creative
FACILITATION

Lead with Value

What is it for?

An advocacy process for ideas that focuses on the benefits rather than the idea itself.

Time & People

25 – 30 minutes
5 – 50 people

Materials

Flip chart or A3 paper
Marker pens

Source

Everyone innovates

And also…

Useful as a way of reviewing a day's training/workshop

Description

Activity Flow

Get people sitting in groups of 3 – 5

Ask each person to identify an idea/activity that they have heard/seen during the meeting/workshop that they think is worth pursuing

They write on a flip chart the benefits of the idea/activity but do not name the idea/activity. Team members can guess what the idea/activity is

They then reveal the idea itself and ask their fellow team members to add any additional ideas

Next person takes their turn

Debrief

How does leading with benefits differ from leading with the idea itself?

What happened when others were asked to add benefits?