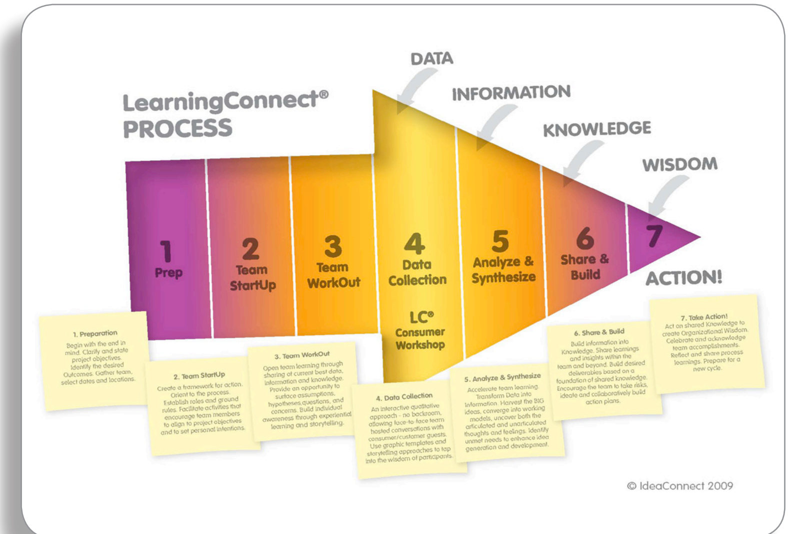
What is LearningConnect®?



LearningConnect®, a unique qualitative research format, maximizes participation and communication through **visual thinking, storytelling and conversation**. Fostering **rich insights** and **innovative thinking**, this multi-day, facilitated team learning process builds **capability and collaboration** in your client team and incredibly **profound connections** with consumers.

1 Preparation
Begin with the end in mind. Clarify and state project objectives. Identify the desired Outcomes. Gather team, select dates and locations.

2 Team StartUp
Create a framework for action. Orient the team to the process. Establish roles and ground rules. Facilitate activities that encourage team members to align to project objectives and to set personal intentions.

3 Team WorkOut
Open team learning through sharing of current best data, information and knowledge. Provide an opportunity to surface assumptions, hypotheses, questions, and concerns. Build individual awareness through experiential learning and storytelling.

4 Data Collection
An interactive qualitative approach - no backroom, allowing face-to-face team hosted conversations with consumer/customer guests. Activities led with support of Visual Thinking tools (aka graphic templates) and storytelling approaches to tap into the wisdom of participants. Multiple tables at the same time.

5 Analyze & Synthesize
Accelerate team learning. Transform Data into Information. Harvest the BIG ideas, converge into working models, uncover both the articulated and unarticulated thoughts and feelings. Identify unmet needs to enhance idea generation and development.

6 Share & Build
Build information into Knowledge. Share learnings and insights within the team and beyond. Build desired deliverables based on a foundation of shared knowledge. Encourage the team to take risks, ideate and collaboratively build action plans.

7 Take Action!
Act on shared Knowledge to create Wisdom. Celebrate and acknowledge team accomplishments. Reflect and share process learnings. Prepare for a new cycle.

Want to get started right now?
Visit our store for LearningConnect® handbooks and LeaderGuides.

We love sticky notes so much people wonder if we own stock in all things sticky. Maybe we should, but we really just appreciate the useability, the versatility and the moveability of sticky notes. And it's true, LearningConnect® would not be the same - maybe not even possible - without the humble little sticky note!

Use Sticky Notes + Graphic Templates

We favor brightly colored 3 inch square sticky notes for Data Collection. They are easy to hold, fit in the hand nicely and allow for super speedy writing with a fine point permanent marker - essential during the fast-paced activities. And their stickability and restickability allows for real time grouping and clustering on the Graphic Templates you've chosen for your Workshops.

During an Analysis & Synthesis team work session, each sticky note becomes a focus point encouraging your team to slow down the process of "listening" to what your consumer/customer guests shared. Working together in pairs, team members read, group and cluster on the Graphic Templates, think together, identify patterns and FLASH! New learning and insights!!

And when your team Shares & Builds together, we recommend giving your team members large sticky notes - the larger the better - with enough space to capture all the details of their key learnings, applications and implications for the project.

and Train Your Clients Too!

10 Simple Steps to Sticky Note Train your Clients

train your clients any time they're doing data collection - you'll need about an hour

1. Divide your client team members into groups of 4-6 people. Ask each group to choose 2 "Practice Hosts" and all the others are "Practice Guests" for this round.
2. "Practice Hosts" each get a sticky note pad and sharpie. "Practice Guests" sit in a semi-circle around a chart pad or template (we often use *Top of the Mountain* although you may choose to use one of the templates you'll be using in your Data Collection).
3. Give the "Practice Hosts" a topic to practice sticky note writing…Some ideas like • Party Ideas; • Buying a Car; • Vacation Ideas. Use Topics that are fun, something everyone can talk about, and not related to your Project.
4. Allow the "Practice Hosts" to huddle a moment to plan the conversation, then let them practice for 5 minutes recording their "Practice Guests'" exact words "verbatim" on sticky notes, facilitating the conversation.
5. Stop the practice … let them know "it's ok to be incomplete".
6. Invite each group to reflect on and debrief the practice. "Practice Hosts" first, "Practice Guests" second…each share "What I appreciated, what worked for me" about the experience. Then "Practice Hosts" share "What I learned about myself".
7. Take time to share your own tips as your intuition and awareness relates to the debrief.
8. Repeat until everyone has practiced as a host (practicing twice will improve your team's skill exponentially!). You may choose to change the topic each time.
9. When practices are complete, invite each practice group to prepare 3 Sticky Note Data Collection tips to share with the entire team.
10. WOW! Now it's time to have some fun and collect data!