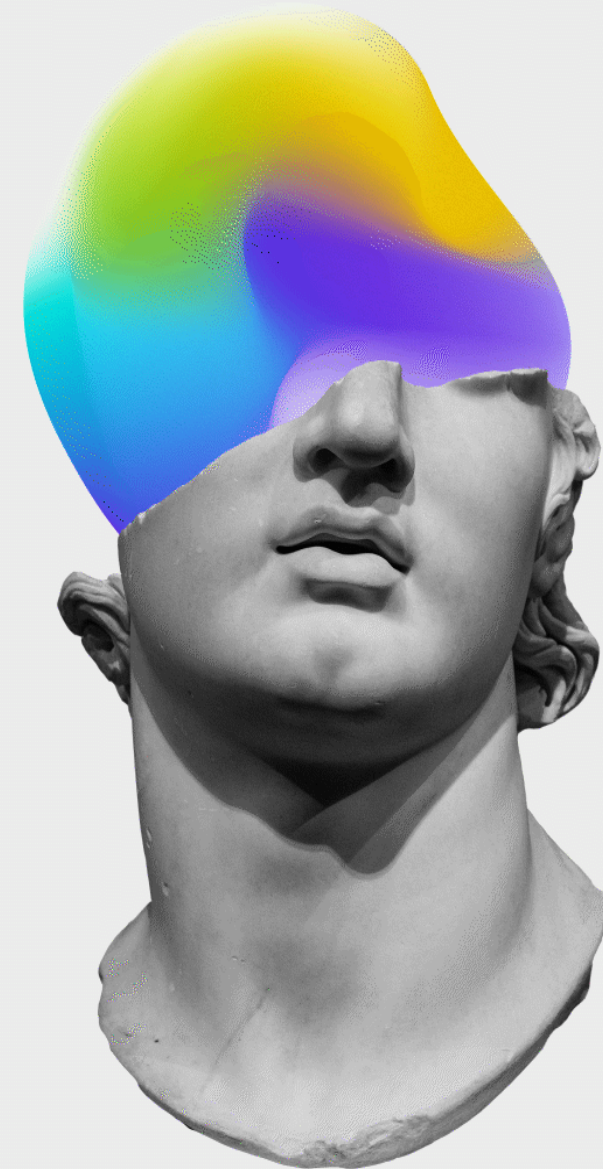


Rate Sheets for
Strategy Workshops

Date 03/21/2022



Why Workshop?

Workshops are the place where practices of Empathy and Innovation connect.

We advocate that Empathy is not just a tool for our audiences, but also for our teams and partners. Considering meaningful audience experience and innovative practice begins with a process of Empathy.

*Ask ourselves: What do our teams need at this moment?
How might we help them feel ownership and agency?
What interactions will generate energy and excitement?*

When we apply Empathy to ourselves and our colleagues, this can help move past the enormity of navigating uncharted territory, break through the muscle memory of past practice, shifting our perspectives from challenge to possibility, toward a vista that is innovation and opportunity-centric.

This empathy-led approach is most often effective within participatory workshops – longer periods of time that include icebreaker exercises, fun activities and moments of levity that exist along side the ‘work’ - focused formats where colleagues convene to delve into ideation, discovery and discussion.



