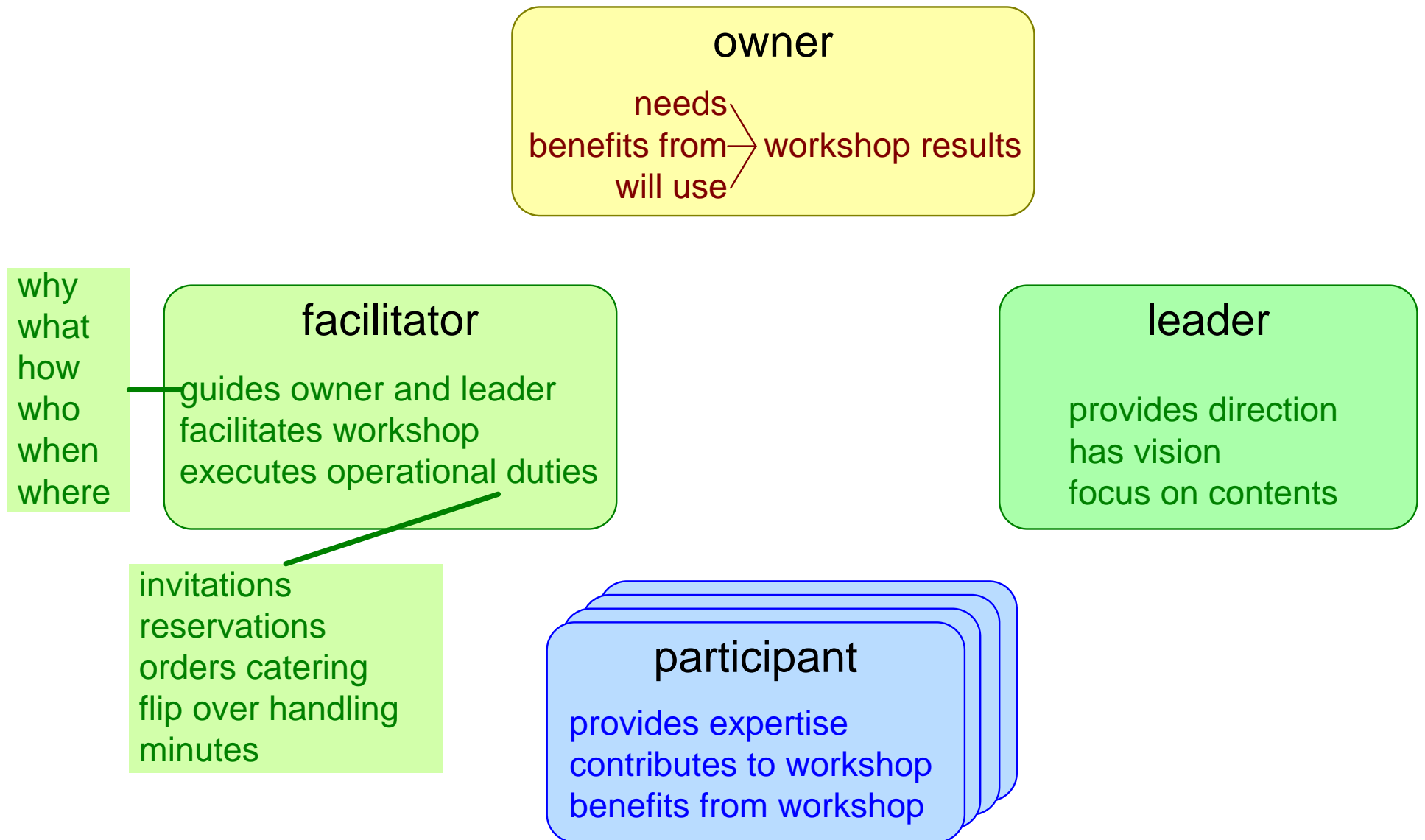
Example Subjects

strategy	customer needs	integration	review strategy business specification design architecture
roadmap	specifications	logistics	alignment organization suppliers sites disciplines partners
synergy	design	life-cycle	
research needs	research potential	application prototyping	

