

Session Description

Notes: Remove for final presentation.

Inspiring and Facilitating Groups for Innovation.

Innovating alone can be difficult... but innovating with a group isn't always easier! Facilitating groups to create and ideate requires different thinking... and a skill set that is growing in importance for marketing and brand teams as well as for insights experts and market researchers. During this 30-minute workshop we will share several of our favorite tools and techniques for maximizing the creative output of innovation work sessions. Whether you are new to facilitating or a pro, you'll find something here to help build upon your skills when the challenge is to create!

IMAGINE...

The next part of our journey together... is to discover insights and to inspire innovation. Who will we bring with us?



Debate Time!

Specifically, we often need to decide if we'll bring our customers / consumers onto our teams... and in what ways?

"If I had asked people what they wanted, they would have said faster horses."

- Henry Ford

"We do no market research. It's really hard to design products by focus groups. A lot of times people don't know what they want until you show it to them."

- Steve Jobs



CO-CREATION

A group of five people are gathered around a light-colored wooden table in a modern, open-plan office. One woman stands on the left, holding a cup, while others are seated on stools. They appear to be in a collaborative meeting, looking at documents and a laptop on the table. The office has large glass windows, industrial-style pendant lights, and a blurred background showing other office activity.

**CONSUMERS
CUSTOMERS**

(CO) COLLABORATE IN - CREATION

**ACTIVITIES
WITH US**

What is Co-creation?

It's more than monkey chow.

It's consumers/customers as trusted experts and creative partners, not as stage gates.

It's any time we build with, instead of just building for.



What is Co-creation?

It's a showcase for inventive and experimental qualitative techniques (and some tried-and-true ones, too)

It's a process that leaps towards (and demands!) an Agile mindset

It's discovery, research, generation and optimization all in (sometimes) one session!



Consumer / Customer Co-Creation

It's a process to change the way you interact with your customers / consumers.

DISCOVER INSIGHTS



GENERATE IDEAS

What is it? It's a qualitative showcase.

TRIED-AND-TRUE

- Sequence or Journey Mapping
- Desired/Ideal Consumer Experience (DCE/ICE)
- Mixed Media Online Boards/Ethnographies
- Pre-work Diaries
- Sorting and qualitative perceptual maps
- Say, Think, Feel exercise

TINKER AND INVENT

- Us & Them
- Consumer Analyst
- Debate Club
- Challenge Clarification Mapping
- Big Idea Draft
- Photo perspectives
- Prune the product tree
- Sailboat anchors and wind

EXAMPLE: Qualitative Mash-ups Build Language Together

To build better segmentation hypotheses **TOGETHER**, we challenged customers to define themselves by their motivations.

- Put yourself into one of four groups based on your reasons for using products in this category.
- Three tables are named and one remains unnamed to discover “unique” perspectives.
- Describe why you chose each group.



To continue building a **LEXICON**, we repeat. This time, we ask, “how skilled are you?”

- Now re-sort based on what you feel is your level of expertise and knowledge.
- One table is for “Novices;” one is for “Experts. You need to name the other two!
- Explain why you chose that group, and how you would describe your group compared to the other groups.

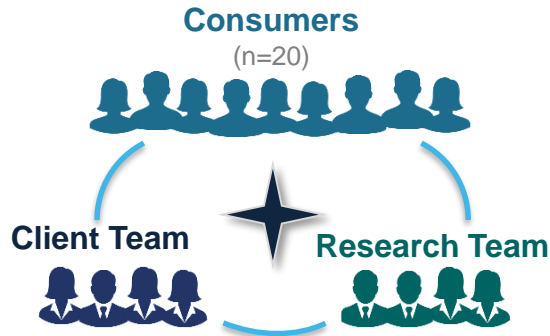


- Following a share-out, does anybody need to change tables? Why?!

