

home to home workshops



April 17, 2020

Online Workshop April 17, 2020

Prepared by the Innate Motion team

This is #4 in a series of online workshops. To see the rest visit InnateMotion.com





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Today's session

1. Welcome 05'
2. Home to Home workshops 15'
3. Break out sessions 15'
4. Sharing session 10'



*In times of crises,
our natural tendency is to focus
on managing risks,
on staying safe and
on reinstating a sense of stability.*





At the same time, crises have always ignited humanity to explore new possibilities and imagine and create the changes much needed to move forward.



*vulnerability is the
birthplace of innovation,
creativity and change*

“Brené Brown”



Key enablers to amplify in digital co-creation workshops



#1

**make it
purposeful**



#2

**make it
personal**



#3

**make it
playful**



#1 make it purposeful

People are more energized and motivated to contribute when they believe in a shared purpose – a clear northstar that has a positive impact on everyone's life and society.

This is even more crucial during these times when more than ever resources and energy need to be channeled in the best way possible.



PHASE 1
Immersion
Debrief

PHASE 2
People We
Serve

PHASE 3
Human
Truth

PHASE 4
Product
Truth

PHASE 5
Brand Point
Of View

PHASE 6
Believer's
Pyramid

PHASE 1
Immersion
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Human
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Brand Point
Of View

PHASE 6
Believer's
Pyramid

My Pyramid

Group Pyramid

Moments of
Greatness

Brand Manifesto

Instructions

Bringing it all together
Now that all the elements of the Believer's Pyramid have been examined and discussed thoroughly, it's time to bring it all together in a coherent story. The Beliver's Pyramid is the core structure of a narrative and, like every story, needs to follow a logic that connects all the elements.

A suggestion as you dive in
It might be useful to look back at what you have done in the

Group Pyramid

People We Serve
marcella

Human Truth
megan

Brand Point Of View
lliam

Product Truth
marcella

Group Chat

Your Group:
Lliam S
M P
Marcella N

Chat

2019-11-21 15:16:25 - M P
1

2019-11-21 15:16:26 - M P
2

2019-11-21 15:16:28 - M P

Instructions

Deciding what our brand will stand for.
The brand point of view is the brand belief that makes it relevant to people and justifies its existence and importance in people's lives. It reflects what the brand stands for and the point of view the brand offers to cut through the human tension. It defines the higher-level contribution the brand brings to the lives of the people it serves.

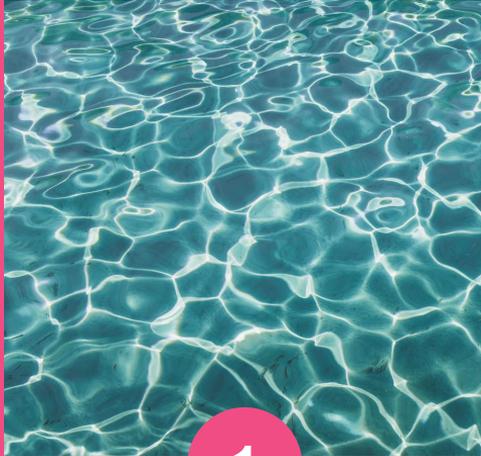
Group Tshirt



We created a customizable digital platform that inspires teams to co-create a meaningful vision for their brand in 3 days. The experience starts from the societal issue that the team wants to take on.

example: digital purpose dive tool

#1 purpose



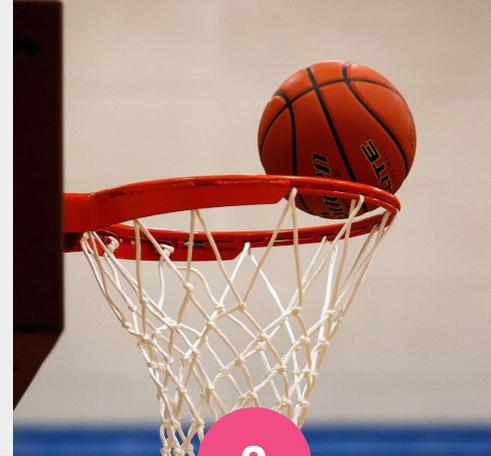
1

clarity

Clarify what change is needed and why it matters to people.

vision

Use personal dreams and aspirations to build a shared vision towards a better world/better society/better company



3

impact

Define measures and KPI to ensure tangible impact of your actions.

