

[w]orkshop

Workshop planning and facilitation

How to plan and conduct effective design workshops?

Two intense days of training in planning and conducting workshops at various stages of digital product development under the guidance of an experienced facilitator. Participants will learn to select workshop techniques to match the objectives of the workshops. During the training sessions, the participants will practice facilitating workshops and dealing with difficult situations. The training prepares for independent facilitation, as it emphasizes understanding the mechanisms and behaviors that happen in design workshops.

After the workshop, the participants will:

- understand the differences between the roles of a facilitator, participant, trainer, or presenter
- be able to plan effective and engaging workshops
- know how to select the right workshop techniques for given participants and objectives
- leave with ready-made workshop agendas for various stages of product development
- enrich their range of workshop techniques with proven suggestions
- be able to build a sense of safety and a good relationship with their group
- understand where difficult situations in workshops come from and how to prevent them
- learn how to deal with difficult situations when they occur
- learn the basic principles of facilitating a workshop in an online environment

Trainer



Iga Mościchowska

For over a dozen years, she has promoted the idea of user-centered design. She is a designer, researcher, and facilitator, as well as the founder of the postgraduate studies in UX & Product Design at AGH, and the co-author of the bestselling textbook "Research as the Basis of User Experience Design." Over the years, she has run a design and research studio working for clients such as eBay, Canal+, and KGHM. Her experience was recognized by Google, which invited her to be a mentor in the Google for Startup Accelerator program.

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Training agenda

Duration: 2 days (onsite training)

Day 1.

- Types of workshops and design sprints
- Team dynamics
- Selecting stakeholders for workshops
- Group roles and stages of group development
- Workshop structure and techniques
- The role of icebreakers and energizers
- Workshop planning: selection of tools and techniques, creating an agenda

Day 2.

- The role of workshop facilitator and useful equipment
- Workshop facilitation training and feedback sessions
- Difficult situations: how to prevent them and how to select levels of intervention
- Remote workshops: how to maintain engagement online

Who is it for?

- Designers - will prepare to conduct design workshops with various stakeholders and get better at handling difficult situations.
- Researchers - will expand their toolkit and workshop techniques, practice planning, and moderating co-creation workshops with users.
- Product Owners - will learn how to use workshops and design sprints to improve team collaboration in product development.
- Business Analysts - will learn how to use workshops to gather needs and requirements, and engage their stakeholders.

Contact us!



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