Empathy Mapping

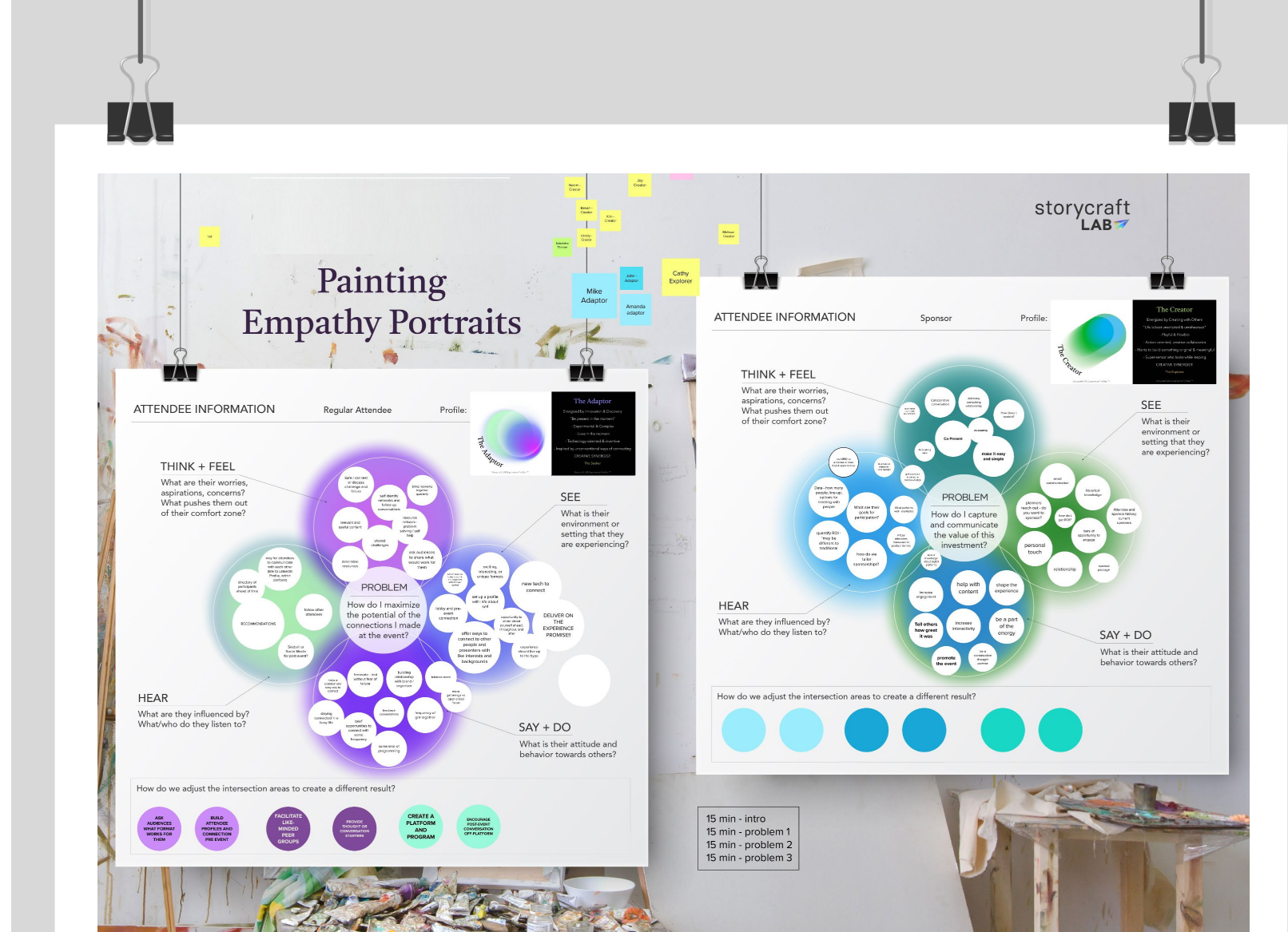
Understanding Audience Behavior

“On a large team, not everyone has the chance to talk to every user. Empathy Maps help synthesize your team’s collective knowledge about your users as a group, bringing you closer to a common understanding of who they are.”

www.ibm.com/design/thinking/page/toolkit/activity/empathy-map

Storycraft Lab’s Empathy Mapping workshop takes participants on a deep dive to better understand audiences using the Experience Profiles tool. As we paint Empathy Portraits we’ll consider the unique contexts at play and discover what drives a decision to *act*. We will examine barriers to action and identify insights that can illuminate the paths to conversion, loyalty and ultimately advocacy as audiences progress along the ‘ladder of engagement’. This workshop can be customized for brand or organization personas and includes a pre-engagement quiz and takeaway book.

Great for: Product Marketers, SKO’s and Sales Enablement, Aligning Executive / Board Strategy



Digital Room

90 minutes
20 participants
Platform: Zoom
(or similar) w/
MURAL

\$250
seat

\$4250
group

Digital Immersive

90 minutes
20 participants
Platform: 3D
Immersive Lab

\$350
seat

\$6250
group

Custom Content

90 minutes
Up to 40 participants
Platform: Zoom
(or similar) w/
MURAL

\$8250
group

Scenario Building

Aligning around shared priorities.

Storycraft Lab's Scenario building workshops involve key stakeholders in setting strategic priorities. Participants create unique combinations of parameters (Audience, Channel, Product, Feature, Market etc). It can be used as an exercise to get teams comfortable with scenario thinking and prepared to adapt for change or uncertainty. It's a great exercise for teams looking to apply new techniques or practices.

We've seen this activity work well in preparing for an ideation workshop – it helps run through a series of what-ifs, to align and focus the group. This way participants are familiar with the logic and show up prepared to ideate. This workshop can be customized to reflect the parameters that impact your organization's strategy. The session includes a pre-event engagement and take-away card game.

Great for: Planning and Strategy teams; Consumer and Product Marketing; Sales Enablement.



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Journey Mapping

Ideating for Touchpoints and Behaviors

“As people explore and evaluate in the messy middle, cognitive biases shape their behavior and influence why they choose one product over another.”

