CBI A³ Jam

Today's Schedule:

Wednesday, 5 December

Start	End	Activity	Duration	Location
08:30	→ 09:00	**Teaching team meeting**	30m	3179-R-E06
09:00	→ 09:30	**Warm-up and instructions for the day**	30m	3179-R-E06
09:30	→ 12:30	**PD3 round 1 - 3-hour Jam Session, idea development & prototyping**	3h	3179-R-E06
12:30	→ 13:30	**Lunch**	1h	
13:30	→ 16:30	**PD3 round 2 - 3-hour Jam Session, idea development & prototyping**	3h	3179-R-E06
16:30	→ 17:00	**Preparation for Thursday: guidance on format & expectations**	30m	3179-R-E06
17:00	→ 17:30	**Daily reflection**	30m	3179-R-E06
18:30	→ 19:00	**Soup dinner @ IdeaSquare (Teaching team to prepare)**	30m	3179-R-E06

2 x PD3 – jam session

Consider greater detail: SDG, 2030 future & technology

Jam session - idea 1

Develop your ideas (approx.1.5 hrs)

Is this transformative innovation? 2030 horizon

Develop a stakeholder map & explore different users

What systems are you making obsolete?
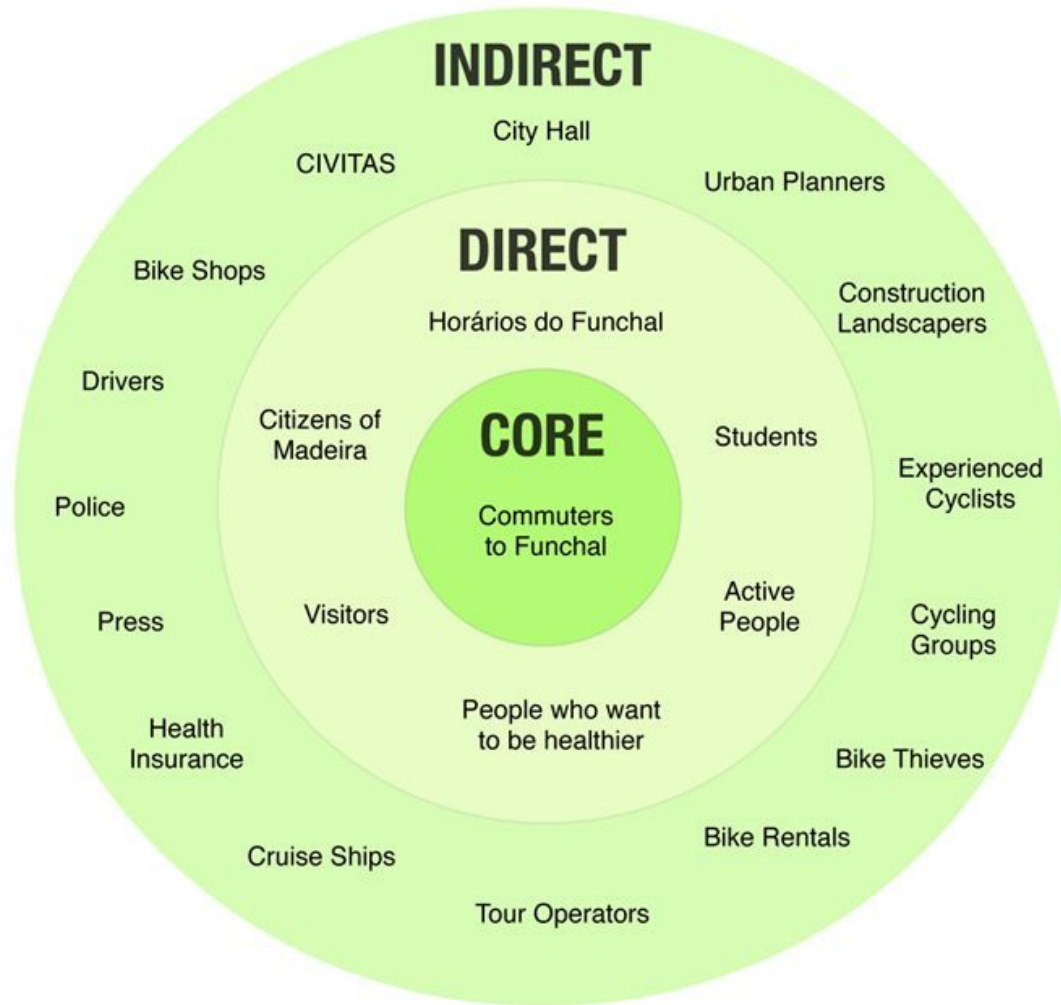
When, where, how, why, what, who...

