

IDEA WORKSHOP

OBJECTIVE

- Emotive storytelling
 - around a consumer moment-of-truth

OUTPUT

- Choose cultural tensions to execute
- Agree upon the connection and insight
- Ideas

DATE x

TIME x

WHERE x

FACILITATOR Russ Mitchinson, Rebel Angel Strategy

WHO

- 1. X
- 2. X
- 3. X

PRE-WORK

Moment-of-truth insights x 3

- 1. X
- 2. X
- 3. x

12.30	Welcome Agenda	5 mins	Russ
12.40	Moment-of-truth insights <ul style="list-style-type: none"> • x 3 	25 mins	x
1.05	Insight discussion and build	10 mins	ALL
1.15	Group Ideation <ul style="list-style-type: none"> 1. Pick moment of truth 2. What is the initial Idea? 3. What is the execution? 	40 mins	Groups x 3

1.55	Present back best ideas x 3 each	10 mins each x 2	Both groups
2.15	Idea Criteria <ol style="list-style-type: none"> 1. lives brand values 2. creates cultural unlock 3. motivates action Voting – 3 votes each	5 mins	Russ ALL
2.20	Agree on Insights & Ideas x 3	5 mins	Russ
2.25	Next steps <ol style="list-style-type: none"> 1. Insights and Ideas write-up 2. Execution with rough Timings and Budget 3. Share with Team 	5 mins	Russ
3.30	Close		x

MATERIALS

- Butchers paper x3
- Water, Coffee & Tea x6
- Pens x6
- Posit-it notes x6