3 ways
to energize people
behind a clear shared
why





#2 make it personal

We unlock creativity when we invite everyone to participate with their full selves and take down the masks that the business environment encourages.

The comfort of our own home offers an easier environment to let ourselves be.



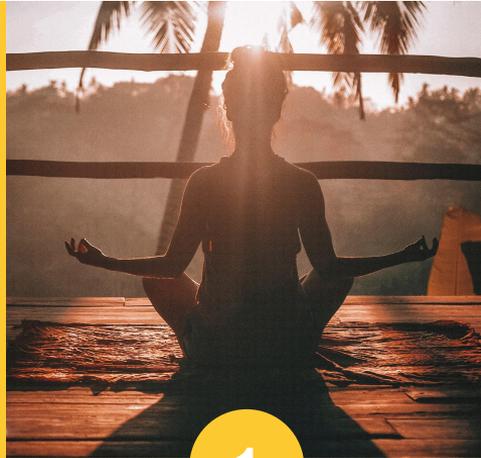
People feel more involved when they are invited to actively bring in their own experiences. In a workshop on home appliances, we asked the participants to each immerse in a personal care experience of choice during the evening and share the morning after.

example:
personal care experience

#2 personal



3 ways to enable bringing the full self in online workshops



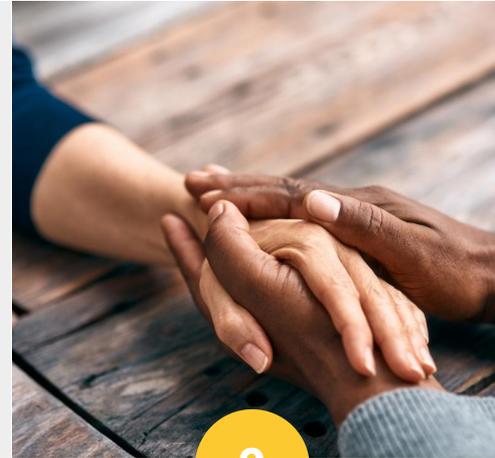
1

presence

Taking the time to recenter and connect with our feelings by borrowing from mindfulness and meditation exercises and practices.

sharing

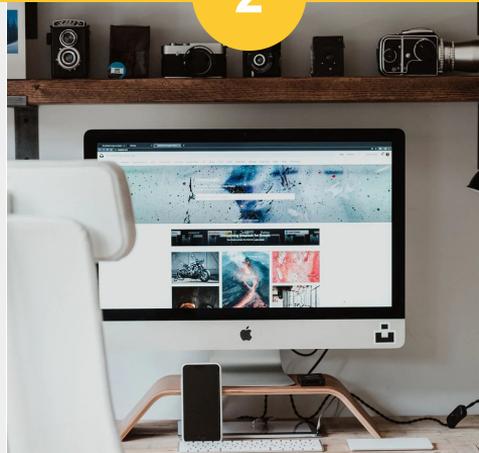
Facilitate the surface of the personal self through sharing of stories and introduction of personal environments.



