

I want to generate new ideas  
by working together with people who experience and solve problems

## Creative Workshop

**5 Mins**

Introduce the workshop plan

**20 Mins**

Define who the session is focused on  
(Eg. Work in small groups on creating personas)



**30 Mins**

Define how the target user will make use of your offering (Eg. Create a journey map for each persona)

**15 Mins**

Put the se upon a wall where everyone can see them.



**15 Mins**

Share the outcomes of the journey map with the rest of the teams. Share opportunities where the group thinks it can create or add value.

**30 Mins**

Further build on the opportunities identified by tools you used (Eg. Promises & Potential Map, Business Model Canvas, Theory Of Change)

