

# Prioritize And Visualize

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## Facilitation Script

## Prioritize And Visualize

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

### Workshop Overview

This intensive workshop combines strategic prioritization with visual communication techniques. Participants will map stakeholder ecosystems, use radar diagrams for priority setting, and then bring ideas to life through sketching and poster creation. This workshop is perfect for teams needing to move from many possibilities to focused, well-communicated concepts.

### Workshop Objectives

- Map complex stakeholder relationships and influences - Master visual prioritization techniques - Develop rapid sketching skills for idea communication - Create compelling concept posters that tell a story - Build team alignment through visual collaboration

### Learning Outcomes

- Hands-on experience with proven design methodologies - Actionable outputs ready for immediate application - Enhanced team collaboration and communication skills - Shared understanding and alignment across participants - Practical tools and techniques for future use - Map complex stakeholder relationships and influences - Master visual prioritization techniques - Develop rapid sketching skills for idea communication - Create compelling concept posters that tell a story - Build team alignment through visual collaboration

### Materials Required

- **Mapping Supplies**: Large paper, colored markers, stakeholder templates - **Prioritization Tools**: Radar diagram templates, voting dots, criteria cards - **Sketching Materials**: Sketch paper, pencils, markers, erasers - **Poster Supplies**: Poster boards, color materials, glue, scissors - **Documentation**: Cameras, wall space for gallery display

### 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
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<b>9:00 AM</b>	15 min	<b>Activity</b>	Encourage networking. Have refreshments ready.
<b>9:15 AM</b>	75 min	<b>Activity</b>	Identify all stakeholders in the system. Map relationships, influences, and dependencies....
<b>10:30 AM</b>	15 min	<b>Activity</b>	Encourage networking. Have refreshments ready.
<b>10:45 AM</b>	75 min	<b>Activity</b>	Learn radar diagram technique for prioritization. Define evaluation criteria and plot initiatives....
<b>12:00 PM</b>	60 min	<b>Activity</b>	Encourage networking. Have refreshments ready.
<b>1:00 PM</b>	120 min	<b>Activity</b>	Introduction to rapid sketching techniques. Generate multiple concept sketches quickly....
<b>3:00 PM</b>	15 min	<b>Activity</b>	Encourage networking. Have refreshments ready.
<b>3:15 PM</b>	105 min	<b>Activity</b>	Select most promising sketches and develop concepts further with team input....
<b>Day 2</b>			
<b>9:00 AM</b>	15 min	<b>Activity</b>	Encourage networking. Have refreshments ready.
<b>9:15 AM</b>	135 min	<b>Activity</b>	Introduction to visual storytelling principles. Teams create comprehensive concept posters....
<b>11:30 AM</b>	90 min	<b>Activity</b>	Display all concept posters. Structured gallery walk with feedback forms and team presentations....

## Facilitation Script

### Opening (5-10 minutes)

SAY:

"Welcome everyone to the **Prioritize And Visualize**. 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?"

### 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