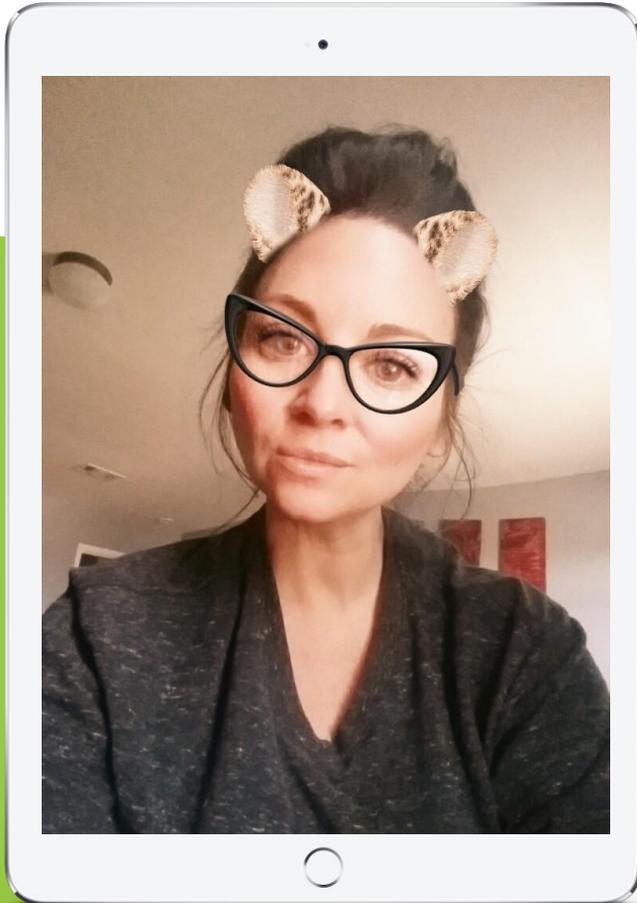
3

empathy

Foster strong emotional connection through the design of experiences that help to empathize with the people we design for.



2



#3 make it playful

Play is a powerful tool to create the right environment, involve people and set their spark free. It helps to activate their right creative brain and switch off the rational left brain.

The distance of digital connection can facilitate people's readiness to step out of their comfort zone.



Play can be a great way to dig deeper in topics of interest or inspiration. In a workshop about tea we created a tea trivia for people to dig in the topic, find new insights and unveiled more inspiring stories.

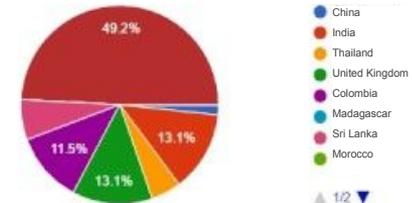
example:
tea expertise trivia

Tea Expertise Trivia

61 responses

[Publish analytics](#)

Where is Assam tea from?



#3 play



3 ways to leverage play in online workshops



1

spontaneity

Set from the very beginning a spontaneous vibe by asking people to introduce themselves in unusual ways.



2

magic

Inspire people with the power of co-creation to deliver a higher result working together.



Play

3

energy

Manage people's energy with longer breaks and shorter sessions and games that release some adrenaline.

practical tips to run home to home workshops





1

Shorter sessions

Spred the workshop across different days with sessions no longer than 3-4 hours (i.e. 1 day workshop spread in 2 sessions of 3-4 hours each) and more breaks between sessions.

2

Plan pilot

Plan for a pilot kick-off session with focus on introduction and objectives that gives you the chance to solve tech issues and familiarize people with platforms used (i.e. google slides).

3

Google Slides

Prepare a google slides with all the instructions, examples and guidelines to capture outputs from breakout session. The more the better in this case as it will be harder to add or clarify.



4

All on their own

Hybrid workshops (half F2F and half virtual) usually are more complicated to moderate – Invite every participant to interact through their own screen.

5

Draft Agenda

Design agenda in the same way of F2F workshops setting up Zoom calls for plenary sessions and breakout sessions. Better to have the subgroups formed ahead of time.





6

One man show

As you will be the center of attention the whole time ensure to have a camera-ready look, lighting, background and behavior.

Create your Cockpit

Ensure to have multiple screens where you can easily look at the camera, and still follow the other documents and/or communicate with groups (laptop, tablet, phone).

7



8

Open Channels

Set up communication channels with co-moderators and break-out groups. Whatsapp can be a good platform for this.

Facilitate step-in

Encourage people to step in and talk more as they will encounter more barriers in this virtual version. You will spend more time and energy to facilitate their contribution.

9



10

Ask Feedback

Allow people to express their thoughts about “What worked” and “What could be different next time” on the side of the Google slide document.

- Excellent
- Good
- Average
- Poor



icebreakers and energizers for home to home workshops



EXCEPTIO



1

check-in

Ask everyone to start the online session by taking turns to answer a question (random or specific to the workshop).

Answers should be limited to one sentence or one word (tip: the facilitator can go first). Find inspiring questions at this [check-in questions generator](#).

sketch your neighbor

Assign to each team member in advance (via private message) a name of a person to draw. Let them draw with pen and paper for a minute with music in the background. When finished, take turns guessing who drew who by showing the paper on screen.



