



Workshop Design Questionnaire

Purpose

1. Why are we holding this session? What is the overall objective?
2. What questions or problems you are trying to solve?
3. What are the symptoms telling you this session is needed?
4. What are the implications of not solving this question or problem?

Product

5. What is it you are hoping to achieve from this session?
6. Hand - what tangibles should participants leave with? Is there a document that needs to be produced or updated?
7. Head – what should participants leave knowing?
8. Heart – what should participants leave feeling?
9. Three months after the event, how will you know you have been successful?

Participants

10. Who will participate? Who else will be impacted by the decisions?
11. Whose involvement, perspective and buy in is critical to future success of implementing the plan or decisions?
12. Who are the key participants that may benefit from a meeting with me to gain their input into the agenda, key issues and probable outcomes?
13. Is the group cross functional, and involve various thinking and communication styles?
14. Will the participants know each other?
15. Level of input? A/ Decision making, B/ input prior to decision, or C/ Input?
16. Have the participants been involved in any previous or related attempts at exploring this question or problem?
17. Could there be any tensions or relationships that may need attention?
18. Likely numbers?



Probable Issues

19. Homework – Survey? Prep questions? Pre Workshop Reading?
20. Are there any significant gaps in our knowledge, particularly regarding competition, markets, or emerging technologies that we should be researching and feeding into the workshop?
21. What issues need to be addressed to achieve the purpose and deliver the product?
22. What issues may distract us?
23. How do we ensure this session isn't a waste of time?

Process & Place

24. Have you any steps you think we should build into the agenda or workshop?
25. Are there any strategy, leadership or management training models that participants may be familiar with and that we may want to build on or possibly incorporate?
26. Start & Finish Time, Date, Location
27. Any administrator or coordinator I should work with?
28. Invites & RSVPs
29. Budget?
30. Anything else I need to know?