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| ToP Design Pattern                   | <b>Create a Motivating Image</b>  |   |                                     |   | May 2009                          |
| <b>The Big Picture</b>               |   |   |                                     |   |                                   |
| <b>The Action Planning Workshop</b>  |   |   |                                     |   |                                   |
| <b>Introduction</b><br>Whole Group   | <b>Developing Specific Action Plans</b><br>Teams Use the Action Planning Workbook   |   |                                     | <b>Consensus Plenary</b><br>Whole Group |                                   |
| <b>Preparing for Action Planning</b> | <b>Determining the Measurable Accomplishment</b>  | <b>Deciding on the Specific Actions</b> | <b>Creating the Action Timeline</b> | <b>Coordinating the Groups Plans</b>    | <b>Launching the Action Phase</b> |
| <b>Name</b>                          | Create a Motivating Image   |   |                                     |   |                                   |
| <b>Overview</b>                      | <p>This Design Pattern will result in a slogan, graphic image or song to motivate the group during the action phase. The steps involve a conversation and creative work.</p> <p><i>Groups working on a single strategy will work as a whole group.</i></p> <p><i>Groups working on multiple strategies will work in teams and use the Action Planning Workbook.</i></p> |   |                                     |   |                                   |
| <b>Metaphor</b>                      | Like writing a hit song   |   |                                     |   |                                   |
| <b>Graphic</b>                       |   |   |                                     |   |                                   |
| <b>Level of thinking</b>             | This Design Pattern is primarily at the reflective and interpretive levels.   |   |                                     |   |                                   |
| <b>Pattern of Collaboration</b>      | The key collaborative pattern in play in this Design Pattern is clarifying. It enables the group to focus on the importance and essence of their work and encapsulate it in an image, slogan or song.   |   |                                     |   |                                   |
| <b>Role</b>                          | This step is focused on bringing spirit to the implementation process. It is where the group 'tells their story' about the critical nature of their work.   |   |                                     |   |                                   |
| <b>Best uses</b>                     | This Design Pattern is best used to create motivating images.   |   |                                     |   |                                   |
| <b>Do not use</b>                    |   |   |                                     |   |                                   |
| <b>Group size</b>                    | 4 - 10  |   |                                     |   |                                   |
| <b>Space needs</b>                   | Groups working on multiple strategies will need working space so their voices do not interrupt the work of other groups.  |   |                                     |   |                                   |
| <b>Timeframe</b>                     | 20 minutes  |   |                                     |   |                                   |

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| <b>Objectives</b>       |  |
| <b>Rational Aim</b>     | Create an image, slogan or song that will motivate the group during the action phase.                          |
| <b>Experiential Aim</b> | The group will be able to say in a very simple way why what they are doing is important and must be completed. |
| <b>Product</b>          | An image, slogan or song   |

### Script

#### Context

We want to create something that will remind us why our work is important. It may be a graphic image – a slogan or even a song.

#### Create a Motivating Image or Slogan - page 2 - #13

The slogan or visual image should reflect the spirit of the action plan.

- What is exciting about this plan?
- What will result from this action plan?
- Why are we doing this? - What impact do we want to make?
- What will keep us all focused on success?
- What words or images will communicate the excitement and importance of this to us and to our colleagues?
- What rings especially true for you?
- What combination of these ideas really expresses what we are doing this action plan?
- Create a slogan, a graphic image or a song that will build motivation and keep it alive.

**A slogan** would be a phrase that could be used among the team. A short, captivating set of words that evoke the central purpose or critical accomplishment. You want a phrase that you would actually say or display

It could be posted on a notice board. It could be repeated among team members. It may be used as a way to begin or end meetings. It could be added to the end of email messages about the initiative.

**A graphic** would be like a drawing – perhaps including the slogan. It may be like a crest of shield. The key is to translate the guiding ideas into pictures that anyone can draw. Simpler is better than more complex. You are looking for something you would be proud to display.

It could be reproduced and posted in a public place as well as in people's own workspaces. It could be digitized and used as a graphic in email messages or web sites related to the initiative. It could be printed on stickers and pasted on files and workspace walls.

**A song** would be like an advertising jingle, simple and catchy. Create new words to a familiar tune or even a fragment of a tune. It may only be a line or two, like the slogan put to music.

It could be recorded and played. It could be hummed in the hallways. It could be sung at meetings.

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| <b>Groundrules</b> | Be wild and creative |
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### Using this design pattern in a face to face environment

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| <b>Materials</b> | ▪ An Action Planning Workbook for each person. |
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|   | <ul style="list-style-type: none"> <li>▪ A flip chart and markers are very helpful if the group is larger than 5 – 6 people.</li> <li>▪ A small group can work directly with the Action Planning Workbook.</li> <li>▪ Multi-coloured markers for drawing.</li> </ul>  |
| <b>Preparation</b>  |   |
| <b>Challenges</b>   | The key challenge in this Design Pattern is risking silliness and getting beyond self-consciousness. Don't be afraid to be a bit "corny." The rest of this work has been quite serious. It may feel out of character for the group to create and sing a song. This is the fun part of the exercise. At the same time it is a way of translating profound and important purpose into everyday, simple images and terms. Be wary of meaningless clichés just to say you've finished the exercise. |
| <b>Tips</b>   | Let the group go wild. Let the brainstorm be fun. Look for the "aha" moments that catch the imagination. Try out several ideas. Focus on one and let the creative juices flow.  |
| <b>Modifications</b>                                      |   |
| <b>Using this design pattern in a virtual environment</b> |   |
| <b>Virtual Tools</b>                                      |   |
| <b>Modifications</b>                                      |   |
| <b>Preparation</b>  |   |
| <b>Challenges</b>   |   |
| <b>Tips</b>   |   |
| <b>Example</b>  |   |