

Workshop by Design Canvas

Facilitated Workshop Name: _____

Company

Team

Date

Version

Purpose

The WHY for the workshop. Ask: Why are we need this facilitated workshop? What is the problem, need, or opportunity we need to solve together?



Products

The WHAT of the workshop. Ask: What will the workshop produce? What tangible deliverables will we create (e.g., strategy, vision, product and customer visual models, plans, actions, etc.)? What intangible deliverables (e.g., decisions) will be produced? What input products (e.g., prioritization criteria, customer data) will be useful?



Participants

The WHO for the workshop. Ask: Who can help us achieve the purpose? Who holds useful information we need to share, or has skills helpful to create our workshop products? Who needs to participate in the decisions we make?



Principles

The HOW for the workshop. Ask: How will we function as a group to optimize our time? What working agreements or guidelines for participation will enable us to have a productive session? What decision rules and decision processes will we use in our workshop?



Process

The WHEN of the workshop. Ask: When do activities occur during the workshop? What flow, sequence, or agenda items? What is the order and timing of each? What kickoff and close interaction do we include for each activity, and the entire workshop? When do we inject short retrospectives to inspect and adapt the workshop?



Place

The WHERE for the workshop. Ask: What location (virtual or physical)? What time and time duration? What tools will we use for our virtual space? For physical space, what room setup and supplies do we need?



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