

Togethershhip Tips #5

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Unlocking co-creation - the key to better solutions & true buy-in

Why co-create?

Isn't it easier to just tell the team what's what?

True co-creation taps into the collective intelligence. Where bringing together all team members' ideas, insights, and strengths create a better outcome. And what's more, they're invested more in the outcome exactly because it is their solution. On top of all that, it creates a greater sense of cohesion and togetherness across the team.

Looking to increase ownership, accountability, improving execution & motivation? Then investing in true co-creation could be the key to creating a team that is genuinely invested in effectively seeing your initiatives and ideas through.

Let's implement this final step of the Togethershhip code and make every project a shared success, truly together.

“But democracy or compromising between lots of people isn't effective/ efficient”, we often hear leaders say to us. Right, it's not.

Using the following tips, you can tap into that collective intelligence in a smarter way. Each of these is designed to ensure everyone's voice is heard to effectively encourage collective problem-solving:

Tips for effective co-creation

1. World Café

This method encourages collaborative dialogue and the sharing of diverse perspectives. Divide the team into small groups that discuss a topic or question at separate "café tables." After a set amount of time, team members rotate tables, bringing ideas from their previous group to the next. Each table has a "host" who remains at the initial table to facilitate continuity and summarize the ongoing discussion. This method is great for brainstorming and identifying themes as it ensures ideas are cross-pollinated across the team.

2. Polling tool (e.g. mentimeter)

For larger groups, it can be hard to make sure every voice is heard and quickly get a picture of the general opinion. The 'loudest voice in the room' is a big danger here in particular. So, to make sure all opinions can be quickly gathered, consider using an in-workshop tool like mentimeter. We use this regularly - happy to give more tips on how to use it effectively.

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3. Backcasting Exercise

Backcasting helps teams co-create a shared vision of success and identify steps to achieve it. Start by having the team imagine an ideal future outcome, then work backward to outline the milestones, possible obstacles and actions. Ask them to define what they need to stop doing, continue doing and finally start doing. This exercise encourages practical, actionable co-creation, as the team collaborates to build a common realistic roadmap, making it particularly useful for long-term strategic planning.

4. 1-2-4-All

One of our favourites. This simple, engaging process is a simple structure that enables groups to generate ideas and reach consensus by involving every participant. Here's how it works:

a. 1 (Alone) - Each person takes a few minutes to reflect on their answer to the problem/ question individually. They jot down their thoughts or ideas on

paper, without discussing them with others. This step allows everyone to think independently and generate their own ideas, especially for those that benefit from 'thinking time'.

b. 2 (In Pairs) – Participants then pair up to discuss their ideas for about 4-6 minutes. They share their reflections, compare perspectives, and refine their thoughts together, often identifying common themes or new insights from the dialogue.

c. 4 (In Fours) – Pairs combine to form groups of four, and they discuss their ideas for about 6-8 minutes. In this step, the groups synthesise the ideas and opinions shared in the previous two stages, further refining and building on the most promising concepts.

d. All (Whole Group) – Finally, each group of four shares their insights, ideas, or conclusions with the entire group.

By the end of the 1-2-4-All process, the team often has a well-rounded, co-created list of ideas or solutions that everyone has contributed to and supports. We find that less is often more, so try and get the groups to prioritise 1-2 ideas/outputs at each step.

And what about daily business live?

Whilst the above are mostly workshop techniques, you can use them in more regular meetings too when ideation or decision making is required.

For more tips on how to do this in daily business, and/or in virtual settings, get in touch.

Case study: getting the team to buy-in to a strategic change

A client of ours was undergoing a digital transformation and the team in question needed to re-focus quickly on a new direction - and the core projects that would put the team at the core of the company's digital strategy.

Having spent time on the other elements of Togethershship (most importantly trust in the team), the leadership team spent 2 days co-creating:

- The obstacles that stand in our way (in particular external stakeholders)
- What do we need to start (and more difficult, stop) doing. #killyourdarlings
- How we get our people on board with the change

- and most importantly, ensuring that everyone in the leadership team bought in with hearts and minds, truly supporting each other and acting as one team to get there.

Only with true co-creation, could everyone bring their real hopes, fears and suggestions in order to get the team get to this place.

Do try it out with your team and feel free to contact us if you have questions or want more tips.

Good luck!

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