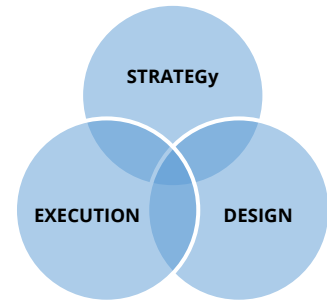


Checklist for effective Workshop-Planning

Effective workshops can be recognized immediately after the workshop by the fact that all participants look at the results achieved with satisfaction and pride and then proceed to implement the agreed measures with courage, ability and enthusiasm.

When planning your workshop, pay attention to the triad of **STRATEGY**, **DESIGN** and **EXECUTION**. This checklist shows you what is important.

Always start the planning of your workshop by answering the strategic question *"What is the point of it all?"* You will find the answer by asking yourself what will be different after a successful workshop. And be honest and ask yourself if you need a workshop at all or if you can't do without one.



Only once you have clarity about the strategy, think about how to *design* the workshop, i.e. what content you want to discuss, where the workshop will take place and how to design the process to achieve the desired results. Never start with the agenda!

On the day of the workshop itself, a meticulously planned but flexible agenda and excellent moderation will enable you to react to unforeseen developments and achieve your desired results. As a rule of thumb for complex workshops: 80% of the total effort goes into planning, 20% into execution.

These topics and guiding questions help to plan workshops effectively:

- ☐ Clarify **objectives** (what exactly is to be achieved, what is the whole thing for)
- ☐ Define **output & outcome** (what will be worked out together & with what feeling the participants leave the workshop)
- ☐ Set the **scope** (what is discussed / not discussed, what is considered set)
- ☐ Collect **core questions** (which key topics are being worked on)
- ☐ Organize **logistics** (where / when will the workshop take place, what space / material requirements do you have, what does the supporting program look like, etc.)
- ☐ Determine **participants** (who has to participate in which topics, which experts are invited to give keynote speeches, who has which roles, who will moderate)
- ☐ Prepare **inputs** (which information, e.g. data, analysis results, must be prepared for the workshop or sent to the participants as a pre-read)
- ☐ Set detailed **agenda & work modules** for the workshop



Do you still have questions or would you like to know more? Are you looking for an experienced moderator to accompany you in your project?

Just book your free-of-charge 45-minute strategy talk with me on effective workshops: <https://meetme.so/GuentherIllert>

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