

> // THIS CHECKLIST IS PART
OF THE INNOVATION EXPEDITION,
BY GIJS VAN WULFEN.
CHECK IT OUT ON [AMAZON.COM](https://www.amazon.com)



30 TIPS FOR INNOVATION SESSION FACILITATORS



1. Choose a way of working that best suits you.
2. Stay genuine and be yourself.
3. Be open to ideas from the group to adapt the program.
4. Give the opposite energy to the group.
5. Give a time box. Make sure everybody knows the time limit for an assignment.
6. Always have a clock available.
7. Always explain what you are going to do and why.
8. Have everyone use the same color post-its and pens so that it does not stand out whose idea it is and it will not influence the choices.
9. Always write clearly and concisely.
10. Check with the project leader how to divide everyone into teams.
11. Choose appropriate music to create the right atmosphere.
12. Make sure the session is enjoyable. Fun promotes good results.
13. Control the process; don't try to control each individual. Respect everyone's own space.
14. Expect the unexpected; as things don't always go as planned.
15. During disagreements in the group, follow your own instinct, opinion and feeling.
16. Remind the group of the agreement to be respectful towards one another.
17. Give credit where appropriate; stimulate, motivate and enthuse the group publicly.
18. Let the group do the work. Not you.
19. Keep up the momentum otherwise it becomes too long-winded and the group will get bored.
20. Always stay one step ahead of the group so you can apply the next technique immediately.
21. Ask the group for help if you are not sure how to continue.
22. Always treat everyone with respect, but also tell them when you do not approve of something.
23. Pay attention to the body language of the participants.
24. Regularly check what the groups are working on so that, if necessary, you can guide them.
25. Allow people to choose which innovation opportunities, ideas or concepts they want to work on.
26. As facilitator be present, but do not overdo it.
27. Have confidence in the quality of the group and allow them to work independently.
28. Intervene only when absolutely necessary.
29. Give the project leader and the client a 'wild card' during the selection process.
30. Preparation, preparation, preparation.