

BRAINSTORMING IS DEAD - THE IDEALOGUE METHOD TRAINING

The ideologue method is an improved alternative to traditional brainstorming methods and doesn't just allow for ideas to be created and shared, but also helps facilitate the understanding of shared ideas, creating group consensus.

Traditional brainstorming methods have proven effective in generating and sharing ideas, but often times a person is most concerned with making sure that their ideas are being heard, and understood. Instead of focusing on others, they are focused on making others hear their own ideas, with the result being that they find it challenging to connect their ideas with others and to form a common understanding. Ideologue is a group level tool that not only helps people to understand ideas, but to also connect them to other ideas and to reach group consensus on what the best ideas are.

The ideologue method is a revolution against brainstorming, and it fills the gap left by the shortcomings of conventional facilitation techniques.

In this training you learn to use the ideologue in common workshop situations and you learn to combine it with other facilitation tools in order to create dynamic workshops that produce results.

In this training you learn to use Ideologue in the following situations: :

- Creating a vision
- Defining a problem
- Communicating change and creating understanding
- Creativity sessions
- Action planning

In addition you learn the following Tools & Techniques

- Ideologue - a facilitation tool for creating shared understanding
- Wishing - for touching hearts and creating a common vision
- Silent grouping - effective way of grouping similar items
- Five Fingers - for evaluating and creating consensus
- Memory, logic, creativity - levels of thinking that need to be activated
- Five key tools for forcing connections (helping creativity)
- SCAMPER - an excellent tool for developing existing ideas
- Whip - for evaluating ideas quickly
- Tools for visualising action; what, who, when

Program, Day 1

10.00 Opening and program

- 10.15 Creating a Common Vision with Ideologue
- What is a vision ? just a few words to get focused
 - Individual stage: Creating wishes
 - Changing groups and "Stealing" ideas
 - Finding key elements of a Vision
 - Prioritising and grouping
 - Evaluating

11.45 Break

- 12.00 Ideologue - the method
- Presentation on history of the method and key stages

- 12.15 Creating understanding with Ideologue
- Going through key points and feelings with Ideologue
 - Changing groups and "Stealing" ideas
 - Documenting key ideas
 - Summarising the discussion

13.00 Lunch

- 14.00 Creating understanding with Ideologue continues
- Debrief; applying the way of working in different situations

- 14.30 Preparing your own Ideologue session
- Getting ready to define a problem with Ideologue

Program continues...

15.15 Defining a problem with ideologue (participants execute)

- Individual stage; finding key problems
- Changing groups and "Stealing" ideas
- Choosing key problems
- Prioritising key problems
- Evaluating results

16.30 Feedback & Debrief

- Feedback for facilitators
- How to combine the tool with other problem definition tools

17.15 Evaluating the day

17.30 End of Day One

Day 2

10.00 Welcome and recap

- Objectives of the day

10.30 What is Creativity

- Presentation and exercises on creativity

11.00 Break

11.15 Getting Creative with Ideologue

- Emptying head from memory, logical and creative ideas
- Changing groups and "Stealing" ideas
- Trying different creativity tools with ideologue
- Documenting best ideas
- Prioritising best ideas
- Evaluating ideas

13.00 Lunch

14.00 Getting Creative with Ideologue continues

- Analysing the methods used; how and when to apply ?

15.00 Break

15.15 Actioning

- Agreeing on concrete actions; what, who, when
- Writing your own action points
- Changing groups and "Stealing" ideas
- Choosing and visualising key action points

- Debrief; why to apply Ideologue in actioning and how

16.30 How to plan workshops with Ideologue

- What Ideologue is good at
- What Ideologue is not good at
- Which other tools should I use
- Exercise on planning workshops

17.15 Closing ceremonies

17.30 End of training

Facilitator

Pepe Nummi's (Finland) mission is to create and provide facilitation and management tools for use by organisations around the world. Pepe is the developer of the "Ideologue" method, author of the Handbook of Facilitation (published in Finnish, Russian and Chinese), Handbook of virtual facilitation (Finnish) and Brainstorming is Dead - The Ideologue method (English, Summer 2016). In the course of his long international career, this seasoned professional has provided facilitation in over 20 countries and trained over 10,000 facilitators.

All participants will receive the Ideologue book in the end of training.