

# COINs in Warsaw - Workshop proposal

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## Abstract:

Title: **More playful side of the COIN**

Type of activity: Wrap-up creative session; Conference Summary Workshop

Workshop duration: 90 minutes

Number of participants: 24 (6 participants per table)

**Key words:** Creative Explorations; Lego Serious Play; Human-Centered Design

## Summary:

The objective of this workshop is to summarize key experiences, learning outcomes and inspirations that were gathered by participants during the COINs Conference. The workshop will be designed to deliver playful and engaging experience with focus on discussing serious academic and business problems. The type of facilitation will be LEGO® SERIOUS PLAY® method which uses a physical metaphorical modelling with LEGO®. The conceptual framework that applies is 'Creative Explorations' by Gauntlett (2007).

The questions asked during the workshop could consider:

1. One Simple Thing that supports collaboration in virtual teams (30 min)
2. Key challenges / barriers for development of Collaborative Innovation Networks (15 min)
3. Solving one of the challenges frequently mentioned by participants (20 min)
4. What's next? – the most promising perspectives to develop COINs. (15 min)
5. 'Learning Outcomes' Mapping (10 min)

During one and a half hour of experiencing emergent realities and strategizing in a playful way, we will unleash collective intelligence to generate ideas to answer those questions or at least frame the directions for further discussions which is in line with the conference objectives to seek solutions that are aligned with the nature of virtual collaboration.

As one of the main assumptions of LEGO® SERIOUS PLAY® method is the that leaders do not have all the answers, the method will introduce non-hierarchical climate to hear opinions from various sources – to collect insights from experienced academic professionals who are co-creators of the concept of COINs and from managers from industry who attended the conference to collect more practical inspirations.

### **Research Perspective after the Workshop:**

The session will be recorded, and the key findings will be coded using thematic coding summarized in a form of written report which opens the perspective to treat this workshop as a focus group and then, continue the research using Virtual Coffee Chats or In-depth Interviews. The last module of the workshop which is about mapping the ‘Learning Outcomes’ gained through the COINs Conference will also provide written content for the second part of thematic analysis.

### **References:**

Gauntlett, D. (2007), *Creative Explorations: New Approaches to Identities and Audiences*, Taylor & Francis Ltd, London, United Kingdom

Nolan, S. (2010), *Physical metaphorical modelling with LEGO as a technology for collaborative personalised learning* in *Technology-Supported Environments for Personalized Learning: Methods and Case Studies*, pp. 364-385, IGI Global

Saldaña, J. (2013), *The Coding Manual for Qualitative Researchers*, SAGE Publications

### **More about the background of LEGO® SERIOUS PLAY®:**

Rasmussen, R. (2006), *When You Build in the World, You Build in Your Mind*, *Design Management Review* 2006; Summer 2006;17(3):56-63,80

Roos, J., Victor, B., Statler M. (2004) *Playing seriously with strategy*. *Long Range Plann* 2004;37(6):549-568

## **About Workshop Facilitator:**

Monika Sońta is balancing between the worlds of academia and business.

She is a Ph.D. candidate and academic lecturer (courses in HRM and Corporate Communication, Innovation Management) at Kozminski University in Warsaw, Poland (<http://nerds.kozminski.edu.pl>), currently working on dissertation in field of Corporate Communication.

After eight years of working for multinational companies (Carlsberg Group and PepsiCo), from 2014 she consulted on a variety of projects in Corporate Communication and HR in pharmaceutical, FMCG and tech industry, and worked in field of Learning and Development, Know How Management and Recruitment.

She is an entrepreneur, the founder of COMM.on communication boutique that specializes in training and consulting in Organizational Capability Management, particularly: Internal Communication, Employee Experience and Engagement and Internal Branding.

Monika is a certified facilitator of LEGO® SERIOUS PLAY® method and certified SCRUM Master. She is the only certified facilitator of FORTH Innovation Method (<http://www.forth-innovation.com>) and one of a few certified Design Sprint Facilitators (<https://www.gv.com/sprint/>) in Poland.

Monika is also involved in mentoring programmes as a mentor (Młodzi w Łodzi: <https://startupy.lodz.pl/>, StartUp League: <https://startupleague.pl>, LEAN in STEM: <http://www.leaninstem.pl/program-mentoringowy>) or a mentee (Vital Voices OMP 2018).