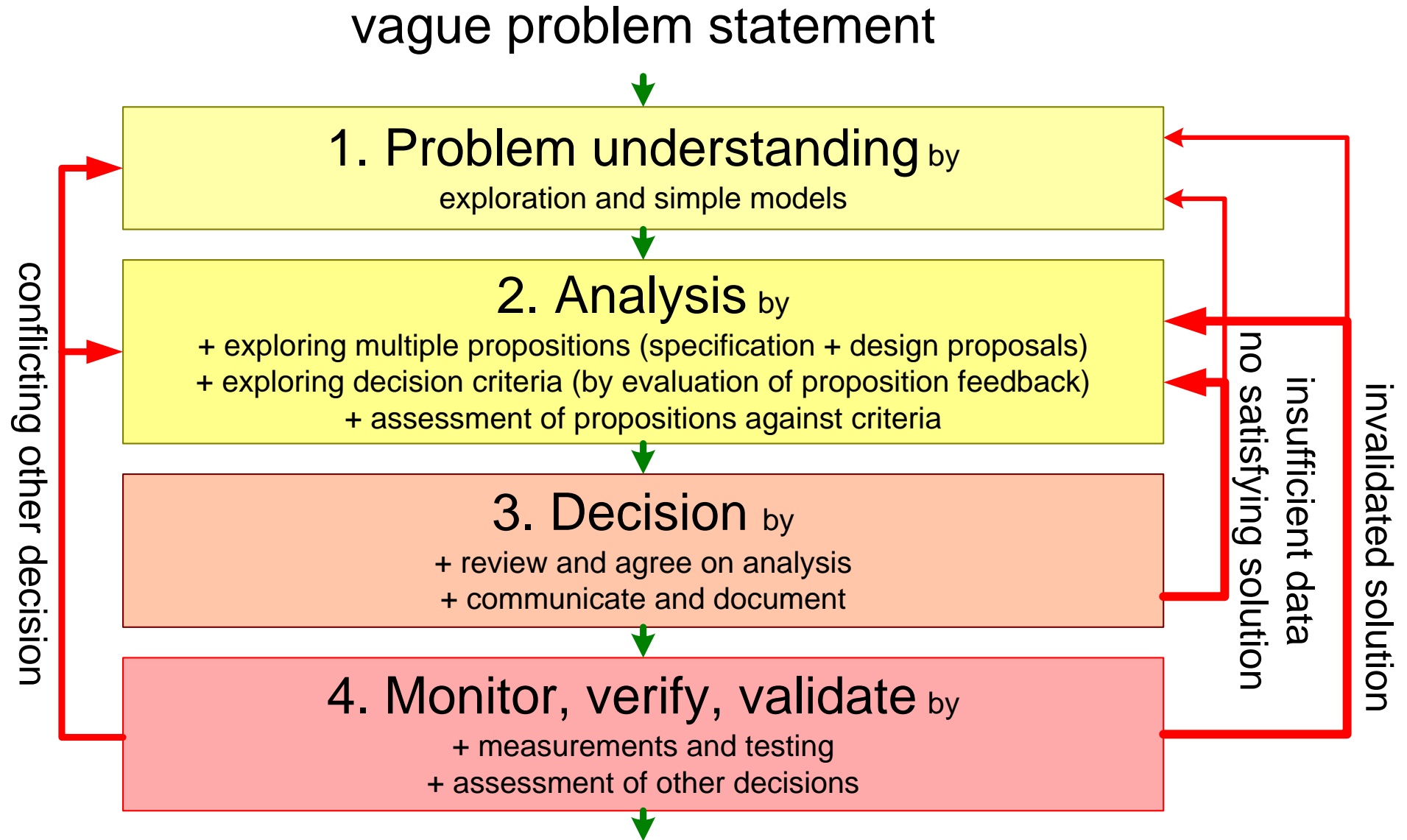
Workshop timeline



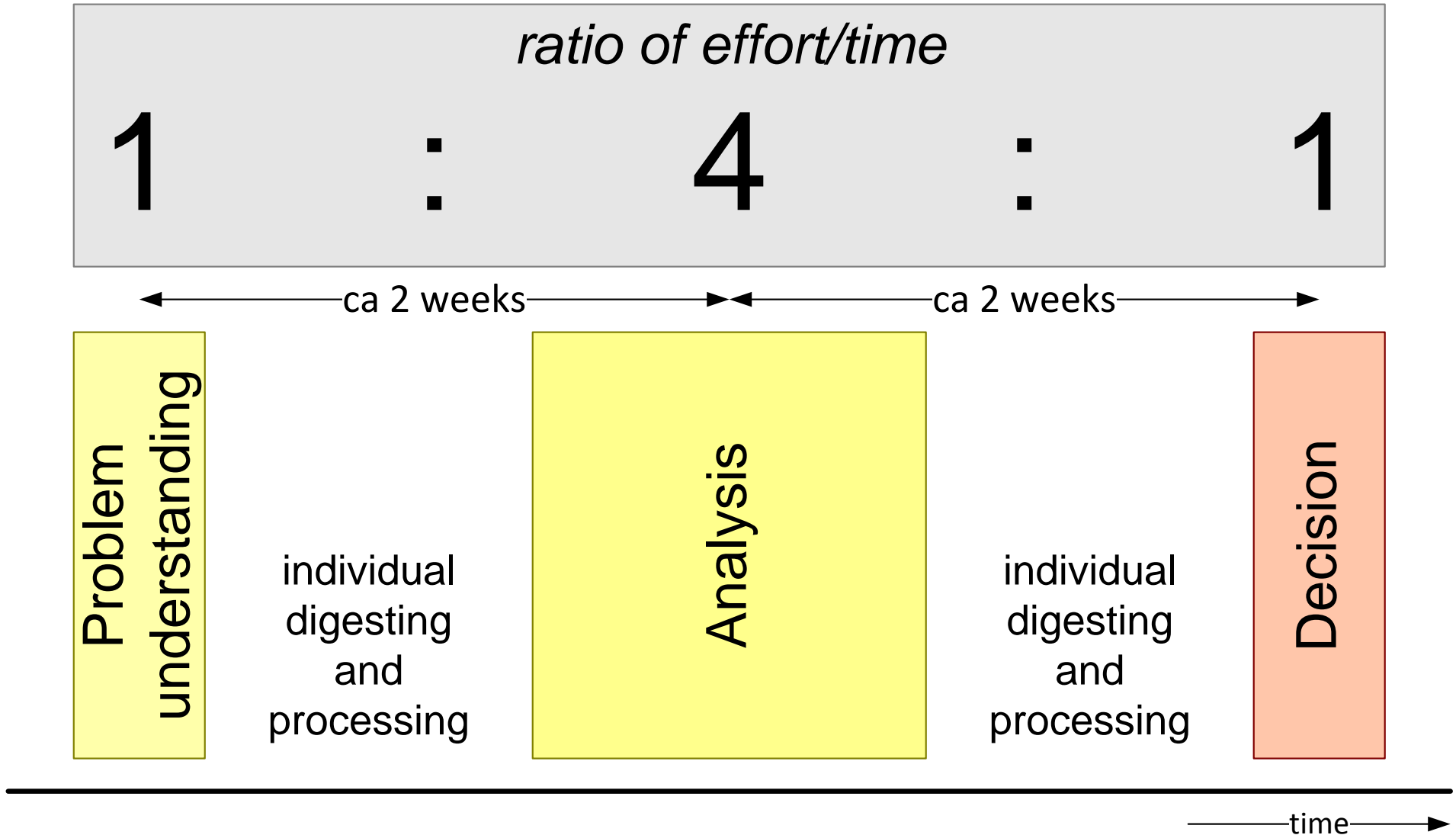
Roles



