

Value Proposition Canvas Workshop

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Facilitation Script

Value Proposition Canvas 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

- Validated business model assumptions
- Clear value proposition for target customers
- Identified key risks and mitigation strategies
- 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	Jobs to Be Done (JTBD) is a framework for understanding what motivates people to "hire" products and...
10:00 AM	30 min	Activity	Every customer journey contains moments of friction and moments of opportunity. Pain Point and Oppor...
10:30 AM	30 min	Activity	Visualize entire system and relationships around your product or service. Map all actors, stakeholde...
11:00 AM	15 min	Activity	Encourage networking. Have refreshments ready.
11:15 AM	30 min	Activity	Reframe problems as opportunities through optimistic questioning. Transform problem statements and i...
11:45 AM	30 min	Activity	Find your biggest assumptions and decide which ones to test first....
12:15 PM	30 min	Activity	A systematic approach to creating testable assumptions about user behavior, needs, and service solut...
12:45 PM	15 min	Activity	Encourage networking. Have refreshments ready.

Facilitation Script

Opening (5-10 minutes)

SAY:

"Welcome everyone to the **Value Proposition Canvas 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

Value Proposition Canvas

120 minutes

Full canvas methodology

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

Customer Motivation Analysis

105 minutes

Deep dive into motivations

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 - Define Your Audience

120 minutes

Customer segment definition

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

Competitive Alternative Identification

90 minutes

Understand alternatives customers consider

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