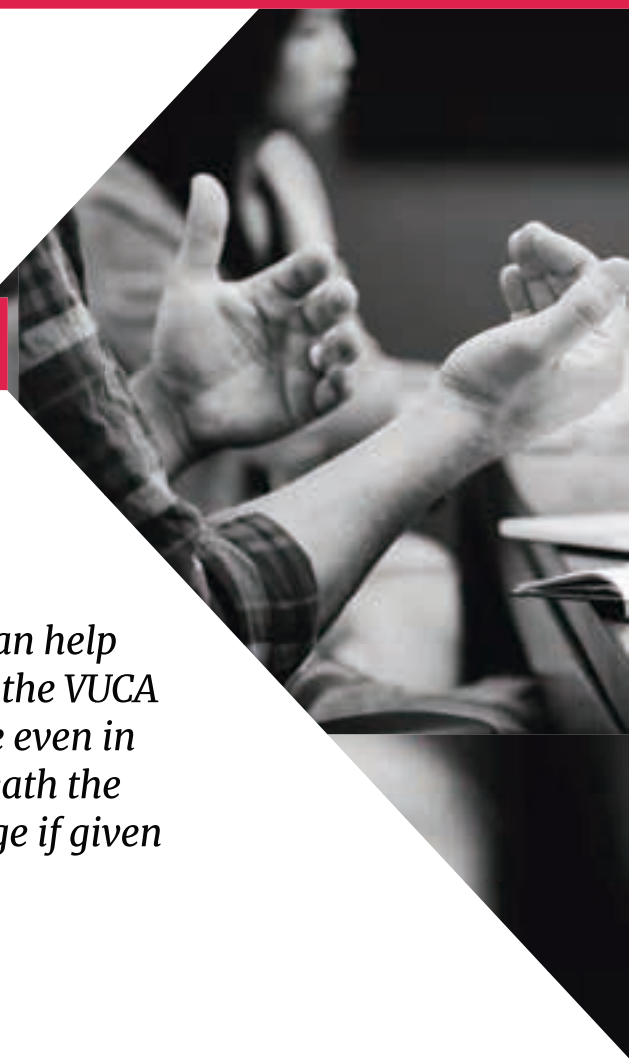
ECHOS school of design thinking

FACILITATION

experience



> *Facilitation and facilitative leadership can help organisations embrace the potentials of the VUCA world, flow with the changes, and thrive even in what seems like chaos. Because underneath the chaos lies a hidden order that will emerge if given space and attention*
>
> ***Sahana Chattopadhyay***

course format

Remote and live

the course

Facilitation of innovation projects is an essential ability to any innovation professional. Understanding the different profiles within of a team, their roles and leveraging collective intelligence is key to the success of innovative projects.

Facilitation Experience is a learning journey where you can develop a set of key skills and techniques for facilitating high-impact innovation projects through the design point of view.

By combining theory, simulations and constant evaluation, you will assimilate the principles of facilitation practically and will be able to facilitate design thinking projects, taking into account the objectives of the business, (your customer) work teams and user needs.

course objective

Nowadays, organisations use the power of collective intelligence to generate innovative ideas. However, success teams do not rely merely on engaged and creative participants.

In fact, there is an important variable when the goal is to leverage innovation processes: the presence of a facilitator that is able to make the work of teams less stressful and more efficient for all those involved.

Looking at this scenario, **the Facilitation Experience** aims to develop in participants the fundamental skills of facilitation through the design point of view, with emphasis on virtual environments. In addition to orientation to structure and help teams maintain focus on discussions and deal with challenges and conflicts that commonly emerge in this environment, the workshop reveals how to train multidisciplinary teams to work together through empathy, collaboration and experimentation, fundamental values that make all the difference to achieve impact results, without losing sight of the needs of internal and external customers.

Throughout the course, you will participate in several practical activities that will highlight the importance of visual, co-creative and generative facilitation to maintain the engagement and energy of the team with implementation of remote facilitation.

We will address issues such as rituals, rhythm and language in the online environment so that you navigate with more confidence through projects of this nature and learn how to plan design thinking workshops using an appropriate repertoire of tools, techniques and support references.