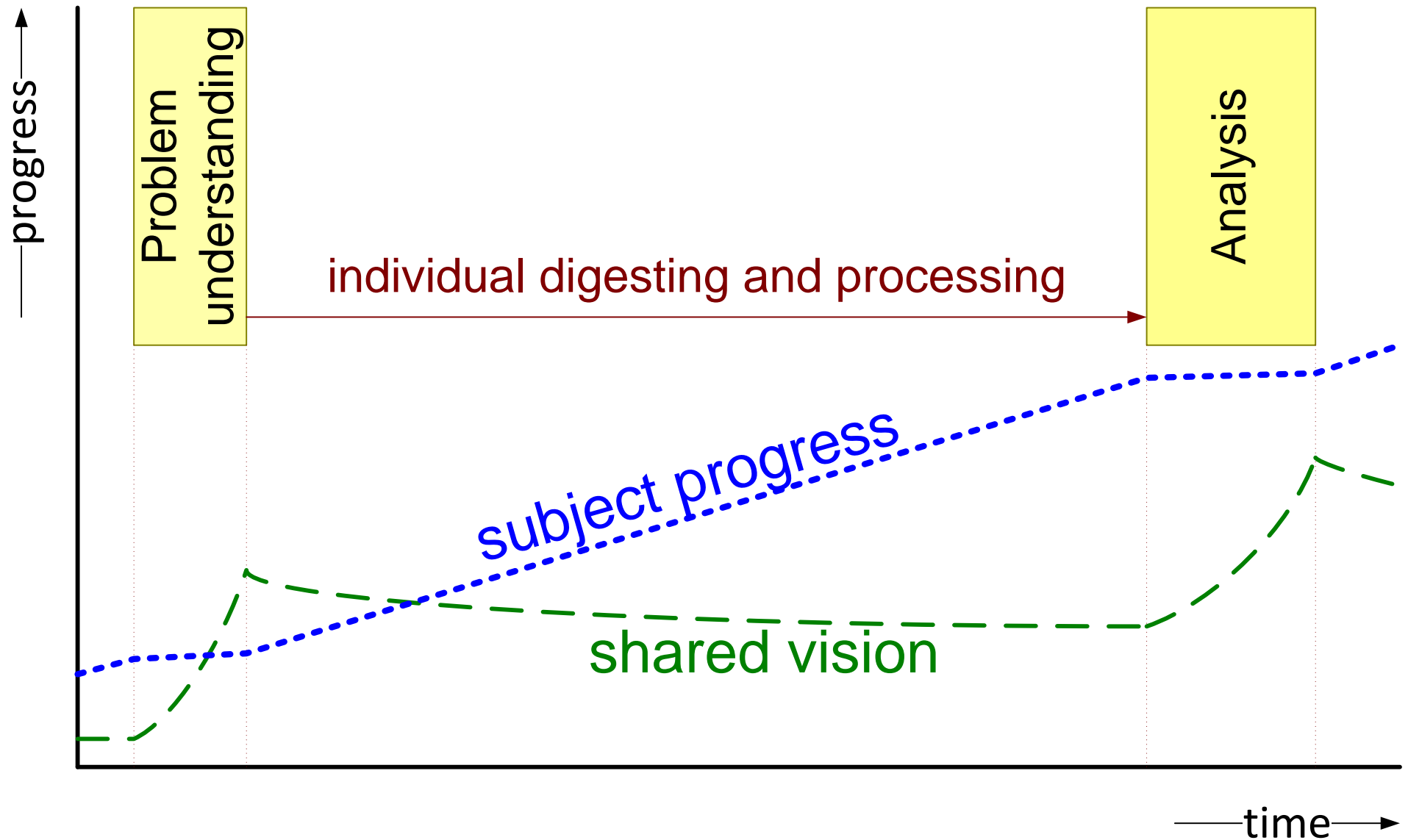
Different Workshop Types



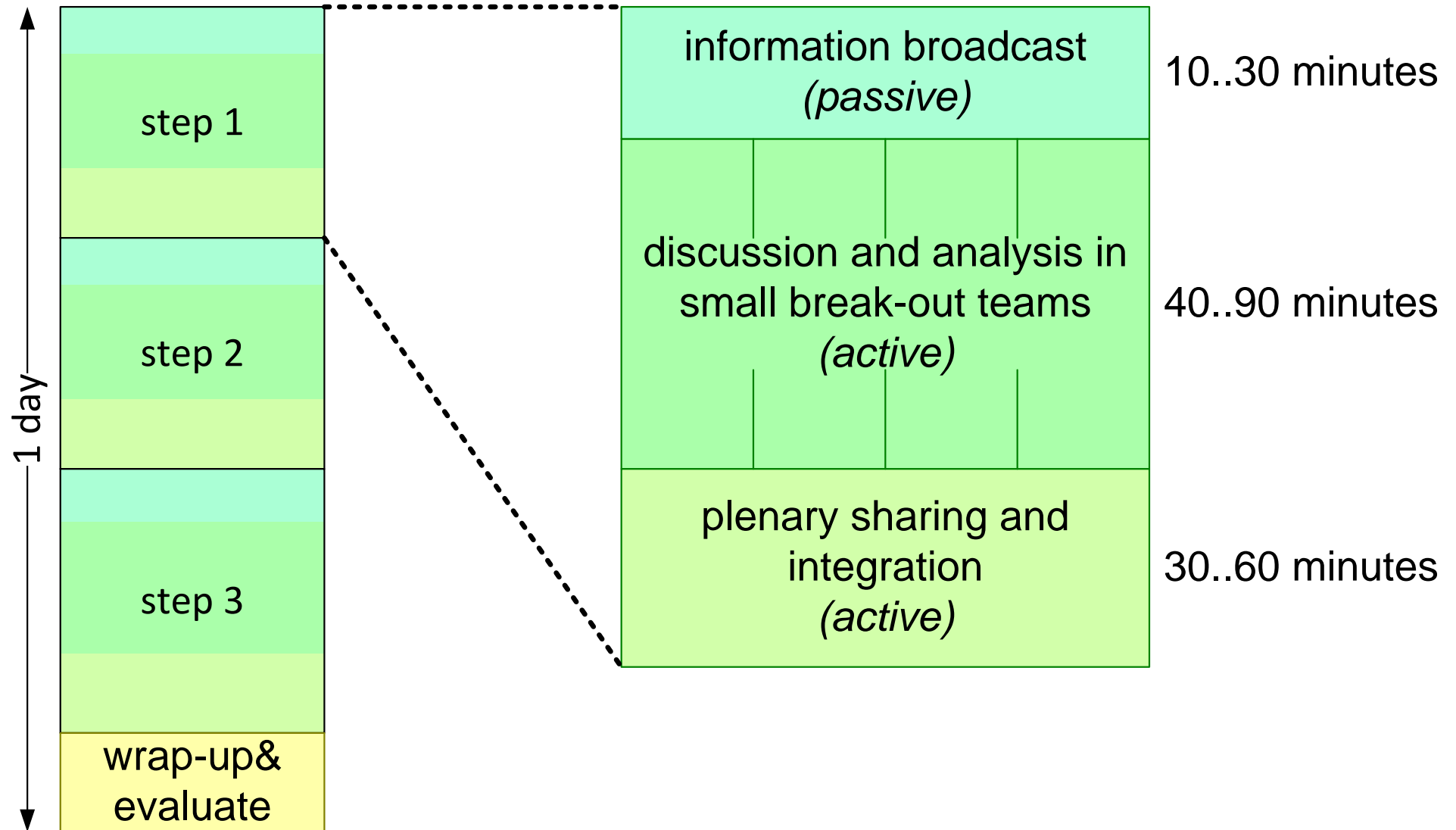
Sequence of Workshops



Most Subject Progress Outside Workshop



Example of Active Workshop Format



Formulate Seed Question(s)

pose compact and open question(s)
avoid bias by question formulation
provide focus

What are the top five design issues?

