Day 1 - Define
Purpose: To understand the core problem we're trying to solve with the campaign, identify different hypotheses of top line strategies for solutions, and identify the key audiences we'll need to engage.
Outcomes: A greater idea of the context in which we are campaigning, a first iteration of the strategic direction and who are the key people we want to engage with, as well as first thoughts about what they might look like.

20 mins   Check-in: introductions and sharing expectations
Check-in Question: What are your hopes and expectations for the workshop?
Outcomes: Know who is participating in the workshop and their roles, understand the group's hopes and what they expect to get out of the process.

20 mins   Overview of the 5 day process and detailed introduction to day 1
Outcomes: the group has a top level understanding of the five day process and the outcomes for the week, they know what we plan to accomplish on day one, set workshop norms for the process.

40 mins   Creating a shared Vision
Outcomes: identified common themes for the vision of the project among the group to create a rough vision statement focused on what we want the world to look like in the future when we are successful.

50 mins   Exploring the problem
Outcomes: understand what is preventing the vision from becoming a reality and have a shared understanding of the problem; have identified the specific problem(s) that the project will address.

40 mins   Exploring the context
Outcomes: understand the wider context of the problem and identify key trends that influence or create turbulence in this context.

110 mins   A systems approach to strategy

60 mins   Part 1: Mapping the system
                Outcomes: A visual map of all of the key players in the system and their relationships; insights about how the system works and what's disrupting it.

50 mins   Part 2: Identifying potential disruptions

Outcomes: Identify specific disruptions or leverage points that have the potential to change or transform the system and potential allies for each. Articulate potential strategies that can be tested through a probe-sense-respond approach.

20 mins   Allies and audiences prioritisation
Outcomes: Prioritised number of allies, partners and audiences to work with on above strategies.

40 mins   Campaign Canvas: summarising conclusions
Outcomes: Conclusions from day's exercises are summarised using the campaign canvas in order to ensure team agreement and show current progress.

10 min   Check-out
Check-out Question: Are there any conclusions or decisions that we have made today that you still have doubts or concerns about and why?
Outcomes: understand how the team feels about where we have landed after day one and what areas need further exploration.

Day 2 - Sensing
Purpose: Understand audiences we want/need to engage in the campaign and how we'll inspire/motivate them to participate
Outcomes: Insight statements for each of the top line strategies, updated top line strategies, decision on which strategies to move into idea generation with

10 mins   Check-in: Yesterday we focused on strategy and today we will focus on testing our assumptions. Where do you have the most questions or doubts that you want to explore today in our research?

10 mins   Overview of today's agenda and where we are in process
Outcomes: Team understands what we will do during the day and what we want to achieve

10 mins   Agreeing focus for day's audience research
Outcomes: From the prioritised list of allies and audiences, agree which groups we will focus on for the day.

30 mins   Defining audiences

Outcomes: Created profiles for each audience using the persona empathy map

15 mins　　Key questions to explore
Outcomes: based on top line strategies agreed on day one, what assumptions and uncertainties are most important to explore during sensing.

15 mins　　Lecture: Introduction to field research and interview
Outcomes: understand the purpose of today's sensing and get advice to prepare for interviewing

40 mins　　Developing interview questions for specific audiences
Outcomes: teams have a prioritised list of interview questions for specific audience

15 mins　　Lecture: Recording and debriefing interviews
Outcomes: Team have specific methods for recording and debriefing interviews; teams agree locations for field research

120 mins　　Field research
Outcomes: Interview teams have conducted X interviews with target audiences and have detailed notes and interpretations for each; project team members gain empathy with audiences they wish to engage in the campaign.

10 mins　　Lecture: Introduction to developing insights and point-of-view statements from interviews
Outcomes: understanding what insights after and methods for extracting these from interview notes

20 mins　　Interview teams debrief and create insight statements

30 mins　　Sharing insights and identifying patterns and themes
Outcomes: identify loudest insights from across all of the interviews

20 mins　　Comparing insights to existing research (if available)
Outcomes: understand context and validate insights by comparing to previous research ie values based segmentation, market research

15 mins　　Campaign Canvas check-in
Outcomes: Revise and update canvas based on sensing

15 mins   Check-out: What was confirmed or surprised you during today's sensing process?

Day 3 - Create
Purpose: To generate and develop ideas based on your sensing insights that will inspire specific audiences to engage with the project and help create change.
Outcomes: People powered campaigning ideas with enough detail that you can test the concepts and tactics with specific stakeholders & audiences to support your project strategy.

Note: if you are invited guests in for the creative day be sure to make time to orientate them to the campaign and process.

10 mins   Check-in: What do you need in order to get in the zone and be creative? What do you need from each other to thrive today?

