



Doing Series

1. Defining the problem

Spend time making sure you have fully articulated the problem as a 'How to' pays dividends

2. Who owns the problem

Accountability is super important, and a good governance model is worth its weight in gold for all business situations

3. Move to agile NPD now

Now is the time to abandon 'waterfall' thinking and set yourself up to be agile. Scrum principles work in this environment, making things more fluid, practical and efficient. Plus the pay back is much, much quicker for the team. Win Win

4. Storytelling to influence and persuade others

Storytelling is a science and an art, and practice makes perfect. Simple models are very powerful to persuade internally or externally

5. Mind mapping for ideation

Remember the power of mind mapping for everyday use, personally and professionally – they make sure you use your powers and capture your expertise

Format : On line – Learning

Duration : 60 minutes for 6 people OR 90 minutes for 9 people

Cost : 60 mins £600 (£100 each) – 90 mins £900 (£100 each)

Level : Open to anyone

In these new CoVid times, it is even more important to top up your knowledge. All day workshops are out. Short, sharp, pithy sessions are in. The 'doing' series is a fully interactive set of sessions to boost your brain. The sessions are based on best practice and empirical evidence, but designed to be super practical.

Not too much, not too little. Just right



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I. Defining the problem

Spend time making sure you have fully articulated the problem as a 'How to' pays dividends

Time Box	
15 Mins	Introductions with intro exercise – Set a challenge you need to solve for
10 mins	Context of issue or problem
20 mins	Upwards – Downwards exercise Getting to 'How to' questions
15 mins	Share back & next steps
Extra 30 mins	Deep dive exercise

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Intro exercise

⚠️

What people problem are we trying to solve?

🔍

How do we know this is a real problem?

🎯

How will we know if we've solved this problem?

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A WISE MAN CAN LEARN MORE FROM A FOOLISH QUESTION THAN A FOOL CAN LEARN FROM A WISE ANSWER.

HOW TO

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how to

ABSURD SCIENTIFIC ADVICE FOR COMMON REAL-WORLD PROBLEMS

randall munroe

CREATOR OF xkcd
AUTHOR OF WHAT IF? AND THING EXPLAINER

FAIL TO PLAN.
PLAN TO FAIL.

SLICKWORDS.COM

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2. Who owns the problem

Accountability is super important, and a good governance model is worth its weight in gold for all business situations

Time Box	
15 Mins	Introductions with intro exercise – Telling tales
10 mins	Governance models and stories of transformation
20 mins	Allocation responsibility
15 mins	Share back & next steps
Extra 30 mins	Deep dive exercise

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Intro exercise

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Good governance

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RACI Definitions

R	Who is Responsible
A	Who is Accountable
C	Who is Consulted
I	Who is Informed

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7. Move to agile NPD now

Now is the time to abandon 'waterfall' thinking and set yourself up to be agile. Scrum principles work in this environment, making things more fluid, practical and efficient. Plus the pay back is much, much quicker for the team. Win Win

Time Box	
15 Mins	Introductions with intro exercise – Bitching wall
10 mins	Scrum schematic – Best tools for NPD
20 mins	Agile manifesto – WILL IT WORK FOR US?
15 mins	Feedback & Review Team charter with daily stand up questions
Extra 30 mins	Deep dive exercise

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Intro exercise

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The Agile Manifesto

Individuals and Interactions	over	Processes and Tools
Working Product	over	Comprehensive Documentation
Customer Collaboration	over	Contract Negotiation
Responding to Change	over	Following a Plan

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4. Storytelling to influence and persuade others

Storytelling is a science and an art, and practice makes perfect. Simple models are very powerful to persuade internally or externally

Time Box	
15 Mins	Introductions with intro exercise – the power of persuasion
10 mins	Storytelling context quick tour with examples
20 mins	Create a story using the structure
15 mins	Story play back and team likes & builds
Extra 30 mins	Deep dive exercise

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Intro exercise

Novel and Useful Human to Human Future facing Stimulating

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- In studies people remember 50% more from a story than a straight passage
- Peoples beliefs can be swayed more effectively through storytelling than by logical argument
- Our brains index every bit of information and every experience in the context of a story
- People are proven not to act by reason alone, appealing on an intellectual basis is only half the story
- Stories evoke emotions and reach hearts and minds, people like to get to see the real you
- Our memories and our intelligence are interrelated

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5. Mind mapping for ideation

Remember the power of mind mapping for everyday use , personally and professionally – they make sure you use your powers and capture your expertise

Time Box	
15 Mins	Introductions with intro exercise – plan a holiday
10 mins	The holy trinity – Viable, Feasible, Desirable
20 mins	Build a mind map together
15 mins	Feedback and summary of everyday uses (Work & Home)
Extra 30 mins	Deep dive exercise

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Intro exercise

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- 1. DESIRABLE
Someone wants or needs it
- 2. VIABLE
We can make money from it
- 3. FEASIBLE
We can make it / create it

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