How people decide what to buy lies in the ‘messy middle’ of the purchase journey. Alistair Rennie, Jonny Protheroe, Think With Google. July 2020.

Mapping workshops uncover behavioral drivers behind consumer decisions at the different touchpoints of an experience or campaign idea. This Storycraft Lab workshop will prompt participants to walk in the shoes of the selected audience to consider key moments in the narrative journey. This builds collective confidence in the concept and allows ideation to get into the details that will drive success.

Participants will leave ready to develop a plan for actioning a strategy to translate ideas to reality. The session includes a pre-event engagement and take-away framework kit. Great for: Planning and Strategy teams; Consumer and Product Marketing; Event Marketers.

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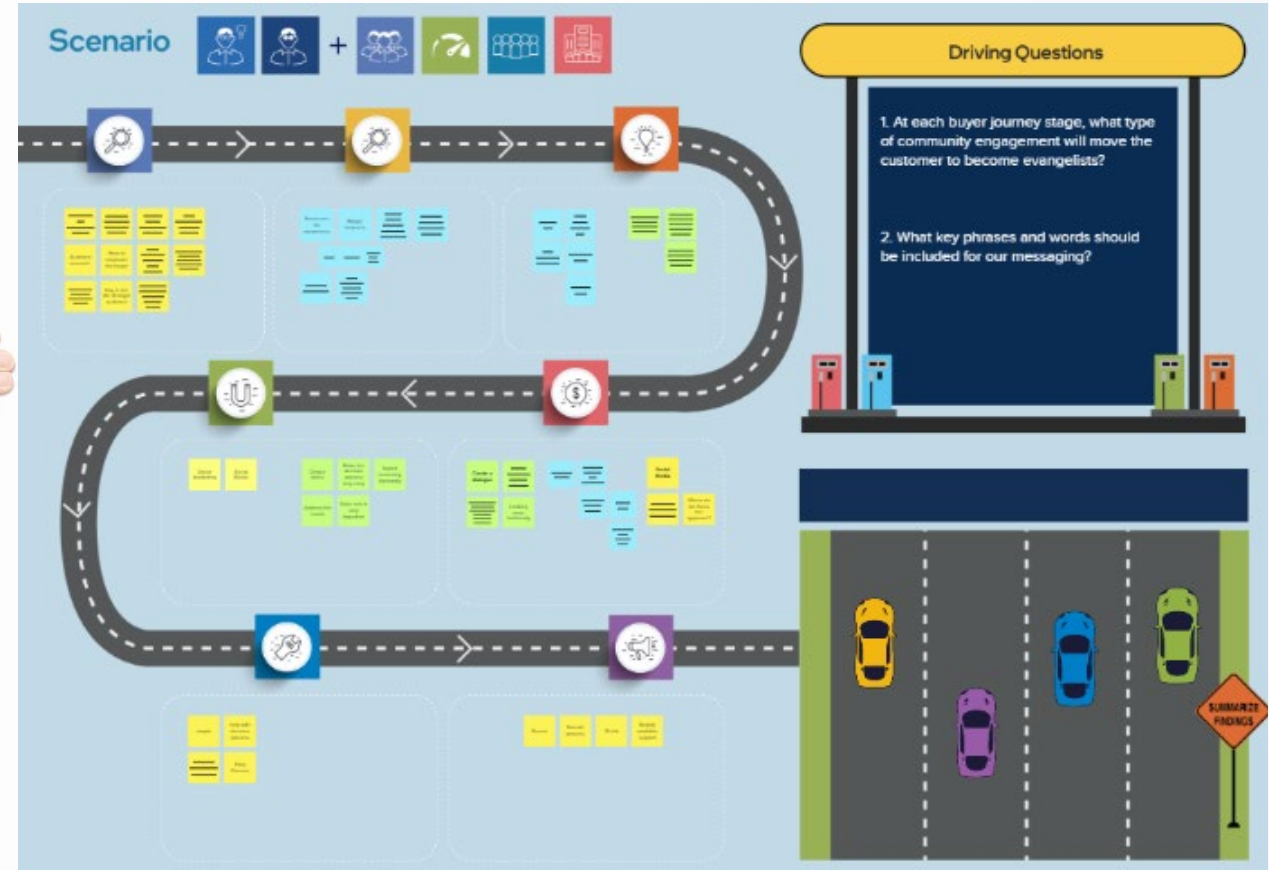
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group



THANK YOU!
QUESTIONS?



naomi.clare@storycraftlab.com

**“Tell me and I forget,
teach me and I may remember,
involve me and I learn.”**
Benjamin Franklin