Design Thinking Workshop

Facilitation Script

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Design Thinking Workshop

Category: Innovation │ **Duration:** 4 hours │ **Participants:** 6-12

> **Workshop Overview**
>
> A hands-on approach to solving problems creatively. We use real examples and work through the entire process from problem to solution.

Workshop Objectives

Walk away with a clear process for tackling complex problems and tools you can use immediately.

Learning Outcomes

- Multiple innovative solution concepts generated - Prioritized ideas ready for prototyping - Team alignment on problem definition and approach - 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**
>
> Sticky notes, markers, large paper sheets, timer.

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	10 min	**Activity**	Start and end sessions mindfully with brief personal sharing. Check-ins help people arrive mentally ...

9:20 AM	35 min	**Activity**	An empathy map is a collaborative visualization tool used to gain deeper insight into customers. It ...
9:55 AM	20 min	**Activity**	Reframe problems as opportunities through optimistic questioning. Transform problem statements and i...
10:15 AM	15 min	**Activity**	Encourage networking. Have refreshments ready.
10:30 AM	15 min	**Activity**	Rapid ideation through time constraints and structured sketching. Generate eight distinct solution i...
10:45 AM	35 min	**Activity**	Quick low-fidelity concept testing using paper and scissors. Create moveable interface elements to s...
11:20 AM	18 min	**Activity**	Structured constructive feedback using three categories. Positive aspects (I Like), constructive cri...
11:38 AM	10 min	**Activity**	Quick democratic prioritization using voting dots. Each participant receives limited number of votes...
11:48 AM	12 min	**Activity**	Encourage networking. Have refreshments ready.

Facilitation Script

Opening (5-10 minutes)

SAY:

"Welcome everyone to the **Design Thinking 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

Crazy 8s

15 minutes

Rapid sketching during ideation

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

How-Now-Wow

40 minutes

Structured idea prioritization

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

Storyboarding

45 minutes

Visualize the user journey

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

Affinity Diagramming

25 minutes

Organize ideas into themes

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