

# Business Model Innovation Lab

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## Facilitation Script

## Business Model Innovation Lab

Category: Strategy | Duration: 2 days | Participants: 6-12

### Workshop Overview

This accelerated workshop combines design thinking, rapid prototyping, and user validation in a time-boxed format. Teams will generate, test, and refine solutions using proven methodologies that maximize learning while minimizing risk.

### Workshop Objectives

Establish strategic design thinking capabilities that align design initiatives with business objectives while maintaining user-centered focus and measurable impact on organizational goals.

### Learning Outcomes

- Validated business model assumptions - Clear value proposition for target customers - Identified key risks and mitigation strategies - Novel solutions to complex challenges - Cross-functional innovation capabilities - Master structured design processes for efficient problem-solving - Practice collaborative ideation and concept development techniques - Learn to validate assumptions through rapid user testing and feedback - Develop cross-functional collaboration and communication skills - Create testable prototypes that communicate design concepts effectively

### Materials Required

### Basic Materials - Large format paper (A1 or flip chart paper) - Sticky notes (multiple colors) - Sharpie markers (black, blue, red) - Fine-tip markers for detailed work - Pens and pencils for note-taking - Dot stickers for voting exercises - Masking tape for wall mounting - Timer or stopwatch for activities  
### Category-Specific Materials - Strategy canvas templates - Stakeholder mapping worksheets - Roadmap planning templates - Vision statement worksheets - Success metrics templates - Alignment framework templates  
### Technology Requirements - Laptops/tablets for digital work - WiFi access for online collaboration tools - Digital camera for documentation - Presentation projector/screen - Power strips and extension cords - Backup printed materials  
### Venue Requirements - Large wall space for posting materials - Moveable tables for group work - Comfortable seating for all participants - Natural lighting or adequate artificial lighting - Quiet environment free from interruptions - Temperature control for participant comfort

### Pre-Workshop Checklist

- Room setup complete with tables arranged for group work
- All materials prepared and distributed
- Technology tested (projector, slides, timer)
- Participant list and name tags ready
- Refreshments arranged (if applicable)
- Backup activities prepared in case of time adjustments
- Emergency contacts and room information noted

## Workshop Agenda

Time	Duration	Activity	Facilitator Notes
9:00 AM	10 min	Activity	Encourage networking. Have refreshments ready.
9:10 AM	5 min	Activity	Encourage networking. Have refreshments ready.
9:15 AM	30 min	Activity	Guide participants through activity. Monitor group dynamics.
9:45 AM	30 min	Activity	The <b>Value Proposition Canvas</b> is a structured Strategy exercise designed to facilitate collaborat...
10:15 AM	20 min	Activity	Part of LUMA collection. --- Consider the broad spectrum of people who will be touched by your des...
10:35 AM	20 min	Activity	Part of LUMA collection. --- Constraints can spark creativity. A creative matrix gives you structu...
10:55 AM	5 min	Activity	Encourage networking. Have refreshments ready.

## Facilitation Script

### Opening (5-10 minutes)

SAY:

"Welcome everyone to the **Business Model Innovation Lab**. I'm excited to have you here today. Over the next 2 days, we'll be working together to [main objective]."

"Before we begin, let's go around and do quick introductions - your name, role, and one thing you're hoping to take away from today."

**Facilitator Tip:** Arrive 15-30 minutes early to set up the space and greet early arrivers. This builds rapport and helps participants feel comfortable.

### Setting Expectations

SAY:

"Let me share a few ground rules for our time together:

- Every idea is valid - there are no bad ideas in brainstorming
- Build on each other's ideas - use 'Yes, and...' thinking
- Stay present - phones away unless for an emergency
- Timebox discussions - I'll keep us on track
- Have fun - the best ideas come when we're relaxed and engaged

Any questions before we dive in?"

### Core Activities

#### SDT-Business Model Canvas

120 minutes

Extended business model workshop

FACILITATION APPROACH:

1. Introduce the activity and explain the purpose
2. Demonstrate or give an example if needed
3. Set the timer and let participants work

4. Give time warnings (halfway, 2 minutes left)
5. Facilitate sharing and discussion

### IDEO - Ways To Grow Framework

45 minutes

Explore growth opportunities

FACILITATION APPROACH:

1. Introduce the activity and explain the purpose
2. Demonstrate or give an example if needed
3. Set the timer and let participants work
4. Give time warnings (halfway, 2 minutes left)
5. Facilitate sharing and discussion

### Assumption Mapping

45 minutes

Identify riskiest business model assumptions

FACILITATION APPROACH:

1. Introduce the activity and explain the purpose
2. Demonstrate or give an example if needed
3. Set the timer and let participants work
4. Give time warnings (halfway, 2 minutes left)
5. Facilitate sharing and discussion

### IDEO - Capabilities Quicksheet

60 minutes

Assess what you need to deliver the model

FACILITATION APPROACH:

1. Introduce the activity and explain the purpose
2. Demonstrate or give an example if needed
3. Set the timer and let participants work
4. Give time warnings (halfway, 2 minutes left)
5. Facilitate sharing and discussion

### Closing & Next Steps (10-15 minutes)

SAY:

"As we wrap up, let's take a moment to reflect on what we've accomplished today."

"I'd like each person to share one key insight or takeaway from our session."

**Facilitator Tip:** Capture action items on a flip chart or shared document. Assign owners and due dates for each action item before ending.

## Post-Workshop Actions

- Send thank you email with workshop summary within 24 hours
- Share photos of artifacts (sticky notes, sketches, etc.)
- Distribute any promised resources or templates
- Schedule follow-up if needed
- Collect feedback via survey
- Document learnings for future workshops

## Troubleshooting Guide

### If Participants Are Quiet

- Use round-robin techniques to ensure everyone speaks
- Try silent writing exercises before group discussion
- Break into smaller groups of 2-3 people
- Ask specific individuals for their perspective

### If Discussion Goes Off-Track

- Acknowledge the point and park it in a "Parking Lot"
- Redirect: "That's interesting - let's capture that and return to our focus area"
- Reference the agenda and time remaining

### If Running Behind Schedule

- Shorten break times (but don't eliminate them)
- Combine related activities
- Move detailed discussions to follow-up sessions
- Be transparent with participants about time constraints

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This script is a guide - adapt it to your audience and context