2

team tour

Each person has 1 minute to give a tour of the place where they're currently located using their webcam.

Describe where you are (coworking space, office, home, outdoors), who else is there and what it's like to work there. Let other participants ask you questions.



3

show and tell

Ask participants to take a photo of their current workspace (shoes, meal, or personal object) before the video call and send it to you in advance. Put all the pictures on a google slide and at the moment of the warm up show the mural to everyone and let people take turns in guessing which picture belongs to who and why.

4



5

where are we?

Collect the location of each participant in advance and add it on a world map where they're located.

Show it to the group and take turns sharing how long you've lived there and what you like about the city/country. Talk about time zones and its impact on your work.

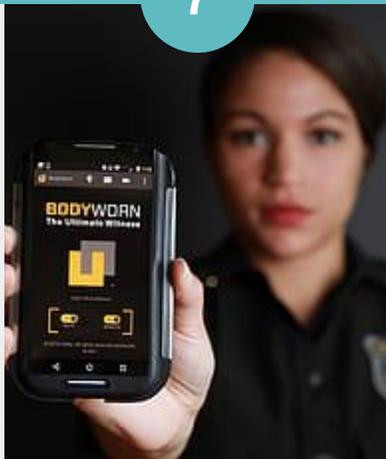


QUIZ

6

company trivia

Research some company statistics that could be used for a quiz. Prepare some questions in a google form and send it to the participants. Give them some time to answer (with music in the background) and unveil results and discuss about the topic to reveal more stories.



killer vs. cop

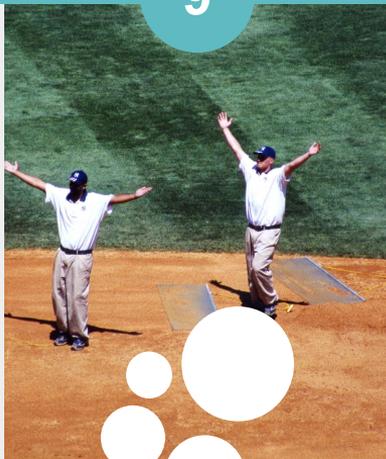
One killer and one cop secretly assigned. The first needs to kill everyone except the cop while the cop needs to find the killer before all others are dead. A wrong guess makes the killer wins as well. The killer kills with a wink. Whoever see the wink waits few seconds before announcing their death by switching off their camera.



8

same the sound

Ask everyone to turn their webcams off.
Call out someone's name and ask them to imitate a sound (for example: an old dial-up modem, the sound of a printer, Christopher Walken, a Star Wars lightsaber, ocean waves, a sports announcer, etc).
Have the others guess what sound they're imitating.



shape up

In gallery view ask people to move their arms and hands up/down or left/right to recreate a shape (i.e.: triangle, heart, square, letter) in your gallery view. When the team manage to do it, ask them to hold it so you can take a screenshot and share it. Start simple and progressively make more complex shapes.

9

emoji challenge

Ask everyone to think of a title of a film, book or song.
Once they're ready, tell everyone to describe the title in their chat tool using emojis only.
Take turns guessing each title during a video call.



10



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sending you a virtual hug...

next in the series

Sharing our experience and insights on topics that could help our friends, partners and clients in this time of crisis.

27 March @ 2pm-2:45pm CET

Creating a relevant “work from home” culture, with Moniek Tersmette, Benoit Beauflis and Mark Hauser

3 April @ 2pm-2:45pm CET

Leading with human sense in times of crises, with Christophe Fauconnier, Kanchana Moodliar and Aurelia Petrov

9 April @ 2pm-2:45pm CET

Home-to-home research, with Joysree Reinelt, Gilda Zárata Chabluk and Arya Djoehana

17 April

2pm-2:45pm CET | 4pm-4:45pm CET

Home-to-home workshops, with Femke van Loon, Riccardo Cristiani and Arnaud Tausiaux

24 April

10am-10:45 am CET | 2pm-2:45pm CET

Brand engagement in crises times, with Meggan Wood, Subodh Deshpande and Yaw Sarkodie