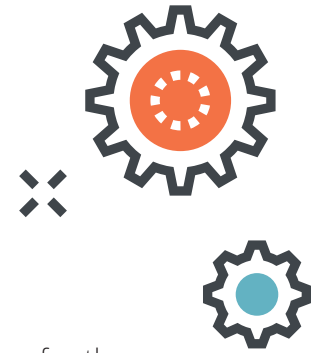


Guide to Participating in
Collaborative Workshops

DESIGN *Thinking*



MARIE-ANDRÉE ROY
services
conseils



Welcome

My name is Marie-Andrée Roy, and I am delighted to be your facilitator for the collaborative workshops in which you will soon be participating.

I have a bachelor's degree in education and a graduate degree in public relations. I have over 20 years of experience in project management and strategic coaching in the education sector. My professional experiences over the last few years have led me to work with many partners and experts in the field of sustainable development, international mobility, and strategic management.

In January 2020, I decided to dive into the adventure of entrepreneurship and consulting services by launching my own company: Marie-Andrée Roy services-conseils. Since then, I have been coaching teams from both the private and public sectors in the search for innovative and sustainable solutions, notably through the methodology of design thinking. As a strategic advisor, I help teams move from idea to action, according to their needs, using my expertise in training and in facilitating collaborative workshops.

I look forward to meeting you and co-creating with you!

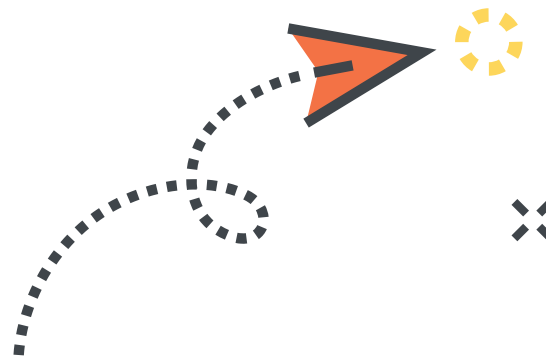
Marie-Andrée

What is design thinking?

Design thinking has become a key element in transforming organizations and fostering authentic innovation.

Developed at Stanford in the 1980s, design thinking is a problem-solving process that mobilizes and focuses collective intelligence on various solutions to be offered by placing the user at the heart of the process.

This iterative approach calls upon all talents and expertise in order to create a climate conducive to collaboration, thus spurring a search for optimal solutions. Adopted by a number of large innovative companies (Airbnb, Google, Apple, Walt Disney, IBM), this creative way of thinking uses tools from the world of design such as storytelling, sketching, prototyping, and experimentation to create sought-after and useful services, products, or experiences that meet real user needs.



Design thinking is a process of questioning...



✓ the problem



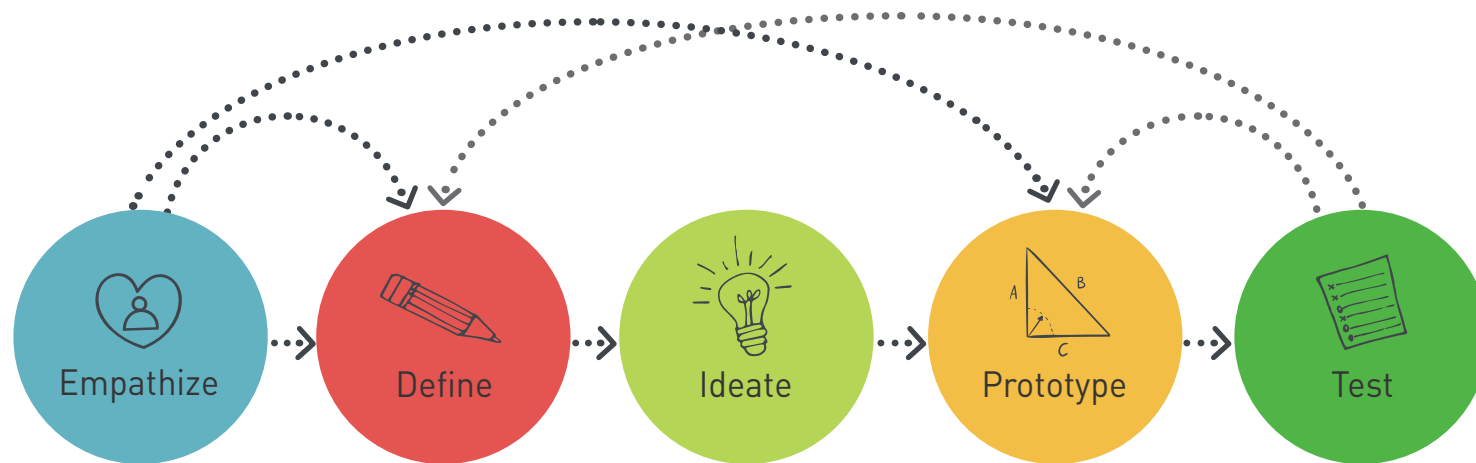
✓ the assumptions



✓ the implications

The five steps of design thinking

Even though it is often presented in five steps, the process is very flexible and often cyclical. It is therefore adapted to the context and the problems to be solved within the organization.