Illustrate every design issue with 2 specific examples.
avoid generic motherhood statements
stimulate specific discussions via examples

Start with 5 minutes individual preparation
enable every individual
prevent too early narrowness

Media

low-tech
means can be
very effective

brown
paper

yellow
notes

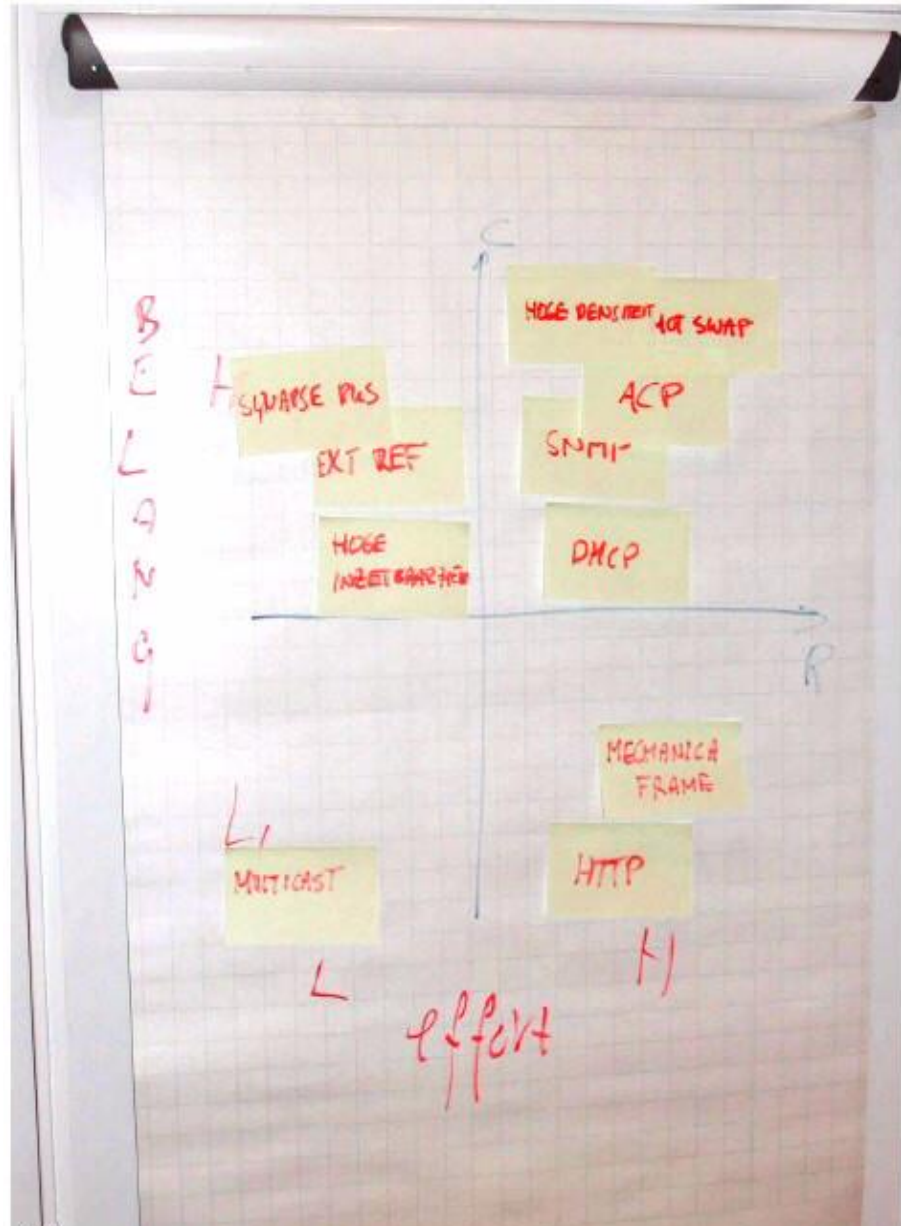
