PLU Reimagining the Business Design Thinking Workshop
Findings & Initial Recommendation

Houghton Mifflin Harcourt

Overview

This document summarizes PLU's proposal to address Senior Leadership's request to design and deliver a virtual workshop for remote workers who were not able to attend the in-person session that were offered in each of the office locations.

Key Stakeholders and Subject Matter Experts

- Jim O'Neill, EVP and GM of Core Solutions
- Benita Flucker, SVP Shared Services Core Solutions
- PLU instructional designers

Summary of discussions

Current mindset reflects

- Senior leadership is looking to engage and excite team members to embrace a more agile and customer-focused strategy, needing to do so to transform the company from a publisher mindset to a learning company mindset.
- Employees are eager to jump into this area, but are feeling anxious and a bit disconnected from each other.

Skill Gaps

- Team members are often cloistered within a project team and aren't aware of skill sets to easily reach out to others to address and solve problems

Organizational factors to consider

- Teams work across sites and time zones.
- Most work is done via WebEx or Email

Ideas for training format and topics

- Use current communication technology and facilitation techniques to provide a virtual experience for team members to engage with each other and problem solve how to advance the company's goals for transformation

Houghton Mifflin Harcourt™

Preliminary training proposal

DESIGN THINKING VIRTUAL FORMAT

LENGTH
Extend Design Thinking workshop to 3 hours from 2.5 hours of live sessions--- To accommodate the technology lag we will experience when going back and forth between all group and breakouts and also to provide a time buffer since we are doing this for the first time.
Participants will also need to attend 1-hour prework session "Getting familiar with the Technology" in addition to the workshop.

TRAINING CAPACITY
40 attendees max
8 groups of 5 people (not including Host, Panelist and Break Out Room Leads)

FORMAT
Goal is to replicate in person experience as best as possible. Format enables Jim to talk to the whole group and introduce each step of the activity and also enables small group breakouts to brainstorm ideas. We will facilitate this by alternating between whole group and break out group functionality within WebEx training, as well as MURAL for collective brainstorming

TECHNOLOGY
WebEx Training
- for whole group slide presentation and discussion
- break out rooms for small group interaction (8 individual breakout groups and one-time reassignment to 4 break out groups when teams share ideas)
- whiteboard for final all group voting exercise

MURAL
- for "Stickie" brainstorming
- timer
- for creating "Pitch" graphic

ROLES
Martha (Host)
Jim (Panelist)
TBD (Panelist back up)
8 Break out Session Group leads—these folks will help teams manage their work, as well as help the Host orchestrate the back in forth both within WebEx and use of MURAL
NOTE: Everyone will log on individually

PLANNING TIMING

Confirm date and send communication to Core *Note we have a cap of 40 – first come, first serve – give remote priority*	By August 9
Send calendar placeholder to 40 Identify 8 break out room leads	By August16
Schedule break out room lead facilitation training	By August23
Conduct break out room facilitator training	By Sept 6
Conduct attendee "Getting familiar with the Technology" training	By Sept 13
Conduct Design Thinking Workshop	Week of Sept 16 or 23

PRESESSION FACILITATION/LOGISTICS

- Host will send out WebEx training invites-- We will cap attendance to 40—first come first serve
- All attendees must register
- Host will preassign teams focusing on grouping people together who don't know each other
- Host will set up break out room assignments prior to the workshop
- Host will schedule "Breakout Room Lead" training to cover roles and process
- Each Lead will then create a MURAL canvas for their team and send team members MURAL invites
- With the support of the Host, each Lead will arrange an hour "Getting familiar with the Technology" training within two weeks of the workshop
- Lead will populate canvas with "Prework" activity template
- Teams will complete a simple exercise that lets them experience the break out rooms and use of MURAL
- After pre-session, Lead deletes content and adds the "Workshop" activity template to their canvas.

PRIOR TO EITHER SESSION:		
Welcome email	Provides overview of events/what to expect	PLU assigns Breakout Groups
Two WebEx training registrations get sent out	Participants will receive 2 WebEx training invites to register (ONE FOR PREWORK the other for THE REAL SESSION)	PLU keeps list of attendees and their registration # just in case
Participants need to create calendar placeholders in Outlook	Once they receive confirmation, they need to create calendar invites for each the session and copy their unique information into those calendar invites.	
Break out Leads are trained	Understand facilitation role and expectations for use of technology (timer/sequence/etc)	PLU create cheat sheet along with conducting Lead training

PRIOR TO PREWORK SESSION		
Invitation to join MURAL board	Participants are asked to go in and write their name so that editing ability is tested	Leads need to create their group's MURAL board and send link to their group
PLU makes sure WebEx training is set up prior to the session		PLU provides Leads with exercise content for their boards PLU assigns WebEx training break out groupings

PREWORK SESSION		
Send reminder 15 minutes before session	Participants need to access their unique url	
Assign privilege to all for both chat and annotation		
Have MURAL urls ready to paste into chat		

PRIOR TO DESIGN THINKING WKSP		
MURAL boards updated		Leads delete their content and add Des Thkg content

DESIGN THINKING WKSP		
Send reminder 15 minutes before session	Participants need to access their unique url	