What is the value of your design to society?

What undesirable side effects might occur?
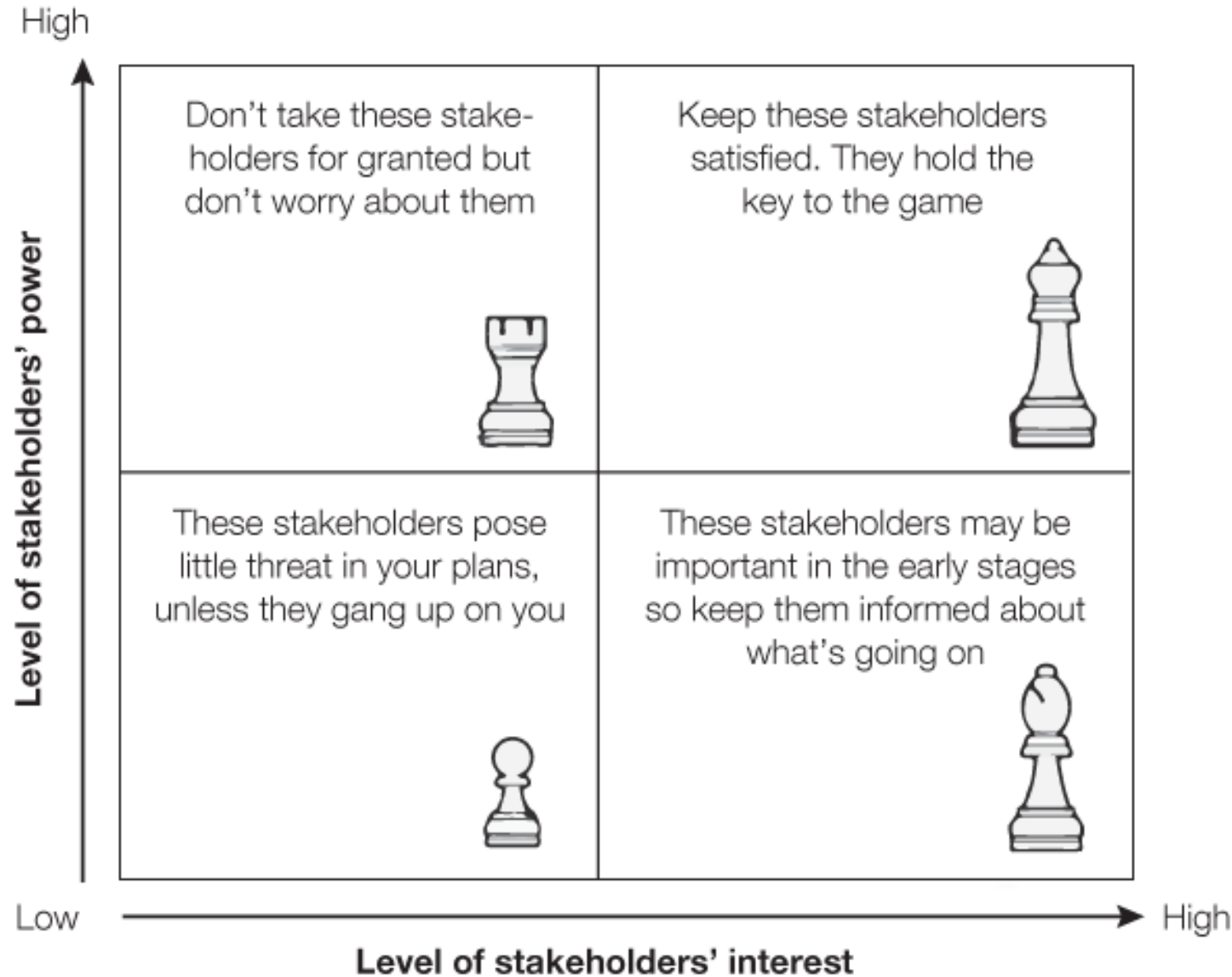
Describe the journey of using your design idea.

Create a prototype, plan pitch (approx. 1hr) & pitch (approx. 30 mins, 5 mins per team + feedback)

Stakeholder maps

Use stakeholder maps to create hierarchy and start to understand relationships between stakeholders (actors in your ecosystem)

Stakeholder maps

Interest and Influence

(Johnson, Scholes, Wittingham)

Present your idea

5 minute pitch format

What is the challenge you are addressing?

Clearly describe your idea.

How is it valuable for society?

How does it use CERN technology?

