

## Lesson 8 Running an ideas workshop

### Learning objectives

To learn how to facilitate an ideas workshop to generate ideas for FairShares enterprises.

### Resources required

#### Face to Face Learning

Flipchart paper, pens (for brainstorming / mind mapping)

OPERA Board/White Board, A4 Paper/Post-It Notes, felt pens (for OPERA decision-making)

Copies of learning materials, activities and extra materials.

#### Online Study

Internet-connected laptop or desktop computer, with access to [fsi.coop/courses](https://fsi.coop/courses).

### Content

The ideas workshop is the first stage in a FairShares Lab. Its role is to generate relevant ideas that have the potential to become sustainable activities, and to form initial teams that promote and endow the idea with energy. It opens the door to developing a FairShares enterprise.

An ideas workshop is successful when people leave it with a commitment to work together on an enterprise idea and to develop it following the FairShares model, so we have the FairShares ideas and teams identified for the Lab. They can then be added as projects on the FairShares Platform.

A blueprint example of an ideas workshop with methods might look like:

- ✓ Invite and attract potential and interested persons to a workshop for creating venture ideas. That workshop can have a specific topic (e.g. bicycle repair shop or inclusion) or be open to any idea and topic.
- ✓ Welcome them in the lab and introduce the workshop agenda
- ✓ Use the OPERA method to help participants generate, pitch and select ideas to work on (see Learning Materials – OPERA Process, and ‘Extra Materials’ for further information). The process progresses through.
  - **Own ideas** – each person works independently to think of their responses to the topic/question posed.
  - **Pairing** – building on the assumption that working in pairs is a ‘safe’ way to share ideas, people share their responses with each other.
  - **Explaining** - Each pair decides which ideas to present to others. Ideas may be related to the initial question posed or something that surfaced during discussion.
  - **Ranking** – Still working in pairs, each group casts votes for the ideas they want to carry forward. Only one vote can be cast for their own ideas.

- **Arranging** – Statements that receive no votes are removed and the remainder are arranged into common themes to shape and clarify action plans.
- ✓ Introduce the four ‘primary stakeholder groups’ of the FairShares Model
- ✓ Put people into small groups to roleplay the stakeholder groups.
- ✓ Take the most popular idea first and let the groups think of who the stakeholders are and what makes that idea interesting to them (FairShares Canvass questions for the ideas workshop in the **yellow** section).
- ✓ Let each sub-group brainstorm what needs these ideas fulfil
- ✓ Let the groups present their results in a plenary lesson and enrich it with feedback and further suggestions from the wider group.
- ✓ Repeat that for all selected ideas.
- ✓ Allow group members to commit to an idea, and then ask them to save all results from the workshop, register it on the platform, and schedule a FairShares **incubator** workshop.
- ✓ Thank everyone for their participation, evaluate the workshop, and finish

## Learning Activity

### Task 1

Read the learning materials on OPERA, Brainstorming and Mindmapping (15 mins).

### Task 2

Imagine you have a group of six participants in an ideas workshop<sup>1</sup>:

1. How will you introduce the group to the ideas workshop? Will you introduce them to the brainstorming, mind mapping and OPERA decision-making processes at the start, or just use them as needed?
2. Using the ‘Learning Activity – Ideas Workshop (Template)’ document, design your own programme (agenda, methods, resources, exercises). Outline how to welcome people, set up the agenda, right through to evaluation and finishing. Prepare your own plan for the organisation of the workshop.
3. (If you are working with a group, test out dividing them into stakeholder groups to discuss ideas from different perspectives).

*The document ‘Learning Activity – Ideas Workshop’ is part of the portfolio that you will need to submit for assessment to become a Certified FairShares Trainer.*

### (Optional)

Replace Tasks 1 and 2 with an OPERA process that asks the question “What is the best way to generate ideas?” Use the result of the OPERA when preparing your Learning Activity - Ideas Workshop document

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<sup>1</sup> You also can invite 4 - 6 persons to play this exercise with you as a simulation game and reflect and collect with them what is important and needed to run a successful ideas workshop.

### Evaluation of the lesson

- Was this lesson helpful for you?
- Do you feel able to run an ideas workshop?

### Expectations of the FairShares Trainer

- To be able to run an ideas workshop
- To be able to use OPERA effectively in a learning environment

### Time

3 hr

### Additional resources

Running an ideas workshop [short](#), [medium](#) and [long](#) video

[Tools for ideas workshop](#)

[Workshop presentation and preparation](#)

[Activity ideas for recreation and relaxation](#)

[Sample innovation workshop](#)

[Innovation workshop guide](#)

