MANIFESTO WORKSHOP

Goal: Creating a physical artefact that will communicate a joint understanding of a course of action

This workshop can be part of a change management workshop or scenario building exercise. During the workshop, the participants come up with words, statements and sentences about a vision they have for the company and the opportunities and risks that they perceive. These statements are then used to create a manifesto: an artefact that can be used to explain key values of a set of people. The workshop lasts around 60 minutes and is intended for 30 to 45 participants. The moderator should actively go around and stimulate discussion.

BIG DATA FOR PEACE   CHANGE   BIG DATA =
VISION *Better Insights* BIG IMPACT
positive social change   *discover unknown patterns*
Connecting People   OPPORTUNITIES
smart data use for sustainable development goals
RISKS *data is dangerous* LACK OF
in the wrong hands PRIVACY
Avoid techno-utopianism   HARM
you will always need human interpretation

How can I use it?

1 — **Prepare** a 3x3 grid on the wall: columns are *vision, opportunities, risks*; rows are *short, medium, long,* referring to the length of the statements.

2 — **Introduce the idea** and divide the group into teams of 3 to 5 people. Make sure that people team up with people they do not usually work with.

3 — **Brainstorm** in 15-minute rounds: 3 teams come up with words, 3 teams come up with statements of 2-3 words, and 3 teams come up with sentences (max 6-8 words). Give 5 minutes to write down ideas on sticky notes. Teams then discuss which 5-10 ideas are the best. Place those on the 3x3 grid. In the first round , the teams think about a common *vision* for the sector, in the second, the *opportunities* in the current environment, during the third, the *risks* they perceive.

4 — **Ask participants to vote** for their top 3. After the workshop, create the manifesto with the statements that received the most votes.

CENTRE FOR INNOVATION Leiden University

Universiteit Leiden The Netherlands

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