Start with **Can you imagine…**

Consider the narrative to engage your audience

Pitch narrative

Can you imagine?

a world where…

… what if…

Pixar storytelling

PIP video: https://www.youtube.com/watch?v=07d2dXHYb94

Voice over video: https://www.youtube.com/watch?v=v2CB8Snq5Zw

Introduction

Building Empathy

Turn of Events

Call to Action

The Quest

The Crisis

Personal Growth

Showdown

The Resolution

Pixar storytelling

Once upon a time there was......

Every day......

One day......

Because of that......

Because of that......

Until finally.....

CBI A³ Jam

Energizer

CBIngo!

Let's Play CBIngo!

Find a different person for each of the squares!

Write their name in the square.

First to fill the card wins!

Let's Play CBIngo!

However, you can only ask one question to each person at a time.

Jam session - idea 2

Develop your ideas (approx.1.5 hrs)

Is this transformative innovation? 2030 horizon

Develop a stakeholder map & explore different users

What systems are you making obsolete?

When, where, how, why, what, who…

What is the value of your design to society?

What undesirable side effects might occur?

Describe the journey of using your design idea.

Create a prototype, plan pitch (approx. 1hr) & pitch (approx. 30 mins, 5 mins per team + feedback)

Name your concept
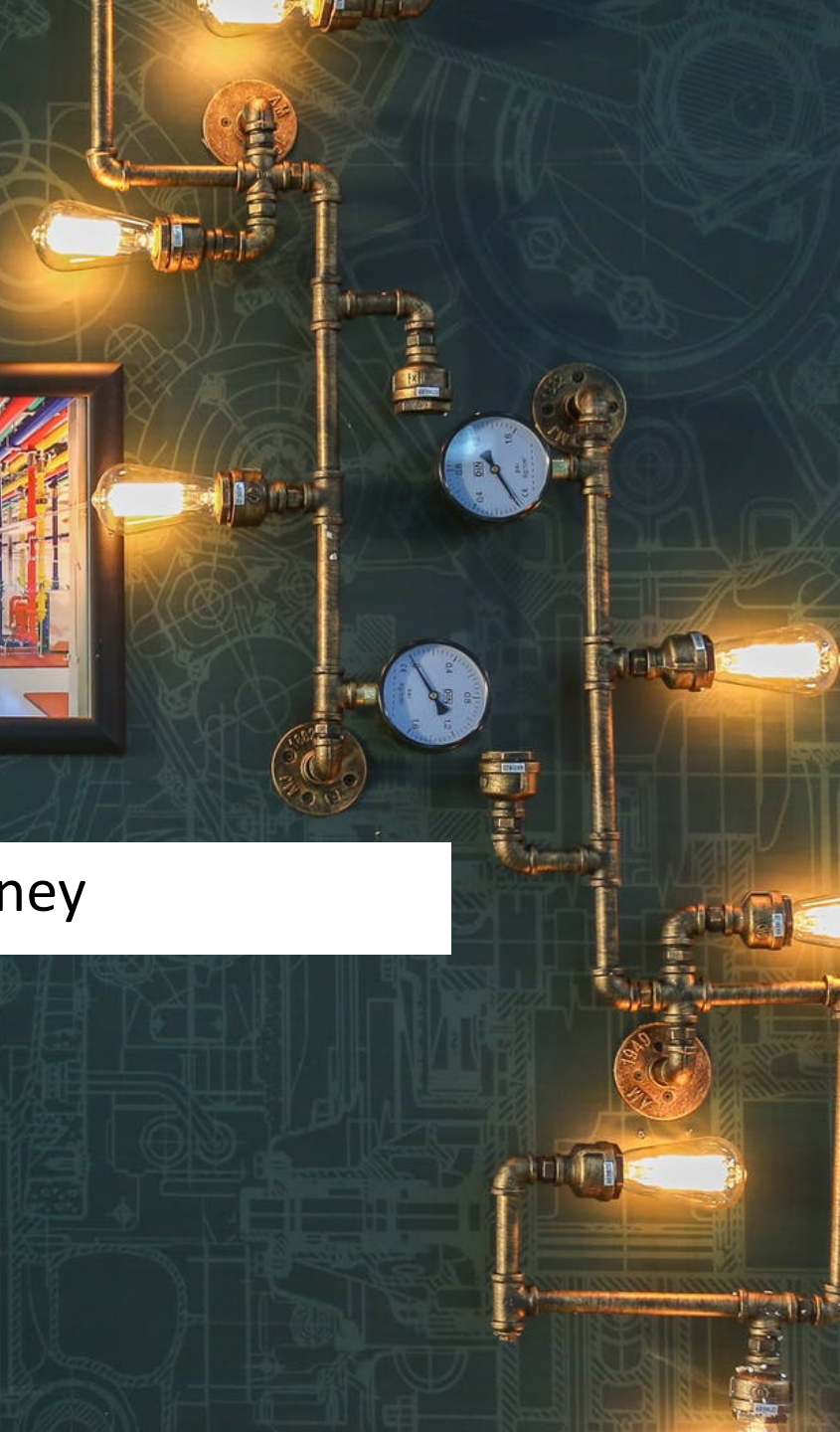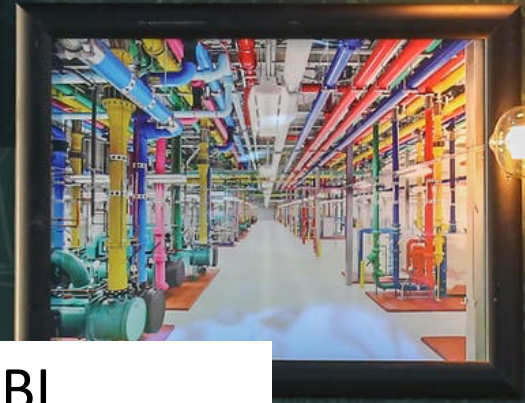
Present your concept

