

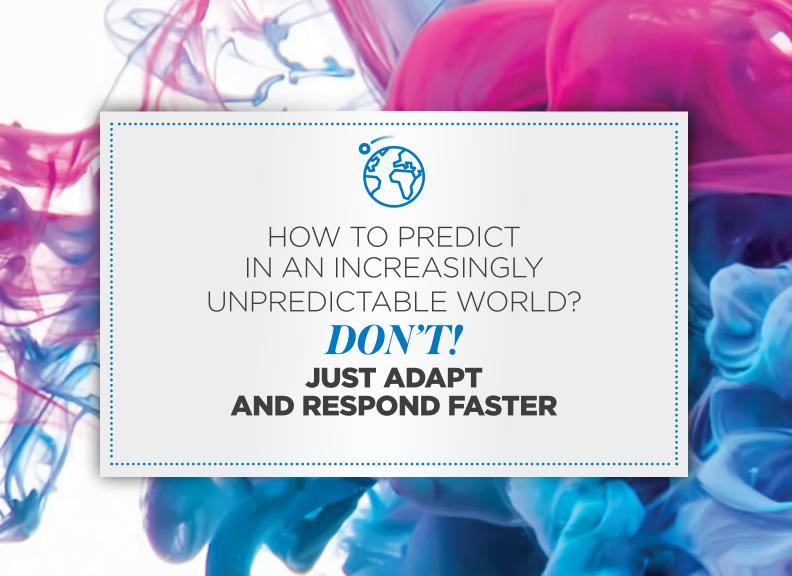
## **RESPOND FASTER TO CHALLENGES**



co-fest 2015 BARCELONA, JUNE 11th-12th



Desigual.





**co-**fest 2015

WHY

RESPOND FASTER TO A BOOMING! WORLD

**BECOME** 

**A RESPONSIVE** 

**ORGANIZATION** 

FIND YOUR
OWN WAY
TO RESPOND
FASTER

# **co-**fest 2015

### WHAT WE'LL DO



SHARE EXPERIENCES ON HOW WE RESPOND NOW



## WHAT WE SHOULD DO

TO RESPOND FASTER: A PRACTICAL APPROACH



# HOW WE START DOING IT, NOW!

PROTOTYPE YOUR
RESPONDING STRATEGY



AT YOUR COMPANY

GET YOUR OWN MODEL
OF A RESPONSIVE ORGANIZATION

**HOW WE'LL DO IT** 

NO SPEAKERS / WORKSHOP/SHARING EXPERIENCES

# **co**-fest JUNE 11th



10:00

15:30

INTRO TO THE CO-FEST 2015 CHALLENGE

10:30 *WORKSHOP I: EXPLORATION* 

12:00 - *INTER-ACT* 

12:30 *WORKSHOP 2: PROPOSAL*  TOWARDS THE RESPONSIVE ORGANIZATION:

- The RO global movement: aims and fellows.
- Useful cases: General Electric, Cisco, etc.
- · Common factors of responsive organizations.
- The cofest2015 challenge: define your own model, together.

HOW ARE WE RESPONDING TO THE ENVIRONMENT NOW?

- GOAL: work in teams of 7 people to share experiences and build up a map of assets and liabilities on Responding Faster.
- **STIMULUS:** the urgent envelope (can if).
- **EXAMPLE:** Wayra, Telefonica's accelerator.

A systematic way to meet new people and teams.

WHAT COULD OR SHOULD WE START DOING?
 GOAL: get a shared understanding of the basic actions of a responsive organization:

- building a map of options and initiatives.
- **STIMULUS:** the urgent envelop (the 2nd OS).
- GAME: find the best photo for your proposal.
- EXAMPLE: Iberdrola's innovation through challenging suppliers.

: TOOL: Manual Thinking.

= RESULTS:

what we are doing ok AND what we are not doing OK and should stop doing.

= RESULTS:

= RESULTS:

synthesis of 2 or 3 specific proposals

... TOOL: Adobe's KickBox.

posters with the

prototyped proposals.

#### 14:00 - LUNCH & CONNECTIONS

15:00 - *LEARNING FROM JAZZ* 

WORKSHOP 3: PROTOTYPE

**STIMULUS:** the value of improvisation, the example of Jazz.

**WE SHOULD START DOING:**• **GOALS:** prototype 2 proposals.

- **STIMULUS:** the urgent envelop (the ABC of protos).
- STIMULUS: the digent envelop (the ABC of proto

SHAPE THE SPECIFIC INITIATIVES

• **EXAMPLE:** Desigual on the power of creativity and prototyping.

best paper plane.

17:30 - THE PAPER PLANE CHALLENGE Let's prototype the best paper plane.

18:00 - WRAP UP OF FIRST DAY

# **co**-fest *JUNE* 2015 *12th*



10:00 - *RADICAL 3* 

12:30 - MIND-MAP

#### **RADICAL 3, A PREVIEW:**

What is coming in tech and business models and how organizations are responding faster to the world. by Alfons Cornella.

10:30 WORKSHOP 4: THE CO-MODEL

#### SELECTION OF THE BEST COMPONENTS OF A SHARED MODEL:

- GOAL: Share the different prototypes developed by the teams, to get feedback from the General Assembly, and therefore improve the proposals.
- **STIMULUS:** the value of xpreneurs.
- Final synthesis through a mind-map with the main conclusions of the co-model.
- Building of the map of connections between the co-fest 2015 attendees.

... TOOL: Frankenmap.

= RESULTS: improved versions of the proposals, and final selection of the best ones, to be combined in a final common model for co-society members on how to become a better responsive organization.

: TOOL: mind-map.

:: TOOL: wheel of friends.

13:30 - FINAL LUNCH AND FAREWELL

13:00 - WHEEL OF FRIENDS





WHERE?

Desigual.

Passeig Mare Nostrum, 15 Barcelona

# SOME OF THE COMPANIES THAT HAVE ATTENDED CO-SOCIETY'S EVENTS:



VISIT

WWW.CO-SOCIETY.COM

TO KNOW ABOUT OUR PROJECT







# CONNECTING SMART TEAMS IN DIFFERENT INDUSTRIES TO GENERATE NEW BUSINESS.

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