

Playfully into the future

Innovation Workshops



Innovation Workshops



RAPID FUTURE FABRICATION

Welcome to the idea factory

Many organisations open up their innovation processes to the thoughts and ideas of staff, customers, suppliers, think tanks or universities. The Rapid Future Fabrication workshop format enables people from different backgrounds to work creatively together. The aim is to make the future come alive for participants within a short space of time.

Within just four hours, participants will be searching for the answers to future challenges, and developing the product, service and process ideas to support them. "Human tools", such as illustrators, graphic designers, rappers or filmmakers, will be on hand to help.

At the end, the participants will market their ideas by means of a multimedia presentation. The result will be between 3 and 6 concrete product ideas and 12–60 idea fragments (depending on the size of the group), which we will document in a report.

Rapid Future Fabrication was developed jointly between Z_punkt and the facts +fiction agency for live communications.

The format of this workshop is suitable for ...

- developing ideas getting people from different backgrounds to work creatively together
- strengthening a culture of innovation and the corporate culture
- strengthening links with the customer or other external partners

Number of participants: at least 12, and a maximum of 60 people (the concept can be adapted for larger groups)

Duration: half-day or 1 day

Information base: Future News, developed from trends

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RAPID FUTURE LAB

Experience innovation with all your senses

Be inspired by the future to develop new ideas for products and services! This workshop is all about working together creatively and is particularly suitable for groups wishing to approach the topic of "innovation" in as informal and practical a way as possible.

The workshop starts with future-related, creative input: depending on the composition of the groups, this can be news from the future, idea cards or provocative hypotheses. Over the course of two hours, small groups of participants discuss and come to some conclusions before developing various product, service or process ideas.

The groups present their results as a comic strip or in a three-dimensional format. To assist the groups, a digital camera, Playmobil figures, Lego Serious Play, plasticine, post-its, coloured craft paper, pencils, scissors and glue are all provided. In our experience (and depending on the size of the group), teams present 3–6 concrete product ideas and 12–60 idea fragments at the end of the workshop.

The format of this workshop is suitable for ...

- developing ideas
- strengthening a culture of innovation and the corporate culture groups that have had enough of lectures and presentations, and just want to do something practical with their hands

Number of participants: at least 12, and a maximum of 60 people (the concept can be adapted for larger groups)

Duration: approx. 4 hours

Information base: Trends derived from Future News

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INNOVATION SPEED DATING

Technologies meet consumer trends

In many organisations, consumer trends and technology trends emerge in different departments and are often not brought together. This workshop focuses on uniting and considering what impact these different perspectives will have on the world of tomorrow.

To do this, we can, if desired, use knowledge of future trends already existing in your organisation and harmonise it with our own research. Following this preparatory work, future needs and future technological potential are brought together during the Innovation Speed Dating workshop with a view to extrapolating new innovation fields.

What makes this fun: every participant has to champion a trend and, in a very short space of time, get to know as many other champions of trends as possible. In pairs they then have to establish whether there is a "spark" in the form of ideas for innovations. The best ideas are then developed by the participants at the end of the workshop.

The format of this workshop is suitable for ...

- matching technology roadmaps with consumer trends
- developing ideas for innovations in B2C sectors

Number of participants: at least 9, maximum 60

Duration: 1 day

Information base: Trends identified by/within the organisation, supplemented by research

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FUTURE WORLD CAFÉ

Future worlds inspire ideas for innovations

The objective of this workshop is to develop innovations in products and services as a response to future challenges in a variety of scenarios. As time travellers, participants take a journey through 3–6 selected future worlds based on Z_punkt megatrends.

Small groups address the following questions: What will tomorrow's world look like? Which trends are influencing our customers, our sector and our organisation? What are the key challenges?

Having grappled with all these worlds, new teams are formed. They develop company-specific responses – in the form of product and service ideas – to the challenges identified. The best ideas are examined and developed in more detail.

The format of this workshop is suitable for ...

- developing ideas for innovations
- strengthening a culture of innovation and the corporate culture
- a kick-off event to set innovation processes in motion

Number of participants: at least 9, maximum 60

Duration: 1 day

Information base: Scenario worlds, based on megatrends or customer-specific scenarios