

Design Principles Development Workshop

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Facilitation Script

Design Principles Development Workshop

Category: Strategy | Duration: 4 hours | 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

- Articulated team values and design principles - Documented decision-making framework - Aligned team on shared beliefs and standards - 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	15 min	Activity	Encourage networking. Have refreshments ready.
9:15 AM	15 min	Activity	Encourage networking. Have refreshments ready.
9:30 AM	30 min	Activity	Great design principles aren't invented from scratch—they're discovered by examining what already ...
10:00 AM	30 min	Activity	Make your design beliefs explicit before they implicitly shape every decision. Design philosophy art...
10:30 AM	30 min	Activity	Principles don't emerge from slow consensus—sometimes you need to create them fast. Principle Crea...
11:00 AM	15 min	Activity	Encourage networking. Have refreshments ready.
11:15 AM	30 min	Activity	Principles sound good on paper—but do they work in practice? Principles Testing applies draft prin...
11:45 AM	30 min	Activity	Good principles become great through iteration. This focused 60-minute session takes feedback from t...
12:15 PM	30 min	Activity	Principles in documents don't change behavior—integration into workflows does. This 60-minute spri...
12:45 PM	15 min	Activity	Encourage networking. Have refreshments ready.

Facilitation Script

Opening (5-10 minutes)

SAY:

"Welcome everyone to the **Design Principles Development Workshop**. I'm excited to have you here today. Over the next 4 hours, 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

18F-Design Principles

120 minutes

****Experience Principles**** (ID: 355, 90 min)

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