

TAKE THE BRIEF

CLARIFY THE NEEDS OF YOUR DIALOGUE-BASED EVENT

TAKE THE FIRST STEP

Inspirational events, motivated teams, break-through innovation – all start with a good briefing.

MAKE A COMPASS

The briefing sets the direction of your project – if you have no direction at the start, it is unlikely to simply emerge. A good briefing aligns strategy, people and process while ensuring adequate sponsorship and explaining the objectives to the project team.

SEEK ANSWERS

Clarify the Purpose:
Why are we doing this?

Understand the Context:
What is really going on?

Establish Motivation:
How to make this engaging?

Analyze the Audience:
What's the reality of these people?

Create Memories:
What legacy will we create?

SEE THE VIDEO

Success starts with a good brief – for you, your partners and the participants. It is up to you to set the destination, not the path. Let Jeffer walk you through the path in this 2 minute video:

<https://youtu.be/4RpIPktF4LO>

IMAGINE AN ENGAGING EXPERIENCE

We are looking to create a highly participative and energizing event. An engaging experience that brings people together to focus on what matters most – wherein their collective reflection will build possibility and momentum for the future.

People will be having deep and intimate conversations. The discussions will be in mixed groups, in an informal manner like you would with friends in a café. After each round of conversation, people will share their insights and post their results on a wall of ideas.

WHAT CAN WE APPRECIATE?

The questions that will shape the conversations are based on the approach called 'Appreciative Inquiry' (AI). AI is a strength-based method that is particularly effective in organisations faced with challenges, emergencies, stress, change or growth. The AI principles include:

- In every community something works
- What we focus on becomes our reality
- Each 'reality' is created in the moment
- Asking questions influences the community
- Inclusion brings engagement
- People enjoy bringing the positive past into the future
- It is important to value differences
- The language we use creates our reality

LET'S KEEP IT POSITIVE

The Appreciative Inquiry model is based on the assumption that the questions we ask will tend to focus our attention in a particular direction. Most other solution-making methods are based on a deficiency model - asking questions such as "What are the problems?", "What's wrong?" or "What needs to be fixed?".

We will take an alternative approach. Using an "asset-based approach" we will start with the belief that every organisation, and every person in that organisation, has positive aspects that can be built upon. We will ask questions like "What's working well?", "What's good about what you are currently doing?"

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STIMULATING IDEAS & BUILDING FUTURES

TAKE THE BRIEF: FIVE ELEMENTS TO GET THE BRIEF RIGHT

CLARIFY THE PURPOSE

What is your long-term goal? What short-term goal would be a step to get there?
What will success look like? What benefits will be gained?

UNDERSTAND THE CONTEXT

What is blocking us from getting to the goal? List the issues, challenges and blockages.
What has been done about this so far? What is helping and hindering this project's progress?

ESTABLISH MOTIVATION

What does this project mean for you? Why is it so important for you?
What aspects will people be following? How are the carrot and stick perceived?
What are the pain points? How pleasurable will victory be?

ANALYZE THE AUDIENCE

Who is involved, impacted or interested? What's their F.I.N.D.?
Facts about them? **I**nsights into their behavior? **N**eeds that they have? **D**reams for their future?

CREATE MEMORIES

Finally in a year's time, when you look back on this project, how would you like it to be remembered?
How do you visualize the results of the project? What experiences will stick in people's memories?
What images or materials will leave a legacy?