



What, So What, Now What

TOPIC	TIME [20 MIN]	FACILITATOR'S NOTES
Review the stimulus	2	<p>Have all participants open the What, So What, Now What template (through a document sharing platform, if possible). Show the W3 document on the screen as backup in case participants cannot access the shared version.</p> <p>Frame the situation and write down the goal of the exercise with your team (e.g., "We want to take action on the strategic planning session we just had with our stakeholders, and emerge with a clear set of defined next steps.")</p>
Highlight the most important facts (What?)	5	<p>Invite participants to silently type in their answers to the "What" question(s) in the W3 template (e.g., What happened? What facts and observations stand out?)</p> <p>Let them know how much time they have to do it. Play music while that's happening to create a reflective mood.</p>
Write down the implications (So what?)	5	<p>After all the salient facts and observations have been made, ask the group to reflect and discuss: Why is this important? What patterns or conclusions are emerging? What hypotheses can you make?</p> <p>Assign a co-facilitator to help capture answers to the W3 document as people are discussing.</p>
Brainstorm action (Now what?)	5	<p>After the team has finished making sense of the most important observations, ask them to silently reflect on: Now what? What actions should we take?</p> <p>Silently have everyone capture answers to the W3 document. Then, as the facilitator, summarize and see if there's consensus.</p> <p>If there are any particular action items that can't be agreed upon in the moment, note it and table it for offline discussion.</p>
Determine next steps	3	<p>Identify the who, how, when of your next steps (if possible, capture it in the document).</p> <p>If your next steps are complex and require further planning, let the group know that you'll re-engage with them for deeper planning work offline or in another work session.</p>