

Co-creation meetings – success factors

What's that? The ideation and demo development meetings the team has with its partner. This list gives you an idea of how to get the most out of the meetings.

Purpose and principles

- Create new ideas together to advance the demo. Create new shared knowledge and understanding.
- Learn to work together, to understand others. Do things together – do your own things in shared space, talking about it, don't isolate in your home.
- Help others do better work – give ideas to others. Share openly ideas – make your ideas the team's ideas.
- Trust your team and its potential. Trust is everything.
- Validate ideas in team – before validating them with customer. Have your ideas in the sky, but remember that your product will be used in the reality... So find facts about reality (the partner's representative is there for that reason).

About roles

- You all have special expertise, but in discussion don't take it too seriously – everyone can have design ideas; a coder should not only code. Let everyone's unique voice be heard, have an open mind to other ways of thinking. And let your own voice be heard.
- The partner's representative should be part of your team – someone to work with, not someone to work to.
- Facilitator and teacher are mostly there to watch your work; to be available and to support you; not to innovate.

Rough process

- Recall the status of development and have a shared goal for the meeting.
- Ideate freely first, find alternatives, then change mind-set and assess and critique the ideas.
- Find a consensus, but not a weak compromise. Don't close decisions too early. Don't be too effective – the idea is to work creatively together and that requires some chaos too. Change your mind if there is a need to – *that's learning!*
- Think of how to validate the ideas – who to ask at customer organisation, how to test ideas?
- Plan the next steps – who does what?

Positive sparring – or how to help others build on their ideas?

- Take the idea further, modify it – make it more challenging, bigger, simpler, extrapolate, transform it so something different. Extract the good things and work on them. Use even "bad" ideas as a seed for something good. Words to avoid: No, but, impossible, this is the only way...
- Challenge others to think. See who in the team might have an interesting viewpoint and create dialogue.
- When you give critique, don't rely on you personal opinion. Reflect on what a customer of user would think. Their opinion matters, not yours.
- Criticize things, not people. Be constructive and positive. If your critique does not help, don't say anything. "Not good" is not good critique.

Key things

- Let ideas flow.
- Let everyone have an input – dialogue between different people is the key.
- Concentrate on good concepts and think big – and you'll get big results!
- Find ways to validate the ideas – innovations need to work in practice.
- Keep thing simple.
- If you get stuck change something.
- The partner in the team is on your side.
- Be a team! Work as a team.
- Creation can be hard, but it needs to be fun!