

Case

Business Lab

Go Business partnered with IUC Norr to facilitate a digital workshop, using Business Lab to generate creative, circular solutions for reusing production waste. The process not only demonstrated the power of collaboration but also showcased how a clear methodology and user-friendly tools can drive innovation, even in a fully digital format.

Background

Lisa Kejving, a business developer at Go Business, has over four years of experience working with digital initiatives to support businesses in cultural and creative industries in northern Sweden. Her work includes designing and facilitating digital workshops to foster engagement and collaboration.

For this project, Lisa and Go Business organized a workshop to generate ideas on how production waste from Podcomp, a manufacturing company, could be reused to create added value. The session brought together nine creatives from various fields, practicing the Business Lab process.



Duration:

Half-day digital workshop.

Participants:

Nine creatives, including architects, designers, spoken word artists, and illustrators, along with representatives from Go Business and Podcomp.

Methodology:

The Business Lab process, designed for structured idea generation and concept development.

Purpose and Execution

The purpose of the workshop was to gather creative perspectives for innovative and circular solutions for Podcomps waste material while fostering cross-sector collaboration.

Lisa acted as the lead facilitator, supported by two colleagues who managed breakout rooms for smaller group discussions.

Outcomes and Insights

Within three hours, the participants developed three actionable and detailed concepts that Podcomp could explore further. Lisa explains that the structured process was easy to follow and encouraged creativity and meaningful contributions from participants, even those with limited prior experience in digital workshops.



With Business Lab, we achieved so much more than anyone expected. It's incredible to have a tool that can guide you through the entire process and deliver such tangible results.

Lisa Kejving, Go Business

Conclusion

Lisa describes Business Lab as a valuable resource for facilitating digital workshops, particularly for achieving tangible results quickly. The tool proves to be a powerful asset for engaging groups and is adaptable for different purposes and contexts. Lisa is eager to use it again and continue enhancing her facilitation techniques with it.

Lisa's Key Takeaways

- 1 Trust the process:**
The methodology is tried and tested, providing facilitators with a solid foundation. technical details.
- 2 Customize the tool:**
Tailor it to fit your goals and values for a more personal and impactful workshop.
- 3 Focus on participants:**
Let the tool handle the structure so you can concentrate on fostering group dynamics.