flip
over

tape

use high-tech
when
appropriate

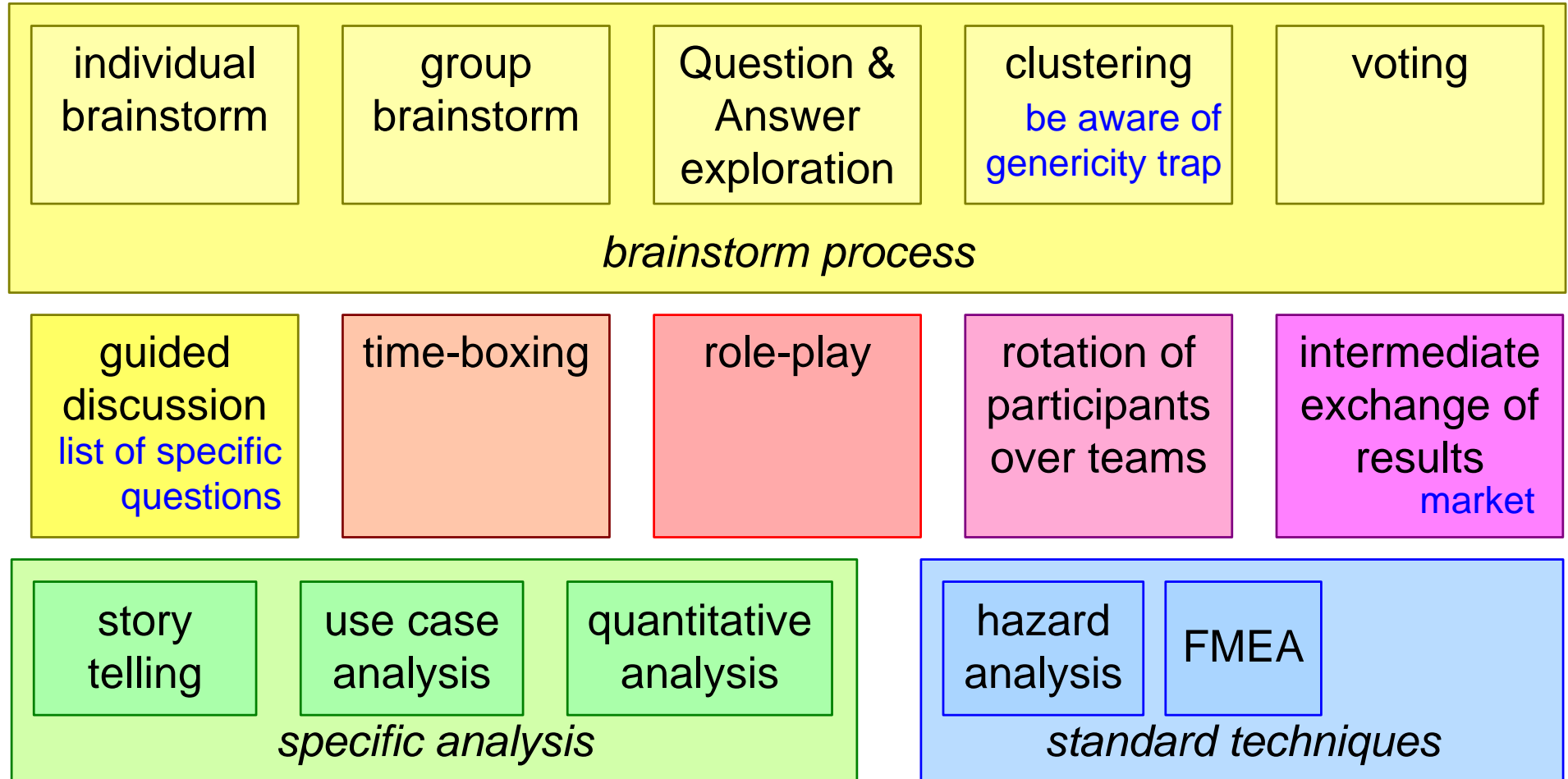
excel

power
point



Use Techniques in a Creative Way

mix and match of techniques is possible



N.B. the value is in the discussion and the interaction, not in the outcome

Wrap up

short summary and conclusions (leader or facilitator)