EXAMPLE: A Co-Creation Workshop Overview

Introduction

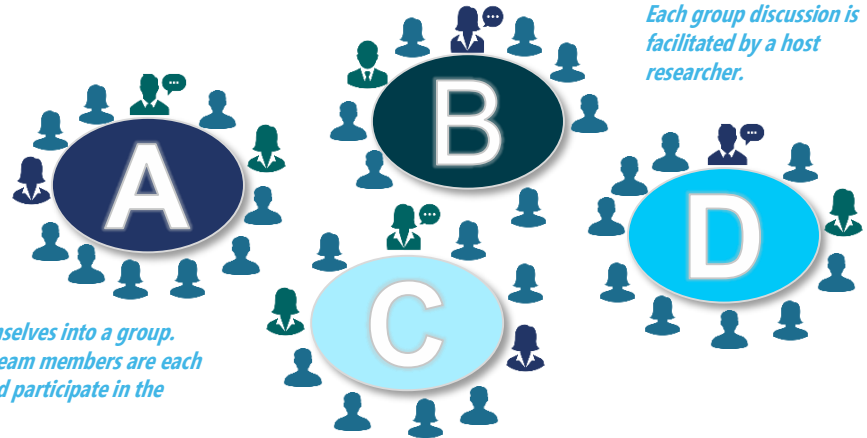
- ✓ Welcome and introduction to workshop – agenda, expectations, etc.
- ✓ Participant introductions and warm-up



Client team members directly participate in the session alongside the Burke team and respondents – no dividing glass!

Activities & Mini-Groups

Sequence of activities where consumers are first asked to 'sort' themselves into four groups based on a simple question, followed by four concurrent mini-discussions.



Team De-Brief

Lunch and active debrief session with the whole team. Conducting the workshop virtually or in host city will allow a wider support team (strategy, creative, insights) to participate and begin to prioritize the next steps as we move toward questionnaire development.

EXAMPLE: You Build The Map! You Solve The Business Problem!



FIRST BREAKOUT ROOM

Traditional focus groups to discuss foundational and LTO menu offerings, including one that is in danger of being eliminated.



SECOND BREAKOUT ROOM

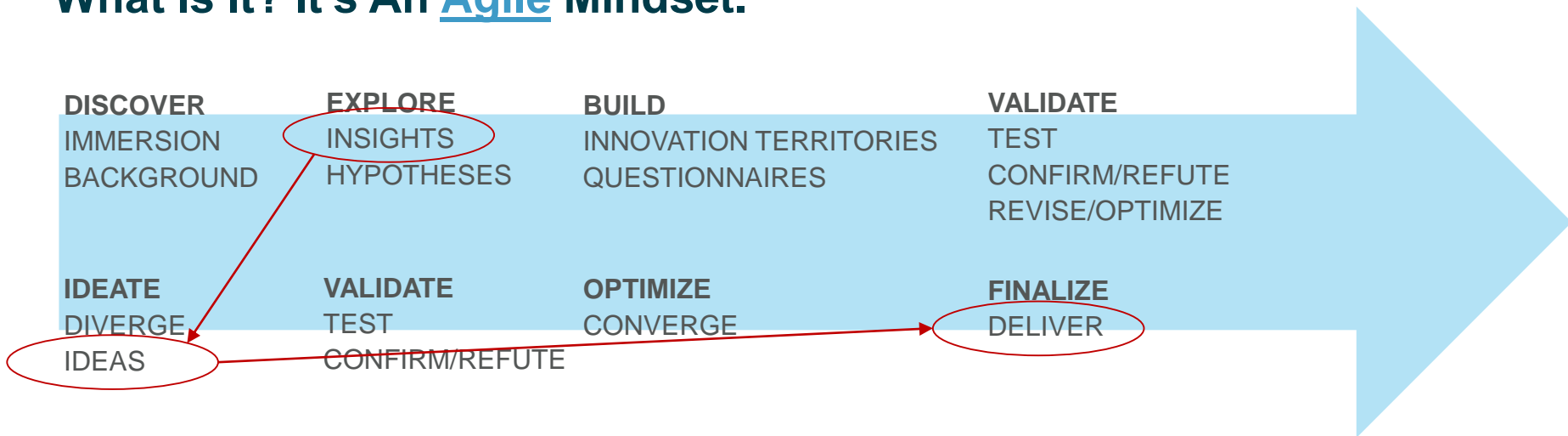
A mostly traditional strategic ideation session. Select focus group participants jump across to help solve the problem:

- Develop ways to reposition/improve upon the suffering menu item
- Create totally new menu items to replace the bedraggled incumbent



Consumer/Customer Co-creation

What Is It? It's An Agile Mindset.



**It's One Way To Dramatically Simplify
And Accelerate A Multi-phase Plan!**

WHAT IS AGILE RESEARCH?

How to approach a challenge with frequent reassessment and adaptation based on continuous learning, ultimately unlocking new strategies, ideas and solutions.



Agile Research Evolved From Agile Software Development

Agile software development had four main principles*

1. Individuals and interactions over processes and tools
2. Working software over comprehensive documentation
3. Customer collaboration over contract negotiation
4. Responding to change over following a plan

Agile research focuses on four main principles**

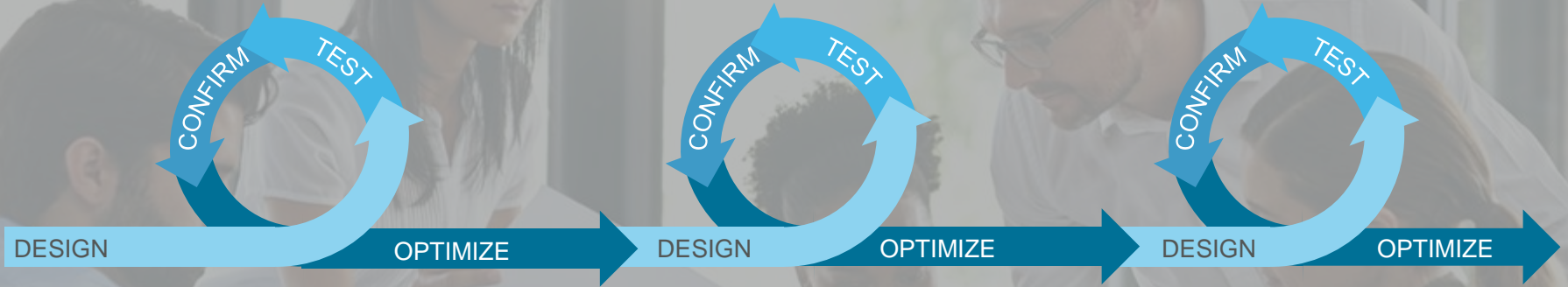
1. Quality of engagement over quantity of responses
2. Experiments and experiences over asking about attitudes and beliefs
3. Focusing on the whys instead of measuring the what
4. Learning and iterating over static testing



Source: * www.wrike.com/project-management-guide/faq/what-is-agile-methodology-in-project-management/

