



“I’ve been doing professional development workshops for 20-plus years. This one stands out. It’s not too much to say that it’s already changed my perspective forever.”

— Session Attendee
UN Development Program

COLLABORATIVE INNOVATION ESSENTIALS COURSE (2.5 days)

Learn our systematic social innovation methodology to help diverse groups solve complex problems together.

In this hands-on course, you’ll learn the core Collaborative Innovation methods that have driven powerful changes in industries and countries around the world. Centered around your own initiative or program objectives, you’ll apply these methods in real time, making progress on your initiative while simultaneously building your capacity to lead collaborative change.

You’ll gain a systematic process with phases and steps to move diverse groups toward systemic change; a set of tools and methods that help establish genuine safety, trust, and engagement, and a pattern language of social dynamics you can leverage to ensure ultimate success.

This workshop will support you to:

- Design and lead multi-stakeholder collaborations fueled by real alignment, engagement, and momentum
- Lead more confidently through the fear and uncertainty of leading complex change across ideological and cultural boundaries
- Help groups navigate the confusion and polarization that shows up when diverse stakeholders attempt to collaborate on complex challenges

You will leave this workshop with skill in:

- Establishing the conditions for powerful collaboration
- Aligning diverse interests around a powerful goal
- Mapping a shared understanding of system dynamics
- Helping stakeholders develop real empathy for those affected by the work
- Identifying the critical shifts that need to happen to achieve your goal
- Developing a powerful set of ideas, build them into working prototypes, and test them in the real world
- Scaling up the solutions and the impact
- Building an intentional learning environment

COLLABORATIVE INNOVATION ESSENTIALS COURSE

Learn the process, tools, and patterns you need to lead real-time innovation in both in-person and virtual collaboration.



“Collaboration as Usual”

Collaborative Innovation

Begin with what everyone can agree to	Start with a powerful goal
Apply “Open Door” policy that requires little commitment	Be highly selective in choosing participants
Get the “decision-makers” in the room	Get a fractal of the whole system in the room
Work, and then present the work to stakeholders to get buy in	Work in real time to establish genuine ownership
Keep pushing for alignment and pushing back resistance	Leverage the underlying political and cultural tensions
Focus only on what the decision-makers believe will be most effective	Working from powerful insight about what people are really experiencing
Just give people the info they need to fulfill their role	Build a collective view of the whole system
Conduct research and data analysis and present it	Make sense of the system and data together
Only make the solution after you’ve made the decisions	Prototype early and often to sharpen learning and produce better solutions
Debate strategies & theories of change	Build the strategy as we go

ABOUT COCREATIVE

CoCreative is a specialized consultancy that helps people who don’t know each other (and often don’t even like each other) solve tough societal problems together. We currently support 18 multistakeholder networks working on challenges like:

- Aligning global bank lending with climate needs
- Engaging farmers in the global food supply chain to sequester CO₂ in soil
- Developing an international country-level human rights measurement system
- Growing employee ownership in the U.S.
- Growing kindergarten readiness and literacy in the U.S.
- Leveraging the purchasing, hiring, and investment capacity of U.S. health systems to support inclusive community wealth building

Our diverse networks include participants such as global brands (like Apple, General Mills, Danone, Sony, HP), banks and investment groups, campaign and advocacy NGOs and public sector leaders.

“I’ve participated in a number of multi-stakeholder meetings on this issue, and a lot of them were led by well-known institutions, but we’ve accomplished more the last day and a half than we did in six months of those meetings.”

— Kellee James,
CEO, Mercaris



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Interested in learning more?

Contact us or visit www.cocreativeconsulting.com/training

Collaborative Innovation is one of 5 courses we offer to build your capacity for leading across organizational, sectoral, and cultural boundaries. Other courses cover facilitative leadership, leveraging conflict and tensions for innovation, and integrating systems and design thinking to address complex challenges.