15 mins   Overview of the day

60 mins   Creative Principles (at least two exercises)
Outcomes: participants have extracted key lessons about creativity from exercises and they are recorded

10 mins   Introduction to the Idea Development Model
Outcomes: participants have an overview of the process we will go through and understand the need to separate creative and analytical thinking.

15 mins   Brief background on the campaign (for guests) and introduction to the focus question and how it was created (based on strategy and insights)
Outcomes: participants understand the scope of their task and are ready to get started.

20 mins   Empty your brain
Outcomes: Participants have a better understanding of the question and have shared initial ideas.

40-60 mins   Additional idea generation methods
Outcomes: Participants have generated a large number of ideas to answer the focus question (100s)

40 mins   Idea Selection (see various methods)
Outcomes: Participants have sorted ideas and select those few they think hold the most potential

40 mins   Idea Development (see various methods)
Outcomes: participants have further developed the ideas that they selected

30 mins   Idea Concretisation
Outcomes: participants have selected those elements of the idea that best answer the focus question and criteria and summarised their idea to share with the group

20 mins   Presentations
Outcomes: short presentations of each idea, whole team has understanding of which ideas have been created and developed.

10 mins   Next steps
Outcomes: team members and guests understand what happens next with ideas

10 mins   Check out: What did you learn today about creativity that you will take forward in your own work?

Day 4 - Prototyping
Purpose: To create quick and rough prototypes of campaign story and tactics and test with stakeholders and target audiences to determine key project activities and improve ideas through feedback.
Outcomes: Clear direction for the campaign story and activities as well as feedback from stakeholders and audiences to build on and improve ideas for implementation.

10 mins   Check-in

10 mins   Overview of day and where we are in the process

15 mins   Lecture: what is prototyping?

20 mins   What to prototype? In groups from Create day, with worksheet
Outcomes: small groups decide what elements of their idea they will prototype based on what they want to learn

60 mins   Building prototypes

Outcome: quick paper based prototypes of ideas

15 mins   Lecture: guidance for testing prototypes and recording feedback
Outcomes: participants understand what kind of questioning and feedback will be useful

20 mins   Preparing for prototype testing
Outcomes: participants are know how they will introduce themselves, their prototypes and what kind of question they will ask to get meaningful feedback

120 mins   Field work: testing prototypes with target audiences
Outcomes: feedback people about prototypes: what's working, what needs improvement and what should be dropped.

60 mins   Presenting and collating feedback on each of the ideas
Outcomes: summary of feedback from all teams

15 mins   Conclusions from prototyping
Outcomes: decision about which ideas to move forward with and specific action points for improvements

20 mins   Revisit Campaign Canvas
Outcomes: Update anything that has changed and identify any outstanding uncertainties that require further research and testing.

10 mins   Check-out: Any lingering doubts or concerns you have before we move into the final day to put this into a plan?

Day 5 - Plan and Pitch
Purpose: To turn the work we have done as a team by working through Define, Sense, Create, and Prototype into a plan we can take forward with clear next steps, and establish how we will work together as a team
Outcomes: Campaign success Indicators, Metrics, list of remaining tasks on research and testing, topline engagement strategy and plan, timeline, team roles and responsibilities

10 mins   Check-in: What do we need to finish today in order for you to feel like the workshop has been a success and you know what to do next?

10 mins   Overview of day and what to expect

40 mins   Impact stories
Outcomes: agree what success looks like with outcomes, indicators and milestones and how the team will track and measure impact

40 mins   Developing the story of the campaign
Outcomes: possible messages and story elements to test with target audiences

40 mins   Developing Engagement (using Engagement Pyramid or Opening Campaigns)
Outcomes: Additional ideas for how to deepen and/or open engagement

60 mins   Building a timeline
Outcomes: first draft of a timeline for the campaign covering external events, key campaign activities and preparation

30 mins   Research and Testing tasks
Outcomes: Plans for further research and testing including scope, outcomes, next steps and who will lead and be involved

30 mins   Roles and Responsibilities
Outcomes: Based on timeline, agree who is doing what and by when, identify capacity and skills gaps

40 mins   Setting team culture and norms
Outcomes: Identify and agreed shared purpose, values and behaviours to be successful as a team

20 mins   Campaign canvas check-in
Outcomes: update canvas and identify areas that need further work and how these will be developed

20 mins   Immediate next steps
Outcomes: Agree responsibilities for capturing workshop outcomes and steps to get to senior level agreement of plan

40 mins   Evaluation of workshop

Outcomes: understand what worked well for the team, and what can be improved and how

15 mins   Check out: How do you feel about what we accomplished these 5 days? What is your level of excitement/agreement with the plan?