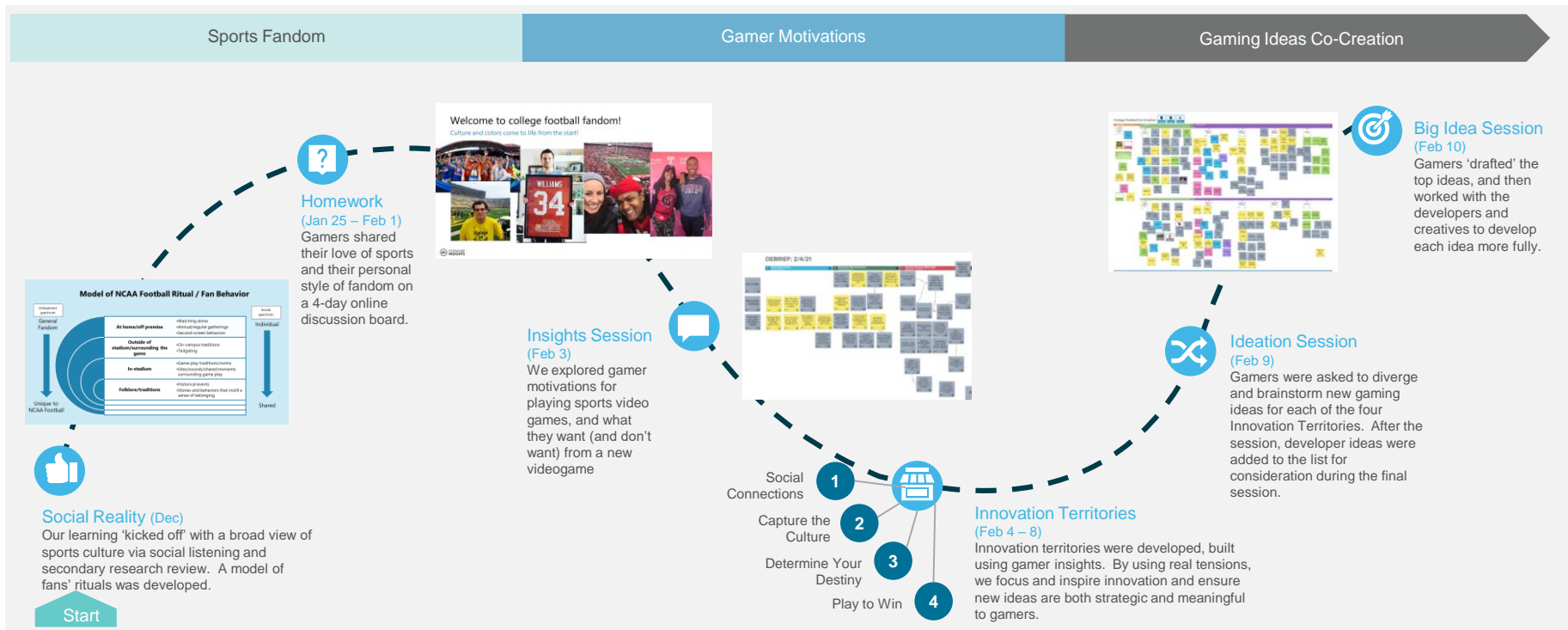
** www.digsite.com/agile-research-guide-how-consumer-product-teams-can-innovate-faster

Agile Research Iterative Process



EXAMPLE: An Agile Project Journey In < 3 Weeks

From insights to big ideas, this co-creation process was gamer-led and developer-inspired.



