

FULL PROCESS - OVERVIEW



Step 1: Preparation

ca 2-3 weeks

Clarification of objectives & deliverables

- Incl. decisions to be taken by the end of the workshop



Agreement on relevant participants

- internal (functions, regions, hierarchies)
- external (eg agencies, experts, consumers)

In parallel:

1. Stakeholder interviews
2. Preparation of pre-work, pre-read, and workshop stimulus
3. Consumer-/ Desk-Research
4. Development of agenda



Step 2: Workshop

1-2 days, depending on task

Clear split of roles

Martina Cleven

Marketing Consulting:

- Owner of process
- Questioning, listening and summarizing
- Strategic marketing support
- Enabler & facilitator of idea development
- Time manager
- Guardian of focus

You & your team:

- Owner of all content (input & output)
- Creator of ideas
- Decision taker

End of workshop:

- Final decisions
- Next steps (who/what/when)



Step 3: Kickoff into action

1 week

Documentation of

- Output & key decisions taken
- Process of development ("How did we get there..?")
- Photo-documentation of workshop atmosphere and teamwork

Kick-Off Meeting

- Onboarding of all project members
- Integration of next steps into running business processes



Ensuring smooth transition into action!