

Workshop Design Guide

Thank you for taking the time to design and deliver a workshop.

To assist you with this process, we have put together a quick guide based in core psychological principles related to adult learning.

Step 1. Decide on the learning outcomes

Think about your participants leaving the room at the end of the workshop. They go back to their desk and someone asks, "What did you learn?"

What do you want them to say? Try to set 1 - 3 learning outcomes for a workshop.

Instead of saying, "*I want to teach people about conflict resolution*" try to be clear:

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| By the end of the day, participants will be able to: <ul style="list-style-type: none">• describe and understand their conflict resolution style• recognise the role emotions play in difficult conversations• have the knowledge and tools to successfully navigate conflict |
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Step 2. Decide on your audience

Consider the learning outcomes you envision the workshop to address. Who would benefit the most from this workshop? Are they recent founders, solopreneurs, or experienced managers? What level of knowledge do they already have about the topic?

It is important to ensure that the workshop content is targeted to the correct audience. Having too wide a range of knowledge will result in some participants being bored or stretched too far.

Starting	Early-Stage	Growth	Scale
<i>"I want to launch my business and get some customers"</i>	<i>"I have some customers, but I want to get enough to prove to an investor that I am worth backing"</i>	<i>"The business model works, now I want to grow to become an established business"</i>	<i>"It's time to scale the business nationally"</i>
<i>"I want to get to \$100,000 revenue"</i>	<i>"I want to get to \$500,000 revenue"</i>	<i>"I want to get to \$3 million revenue"</i>	<i>"I want to get to more than \$3 million revenue"</i>

Step 3. Map out the workshop structure (See over page)

It is suggested that the workshop include the following components:

1. TEACH: Explain context through case studies, provide tools and industry-specific takeaways
2. IMPLEMENT: Use activity to reinforce learning
3. TRANSFER: Ask reflective and future-focused questions to wrap-up session

1. TEACH: Provide context through case studies, and useful tools & takeaways

Start the workshop by providing context around why the topic is important for entrepreneurs. Provide participants with relevant tools, and frameworks. Use real life examples as case studies to demonstrate the framework you are teaching.

2. IMPLEMENT: Use activities to reinforce learning

Different content will require different activities to reinforce learning. It is important to consider the activity and how you want the group to interact.

If an activity was to understand emotions during conflict, it might be useful to start the activity as an individual exercise to allow participants to self-reflect and follow it with a group discussion. Alternatively, it could be structured as a paired exercise where each person shares their experience with conflict and describes the emotion.

- **Whole group discussion:** ask a question of the whole group, and discuss together
- **Paired exercise:** explain exercise and ask participants to discuss with person next to them
- **Individual exercise:** this is good for reflective exercises that require individual thinking

Tip: Factor in time for feedback. This can take up a lot of time, and you need to control it. Decide in advance whether you want to take feedback from every individual, from each group, or not at all. Explain what you're going to do before you start the exercise.

3. TRANSFER: Ask reflective and future-focused questions to wrap-up session

A great way to ensure that participants transfer learning from the workshop into their business is to ask them to reflect on past and future experiences.

For example, with the conflict resolution workshop...

Ask participants to reflect on a previous conflict they experienced:

- What did you do well?
- What could be improved?

Ask participants to reflect on a conflict they may face in the near future:

- What will you do differently?

Wrap up session by summarising the key takeaway messages. This will help to reinforce the learning from the session, so participants can walk away with clear knowledge.