Design thinking can be adapted to all projects, not only to creative fields!



Products
and services



Buildings
and workspaces



Processes
(HR, operational, evaluation, etc.)



Web and graphic
interfaces



Sustainable
development approaches

Our working tools

miro

An online collaborative whiteboard solution designed to share ideas between collaborators. The tool can be used for different needs: meetings, workshops, brainstorming, and more.



A video conferencing application that offers video meetings, chat sessions, and breakout rooms.



Basic tools that seem to belong to another era but are essential during collaborative workshops.

How do you prepare for an optimal experience?

BEFORE THE WORKSHOP(S)

Before participating in any virtual collaborative workshop, be sure to

Put the meetings on the agenda.

Hold a [Zoom](#) account.

Watch the [preparatory video](#) to navigate the Miro collaborative platform.

Install the latest version of Google Chrome (if you haven't already), as the digital whiteboard software we use for workshops works less well on other browsers. You can [download it here](#).

Have a mouse and ideally two screens to navigate Miro and more easily see other participants on screen via Zoom during the workshops.

Have headphones with a built-in microphone.

Keep blank sheets of paper, sticky notes, and pencils for note taking nearby.

DURING THE WORKSHOP(S)

To get the most out of the workshop(s) be sure to

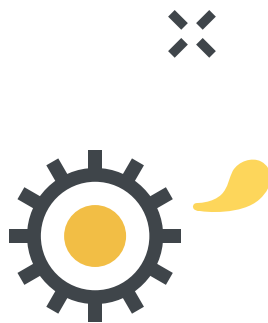
Open your camera.

Log in 5-10 minutes early.

Activate the mute function whenever participants are asked not to speak.

Have a good internet connection.

Actively participate in the various activities offered.

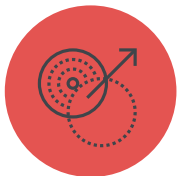


What attitude should participants adopt for the best possible experience?



1. Trust the process

Design thinking has proven itself over the past 40 years and is used in many organizations and companies. It is not a fad or a post-it note contest, but a state of mind that pushes us toward innovation.



2. Accept discomfort and sometimes find yourself in a turbulent zone

At times, you will be asked to think outside the box and imagine the impossible. You will have to navigate through zones of divergence (coming up with as many ideas as possible) and convergence (making choices using the voting points and deciding), all within a limited time frame.



3. Be open and accept a diversity of views

Thumb through others' ideas rather than rejecting them. The diversity of participants' profiles is key to the success of collaborative workshops. "The intersection of diverse viewpoints allows for the design of truly innovative solutions."



4. Cultivate curiosity

By carefully observing the problem(s) you encounter from different angles, you can find solutions tailored to meet the real needs of your users. Throughout the workshops, be curious and listen to what other participants and users have to say.



5. Challenge the status quo

In design thinking, everything starts with the problem, not the ideas. We must first fall in love with our problems in order to find the right solutions. Too often in organizations, problems are poorly defined or identified, as if we were afraid to name them. This is why they reappear!

"Our assumptions are instinctively based on our experience. This is why it is important to challenge the status quo!"

¹ CHANGE FACTORY, *Design thinking et RH*, p.18.

² *Ibid.*, p.19.

Did you know?

According to Tim Brown, a leading figure in design thinking, to foster innovation, you need to set up an ecosystem where experimentation is at the heart of the organization's practices from the ground up, where employees participate in decision making, with principles dictated by senior management. The rules that govern this approach are as simple to state as they are difficult to explain³.

- ① The best ideas are born when the entire ecosystem of the organization (not just the leaders or designers) is given full latitude to experiment.
- ② The stakeholders most exposed to external changes (new technology, customer evolution, new service) are the most motivated and best positioned to comment.
- ③ The priority given to an idea should not be decided based on who is the author (repeat that!)
- ④ Ideas that spark discussion should be favoured.
- ⑤ Leaders must use their "gardening" skills to cultivate, prune, and harvest ideas.

To go further!

You can read

[10 key words to better understand design thinking](#)

[Outillez vos équipes à être plus efficaces grâce au design thinking](#)

³ Tim BROWN. (2019). *L'esprit design*, p.69.



**Have questions? Need a hand?
Contact me!**

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