



Journey Storming

TOPIC	TIME [50 MIN]	FACILITATOR'S NOTES
<p>Choose your workspace and prepare for your session</p>	<p>Prepare</p>	<ol style="list-style-type: none"> 1. Determine what platform best suits your team's working style to complete this activity. It can be done directly within a completed Journey Map template or a completed Journey Map can be copied as an image and placed into Mural Board to allow for virtual sticky notes with comments/ideas to be added. We suggest the latter for more versatility. 2. If using a virtual whiteboard, create blank virtual sticky notes in advance with a color code such as yellow for ideas, blue for questions/comments. Or you might want to color code by role such as internal team is yellow and client partners are green. 3. Have music ready to play in the background during the activity. 4. Be prepared to share your screen to bring the participants to specific parts of the Journey Map during the brainstorm and reflection.
<p>Silently review the completed Journey Map</p>	<p>10</p>	<p>At the start of your session, share the link to the completed Journey Map to all the participants. Ensure they can open and view it and that they have a way to capture their individual thoughts in the beginning of the activity. Show the overview on your screen to orient the group.</p> <p>Verbally (and if available, also in the video conference chat box) prompt the group that you will begin with interpreting the Journey Map and will move into brainstorming ideas at the second half of the exercise. To start, ask the group to reflect on what they see in the Journey Map to help inspire ideas. Take time to answer any outstanding questions people might have. Some prompts to help encourage participants could be: 1) Do you notice any overall flow of activities and emotions? Any particular pattern to it, such as starts high, ends low? Why might that be? 2) Are there specific moments of delight, disappointment, confusion, stress, joy, etc.? Do you notice any triggers for them? Interesting responses? 3) Look for incongruencies between what they are saying and doing vs. what they are thinking and feeling.</p> <p>Ask people to write down their own reflections and ideas before beginning to input their observation into the shared workspace (this will keep the group focused on the existing content first, and not on others' comments and interpretation). Play music in the background.</p>



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Identify key moments and ideas individually	10	<p>Announce that you are now shifting into capturing their reflections and ideas within the Journey Map template (or other dedicated workspace). If using Mural, have each person capture their reflections on sticky notes. A few sticky notes rules: Follow the color code if there is one, capture one comment per sticky note, make it brief and place them on the corresponding place on the Journey Map that they pertain to.</p> <p>Continue to play music in the background during the activity when you are not giving instructions or speaking as a group.</p>
Brainstorm new ideas based on key moments as a group	15	<p>As a group, start at the beginning of the Journey Map and move from stage to stage discussing what ideas came to mind for participants during their individual reflection time.</p> <p>Facilitation Tip: If there are more than 5 people in the session, consider assigning groups of 2-3 to virtual breakout rooms (if available) and then bring them back together to share highlights as a large group.</p>
Assess and prioritize these ideas	10	<p>Discuss:</p> <ul style="list-style-type: none"> • Which ideas might benefit from being merged into one? • Which ideas might need to be fleshed out more? • Which ideas may have a larger beneficial impact vs. which are more quick-fix solutions? <p>Consider doing a prioritization exercise, such as a 2x2 Prioritization Matrix, to identify which ideas have the most merit for further exploration.</p>
Determine next steps	5	<p>Determine who and how you will move forward with these ideas, whether that be through further prioritization (2x2 Prioritization Matrix), workshopping (Must-Haves, Can't-Haves), or Rapid Experimentation exercises found within Pando.</p>