In six remote meetings, you will be prompted to exercise a set of essential skills to any innovation professional, to understand the different profiles within a team, their roles and leverage collective intelligence that is key to the success of innovative projects.

you will learn how to

- Create safe spaces for welcoming divergent thinking and that will give freedom to creativity;
- Make room to the spontaneous emergence of group work results;
- Create the basic structures for remote facilitation of an innovation project;
- Facilitate innovation processes based on the design approach;
- Understand and apply the leadership role based on the design approach;
- Use visual techniques to plan and facilitate your design thinking workshops;
- Deal with challenging situations of the virtual environment in the remote configuration;
- Create an individual action plan inspired by the course learning and insights;

exploring contents such as

- Facilitation is design: relation between innovation, design and facilitation;
- Facilitative leadership: working with the emergency and needs of the customer/user;
- Facilitation of innovation projects through the design point of view;
- The facilitation journey: creating engagement by fluency, rhythm and contact points;

- Rituals, rhythm and language of facilitation in the online environment;
- The impact that different behaviours and mindsets have on the processes in a virtual context;
- The importance of visual, co-creative and generative facilitation;
- Focus on the product versus focus on the result;
- Feedback in innovation projects based on observation and not on judgement;

exercising competences and skills such as

- Being responsible for your own learning;
- Dealing with uncertainties by opening yourself to the risk;
- Dealing with frustration at various levels;
- Balancing individual learning with group learning;
- Co-creating relationships of trust, responsibility and respect;
- Training and engaging various and multidisciplinary teams (team building);
- Being able to give and request feedback with quality;
- Developing communication, listening and collaboration with quality;
- Addressing business challenges and facilitating for results;

besides learning to use tools such as

- Double Diamond as a driver of the facilitation focus*: divergence and convergence;
- Facilitation techniques for participatory decision-making;
- Johari Window for feedback;
- Forum Theatre: collective simulation of facilitation situations;
- Project Facilitation Canvas: structure, objectives and results;
- Applications and tools for team and time management;
- Digital Playbook;

* **It is expected from the participant basic knowledge about design thinking** because we will work on the planning and facilitation skills of Design Thinking workshops, but not on the use of its tools. If you don't have experience with design thinking, we recommend you to start with the Design Thinking Online course or the Design Thinking Experience course for a better use of this course.

how does it work?

This is an experience with **live lessons and remote facilitation**, consisting of 6 meetings of up to 3 hours of duration for practical implementation of design thinking into a project, with instructions and content for further development provided by our Echos Online platform.

You should expect to dedicate between 1 and 2 hours per week for group works, studies with video, reading and individual work.

ACCESS TO CONTENT

The course is composed of inspirational content, experiences and practical exercises. The support materials and tools are available on the Echos Online platform for 6 months after the course is completed.

ECHO'S GLOBAL NETWORK OF INNOVATORS

By enrolling in the course, you will have permanent access to our global community of innovators, Echos Alumni, through Slack. There you can interact with other participants and learn collaboratively with professionals from the innovation universe all over the world.

CERTIFICATE

By completing the course you receive the certificate of attendance.

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course structure

module 1

Content: Onboarding | Preparation for remote work | Design, Innovation and Facilitation | Facilitative Leadership | Team formation (agile, multidisciplinary and high-performance) | Horizontal structures

Practice: Creation of the group field remotely | Team building | Team building tools with digital teams

module 2

Content: Design Thinking Projects: the business challenges and user needs | Facilitating people, process and tools | Facilitating the first diamond: understanding the problem

Practice: Facilitation techniques for participatory decision-making: divergent and convergent phases | Challenging simulations in the remote environment

module 3

Content: Visual Thinking: the importance of visual thinking for the generative and creative process of design | Virtual collaboration tools and prototyping | Narratives: storytelling and storyboarding | Facilitating the second diamond: designing solutions

Practice: (1) Essential techniques for visual thinking (2) Implementation of visual thinking for convergence (3) Visual canvas

module 4

Content: Conflict situations and High Performance Teams

Engagement: The three essential elements for team engagement | Fluency, rhythm and engagement | Cultural elements, listening and communication

Practice: Recognition of competences and talents | Compass Points Method | How to leverage the best contribution of each person in the group through rituals.

