PURPOSE OVER PROFIT

ADAPTIVITY OVER EFFICIENCY

RESPOND FASTER TO CHALLENGES

EMERGENCE OVER PLANNING

EMPOWERING OVER CONTROLLING

NETWORKS OVER HIERARCHIES

TRANSPARENCY OVER PRIVACY

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

co·society
POWERED BY:
infonomia

HOSTED BY:
Desigual.

HOW TO PREDICT IN AN INCREASINGLY UNPREDICTABLE WORLD?

DON'T!
JUST ADAPT AND RESPOND FASTER

RESPOND FASTER
TO A FLOW OF OPEN INFORMATION,
*THROUGH EXPERIMENTS
AND PROTOTYPES,*
ACCORDING TO A SHARED
PURPOSE TO GIVE AN IMPACT.

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 DO KNOW

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

GET UP AND RUNNING,

AT YOUR COMPANY

GET YOUR OWN MODEL OF A RESPONSIVE ORGANIZATION

HOW WE'LL DO IT

NO SPEAKERS / WORKSHOP/SHARING EXPERIENCES

co·fest 2015 | JUNE 11th

10:00 *INTRO TO THE CO-FEST 2015 CHALLENGE*	**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.

10:30 *WORKSHOP 1: EXPLORATION*	**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.	**TOOL:** Manual Thinking. **= RESULTS:** what we are doing ok AND what we are not doing OK and should stop doing.
12:00 - INTER-ACT	A systematic way to meet new people and teams.	
12:30 *WORKSHOP 2: PROPOSAL*	**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:** the NabcH Onepager. **= RESULTS:** synthesis of 2 or 3 specific proposals

14:00 - LUNCH & CONNECTIONS

15:00 - LEARNING FROM JAZZ	**STIMULUS:** the value of improvisation, the example of Jazz.

15:30 *WORKSHOP 3: PROTOTYPE*	**SHAPE THE SPECIFIC INITIATIVES WE SHOULD START DOING:** • **GOALS:** prototype 2 proposals. • **STIMULUS:** the urgent envelop (the ABC of protos). • **EXAMPLE:** Desigual on the power of creativity and prototyping.	**TOOL:** Adobe's KickBox. **= RESULTS:** posters with the prototyped proposals.
17:30 - THE PAPER PLANE CHALLENGE	Let's prototype the best paper plane.	

18:00 - WRAP UP OF FIRST DAY

co·fest 2015

JUNE 12th

Time	Session	Description	Tools / Results
10:00 - RADICAL 3		**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.	**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.
12:30 - MIND-MAP		• Final synthesis through a mind-map with the main conclusions of the co-model.	**TOOL:** mind-map.
13:00 - WHEEL OF FRIENDS		• Building of the map of connections between the co-fest2015 attendees.	**TOOL:** wheel of friends.
13:30 - FINAL LUNCH AND FAREWELL			

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

abertis	acciona	affinity	AVINENT Implant System	BATZ	BBVA	BERNAT
BMW	bp bonpreu	CAF	CINESA	COMSA EMTE	CORREOS grupo Correos	Crèdit Andorrà
DANONE	Danske Bank	DELTA	DKV	ESTEVE	fagor ederlan group	FC Barcelona
ferrer	GB FOODS Corporate Brand of Gallina Blanca	GAES Centros Auditivos	GREFUSA	Grupo Planeta	hp	iberCaja
IBERDROLA	IK4 Research Alliance	indo tus ojos, nuestro mundo	ING DIRECT Fresh Banking	inHedit	INTERCOM	ISDIN
KIBUC Per fin en casa	LA VANGUARDIA		MRW	nets	NOVARTIS	ORBEA
PANRICO donuts	GRUPO LECHE PASCUAL	PEÑASANTA S.A.	PUIG	PRESSALIT	RACC	RBA
REPSOL	RNATE	ROCKWOOL	ROSKILDE FESTIVAL	Sant Joan de Déu	SANTA & COLE	GRUP SERHS
	simon	SOLVAY	SONY make.believe	TDC	tecnalia	ThyssenKrupp
TORRES	Telefónica	Topdanmark	VELUX	verticein	vocento	weekendavisen

DISCOVER
THE MOVEMENT AT:

co-fest

BARCELONA,
JUNE 11th-12th

2015

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