don't repeat discussions

follow-up (leader or facilitator)

who, what, when

evaluation; ask for balanced feedback (facilitator)

for instance benefits & concerns
plenary or individual on yellow notes

Carefully select Participants

minimize the number of participants
time needed ~ # participants

individual contribution knowledge
skills, experience
function or role

interpersonal relations political, social
psychological

availability full-time during workshop
vs workshop timing
vs workshop effectiveness

Rules During the Workshop

constructive attitude (no head seeking missiles)

allow contribution by all (also the more quiet persons)

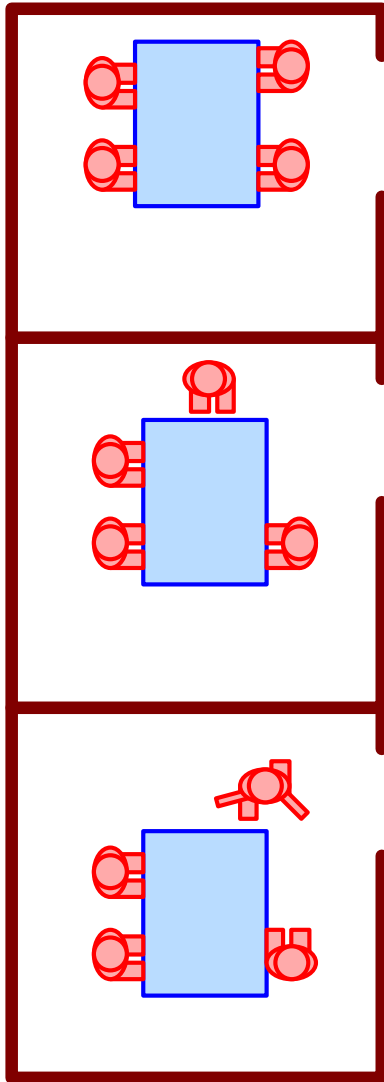
no cellphones

no laptop (except for workshop related application)

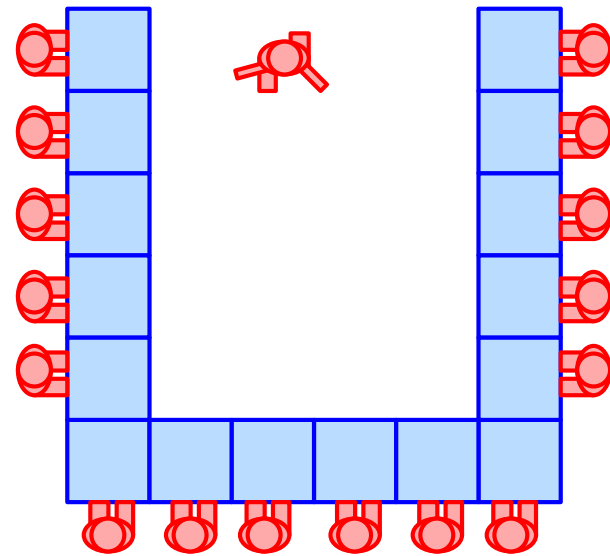
full-time presence

Venue Requirements

break-out rooms



open seating formation
sufficient walking space
ask for a room for $2 * \text{\#participants}$



plenary area

Secret Workshop Success Factors

active

>70% of the time active
short intro, short broadcasts

focused

clear scope and goal
format

well-prepared

timely invitation
seed presentations
seed questions

involved participants

full-time present
no cellphone
no e-mail