

IDEA GENERATION



WORLD CAFÉ WORKSHOP

DESIGN THINKING AND IDEA DEVELOPMENT WILL HELP TO IMPROVE CREATIVITY

The goals are to learn how to connect ideas within a larger group to ensure access to participants' collective intelligence, and to understand and learn from multiple perspectives. This involves creating a discussion where creativity and innovation are applied to developing a business idea. The focus of this dynamic is on researching and innovating the topic, not on problem solving.

Advice: Create a friendly and inclusive café atmosphere where participants feel comfortable developing new ideas. The facilitator/moderator should set a topic, which can be general or specific according to the composition/age/preferences of the group.

Instructions

- The moderator welcomes participants to the Entrepreneurship Café and introduces the process and the topic(s) for discussion.
- The room is provided with tables, normally seating 4-6 persons (host + 3-5 guests)
- Moderator asks for volunteers to be table hosts.
- Table hosts should ensure an open and friendly atmosphere:
 - Hosts remain in place for all discussions at their table, whilst the guests move from table to table at regular intervals.
 - They ensure that everyone participates equally.
 - Hosts should take notes to inform subsequent discussions.
 - They greet newcomers and summarize key ideas from previous rounds.
- The moderator displays questions and topics e.g. on a screen or flipchart.
- Participants move from table to table as a group. The moderator sets a time limit for discussions and marks the end of each round e.g. with a buzzer.
- In addition to speaking and listening, individuals may write or draw on a paper tablecloth or cards to give the next group insight into previous conversations.
- At the end of each round, the hosts summarize the key findings from their tables. Hosts can group insights so that relations between ideas are visible.
- The number of rounds should equal the number of tables.
- Hosts can use the 'talking stick' technique¹ to give all participants a chance to speak.
- After the table discussions, the hosts have 10 minutes in total to summarize outcomes. The moderator then explains what will happen to the results, including grouping of ideas and insights, and deeper analysis).
- Results can be preserved by photographing drawings and texts

¹ https://en.wikipedia.org/wiki/Talking_stick



Reflection in the learning community: The point of the café format is to encourage a wide range of conversations in which ideas are developed, whilst distilling the key points in a cumulative process.

Tips for facilitators

- Give participants a brief summary of the reasons for the event and its goals.
- Provide an atmosphere in which their creativity and creation with a business idea will be encouraged. Don't move groups around too quickly!
- Introduce participants to the rules
 - Focus on what matters
 - Contribute by thinking
 - Speak with your mind and heart
 - Listen together to understand, gain insight and ask deeper questions
 - Connect and coordinate ideas.