Consumer/Customer Co-creation: It's **Generation and Optimization**

IT'S NOT ONLY A WAY TO **CREATE
WITH YOUR CUSTOMERS OR
CONSUMERS.**

DIVERGENT/CONVERGENT
CREATIVE EXERCISES

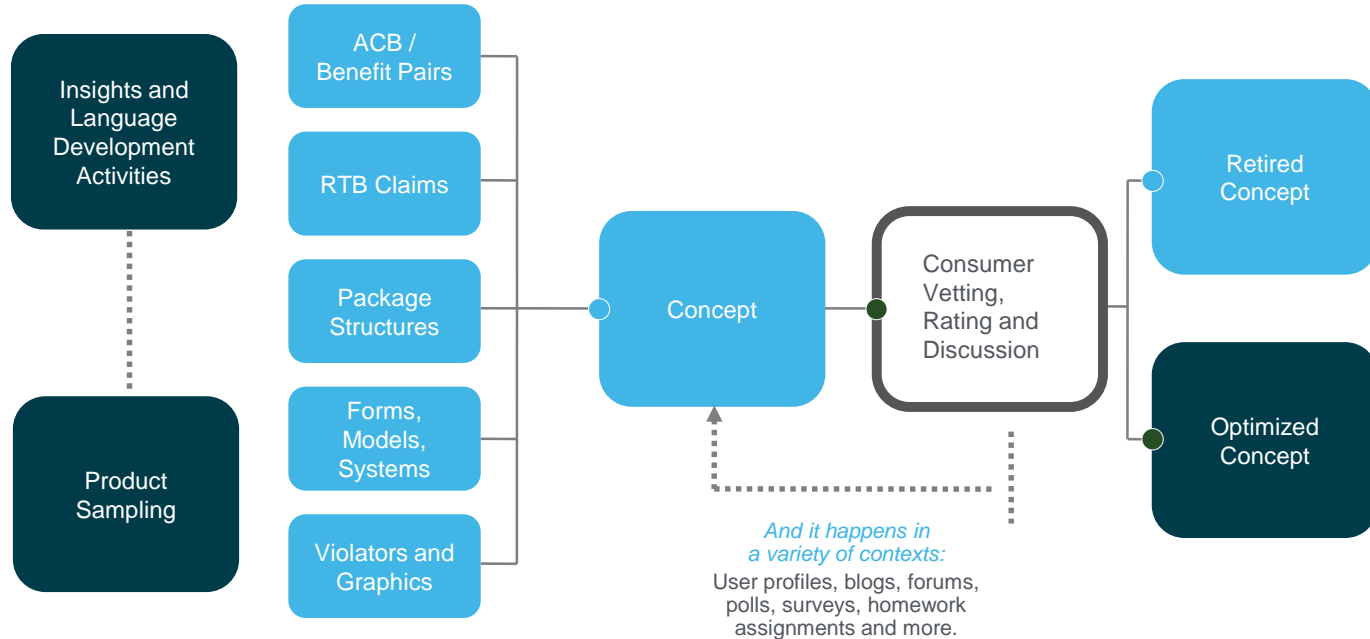
Rapid Fire, Around the World
Mash-Ups

IT'S A WAY TO **CREATE AND
ITERATE WITH THEM.**

REVIEW, RATE, FEEDBACK
[FIX IT + REPEAT + DID WE HEAR YOU?]

Pieces and Parts to Final Concepts
Product Sampling + Concept Fit
Product Developers' Playbook

EXAMPLE: The hive innovator... insights, pieces/parts and a “concept carousel”



EXAMPLE: The Hive Innovator

“BE THIS: moist and light, with a good amount of fluffy, creamy filling... melt in my mouth like a cupcake, please! NOT THAT: an oily, brown sponge”



From insights to concepts to R&D...

Old favorites and new qualitative techniques combine to bring consumers into an agile one-week online journey. We gather language insights, product acceptance and preferences... and then push consumers to the edge of acceptance, interacting with a range of disruptive pieces and parts while collecting their creative builds.

It's conversational creation. *“We hear you. How's this? Did we get it right? Add your ideas. Write it better than we could!”*



“You need to get yourself together—literally. You had lots of loose pieces and single berries and just a few small clusters... I'm open to getting together in a couple of months after you've had some time to find yourself.”

Consumer / Customer Co-Creation

**We need the voice of the consumer/customer at all times.
(That hasn't changed.)**

However, customer expectations for customization, personalization, immediacy, having a say... increase with every new communication channel that is made available.

Culturally—expectations of transparency are growing, too. Every company (research and client organizations included) is challenged to rethink. Glass walls and ceilings are being broken; we must think about breaking some of our own rules, too!



Consumer / Customer Co-Creation

We need that consultative voice — *the real and current needs and tensions* — to come through consistently and more efficiently in an innovation process.

16-20 week innovation learning plans? *Not anymore.*
I need insights.
I need innovation.
Help me mash it all together
to save time.



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