module 5

Content: Project Facilitation Canvas: repertoire on structures and facilitation approaches. | Planning a design thinking workshop: objectives, elements and deliveries | Definition of outputs and outcomes. | Overview of course deliveries

Practice: Design of the facilitation of a DT project for a real group, from the knowledge and repertoire of people, from structures and different facilitation approaches

module 6

Content: Practice of autonomous facilitation | Feedback and final reflexion | Action Plan for applied facilitation

Practice: Design Thinking project facilitated by the participants (6 groups of 3) | Feedback.

extension

Content: Open mentoring with course coaches. We will support participants in their current practice of facilitation with design thinking by offering an open meeting for discussion of challenges applied to each one's professional reality.

Practice: evolution of the personal project for facilitation + reflexion on the logbook

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who is it for?

- Professionals from any segment and industry who already work with design thinking and want to deepen themselves in their tools and in driving groups in fast-paced innovation projects using this approach;
- Professionals with some experience in facilitation (teachers, coaches) who know design thinking and who want to improve themselves in facilitation techniques focused on the design process;
- Design thinking facilitators who want to gain experience and insights on how to work with groups remotely;
- UX designers, sprinters, designers and innovators who have knowledge of design thinking and who wish to extend their knowledge to others, whether in class, workshop, sprint or project teams training format.

learn more about the team

REINALDO CAMPOS - ECHOS PARTNER | EXPERT IN DESIGN THINKING & LEARNING EXPERIENCE DESIGNER

Partner of Echos, where he has been Head of Learning Experience since 2015. Reinaldo has participated in several teams as a consultant and coach in innovation and training projects with corporate customers of media, healthcare, finance, education and construction industry, among others. Among the main projects are the Google News Initiative Design Accelerator with media and communication companies in Asia-Pacific, the project of deep empathy with healthcare professionals at Abbvie (Pharmaceuticals) and training hundreds of educators at institutions such as Uno International, Cultura Inglesa and Senac. Graduated in Advertising (ECA / USP), with MBA in Services Marketing (ESPM) and specialised in Branding (FGV), Service Design (Design Thinking Academy) and Leadership and Facilitation (Schumacher College).

NATÁLIA FRANZON - DESIGNER OF LEARNING EXPERIENCE & SPECIALIST IN DESIGN RESEARCH

Certified in Design, Innovation and Sustainability from the Un-School of Disruptive Design, she has 4 years of experience in facilitating Design Thinking processes and building learning experiences. She started as a design thinker undertaking the Look Up Lab project with workshops to activate the innovation culture and identity construction in companies and universities in Paraná. In 2017, she joined the team at Echos, and has already applied more than 90 of our learning experiences, besides the active participation in innovation projects. Today she acts as a leader of the design thinking specialisation course. She is an advertiser with MBA in Business Management from ISAE-FGV, certified in Service Design from Hivelab and Experience Design from Kaospilot.

RICARDO RUFFO - FOUNDER AND GLOCAL CEO OF ECHOS

Co-founder of Echos, an innovation lab founded in Brazil that aims to foster the new generation of innovators and innovations in Brazil and in the world through business and innovation, offering consultancy in projects of this magnitude and learning and education processes. He is a specialist in Entrepreneurship and Innovation, with extension courses in renowned schools such as MIT and Berkeley in the United States. He is also a specialist in Social Innovation from the School of Visual Arts and Design Thinking from d.school in Germany.

JULIANA PROSERPIO - FOUNDER AND CDO OF ECHOS

Juliana is co-founder and global design director of ECHOS, an innovation lab, and its business units: Echos — School of Design Thinking — a school that puts innovation into practice, and Echos — Innovation Projects. Over the last 7 years, Juliana has worked to develop an innovation ecosystem in Brazil and recently in Australia and Portugal to promote the power of design in creating desirable futures. As a speaker, she has already participated in events such as the Global Innovation Summit in San Jose, California, and the TEDxMauá in São Paulo

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organisations we work with

Echos is an independent and design-oriented innovation lab

australia
brazil
portugal

Echos is an independent and design-oriented innovation lab. Since 2011, we have developed learning experiences for people and corporations, and we offer the project consulting service, boosting innovation, solving complex business challenges and intentionally leading the creation of futures.

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