5 minute pitch format

Start with **Can you imagine…**

Consider the narrative to engage your audience

What is the challenge you are addressing? SDG + 2030?

Clearly describe your concept (**+ give it a name**)

How does it use CERN technology?

How is it valuable for society?

Jam session - idea 2

Develop your ideas (approx.1.5 hrs)

Is this transformative innovation? 2030 horizon

Develop a stakeholder map & explore different users

What systems are you making obsolete?

When, where, how, why, what, who…

What is the value of your design to society?

What undesirable side effects might occur?

Describe the journey of using your design idea.

Create a prototype, plan pitch (approx. 1hr) & pitch (approx. 30 mins, 5 mins per team + feedback)

CBI A³ Jam

A³ Presentation

To start with:

Harri/Santeri will introduce IdeaSquare/CBI

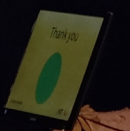Christine will introduce CBI A³ and mid-way through journey

A³ Presentation
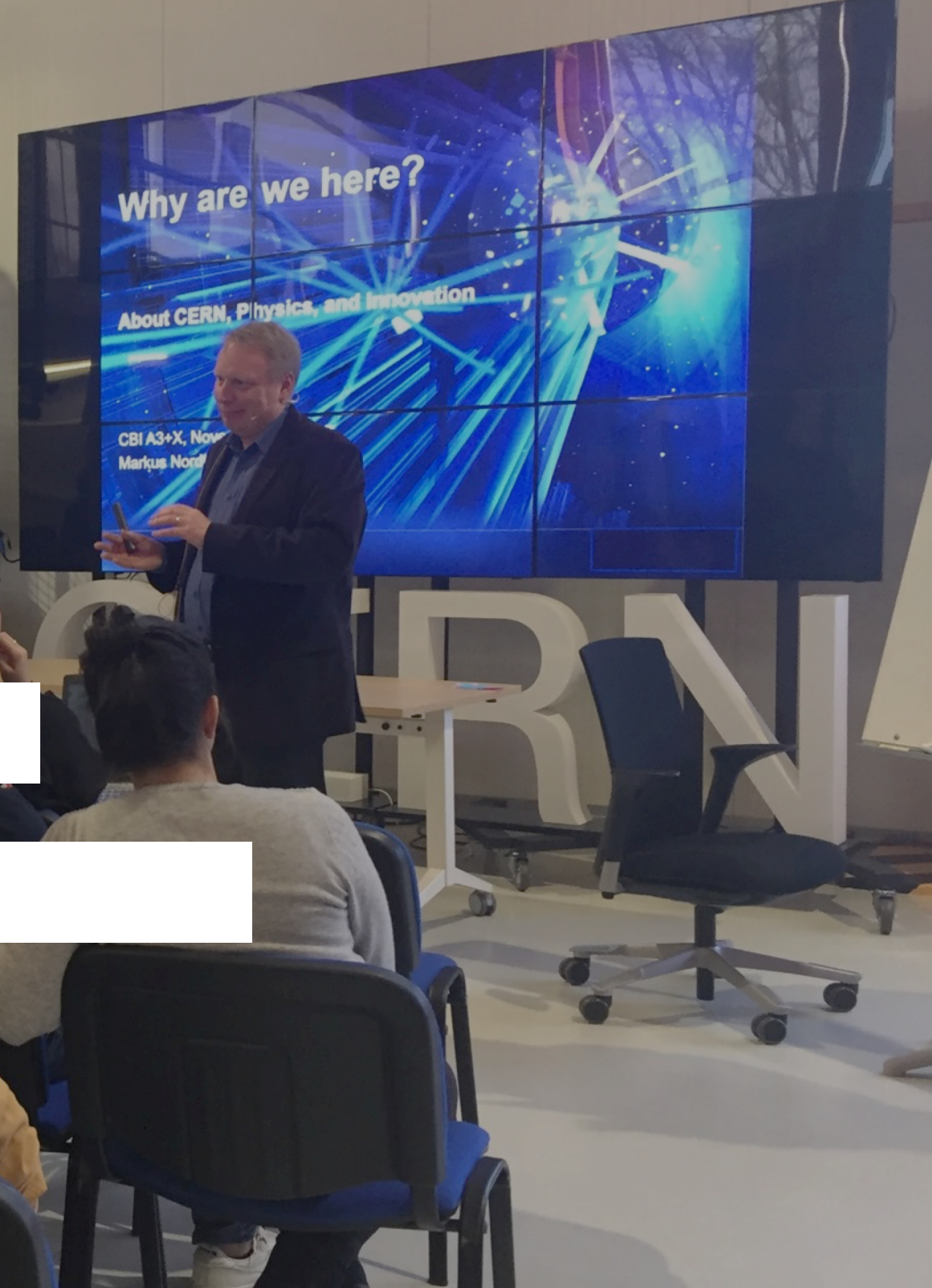
5 min presentation

Present 1 idea

5 min feedback

A³ Presentation

The audience

Feedback panel

Audience appreciates ideas based on facts
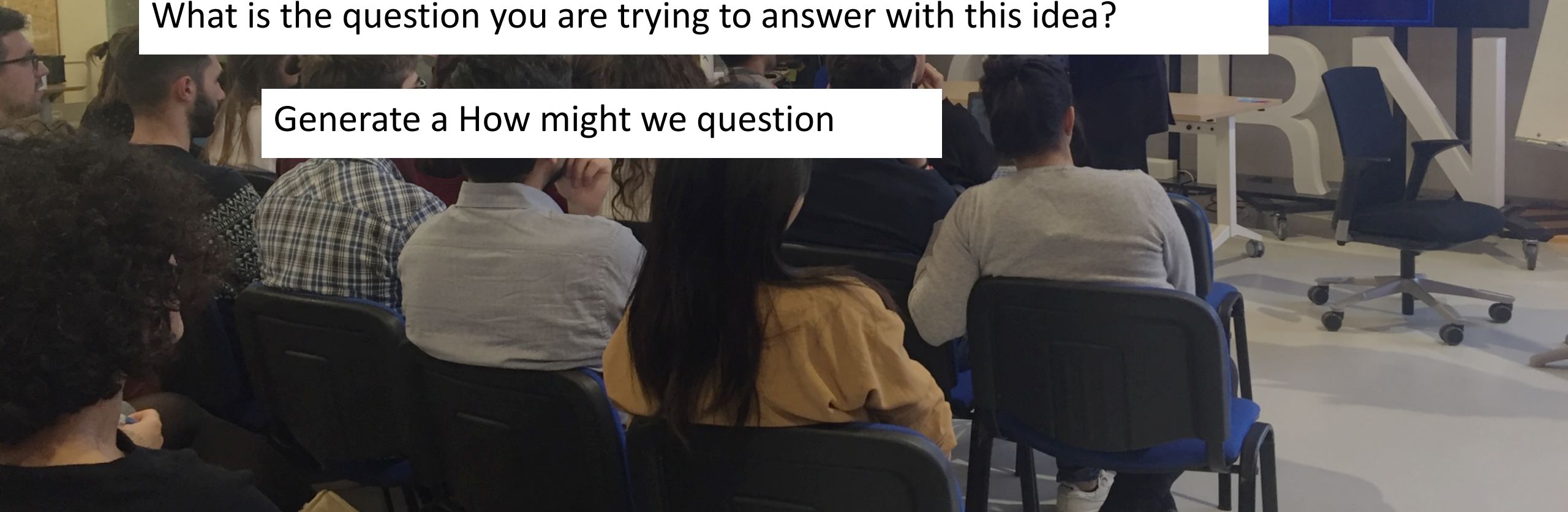
Audience appreciates transformative innovation

A³ Presentation

The starting point

What is the question you are trying to answer with this idea?

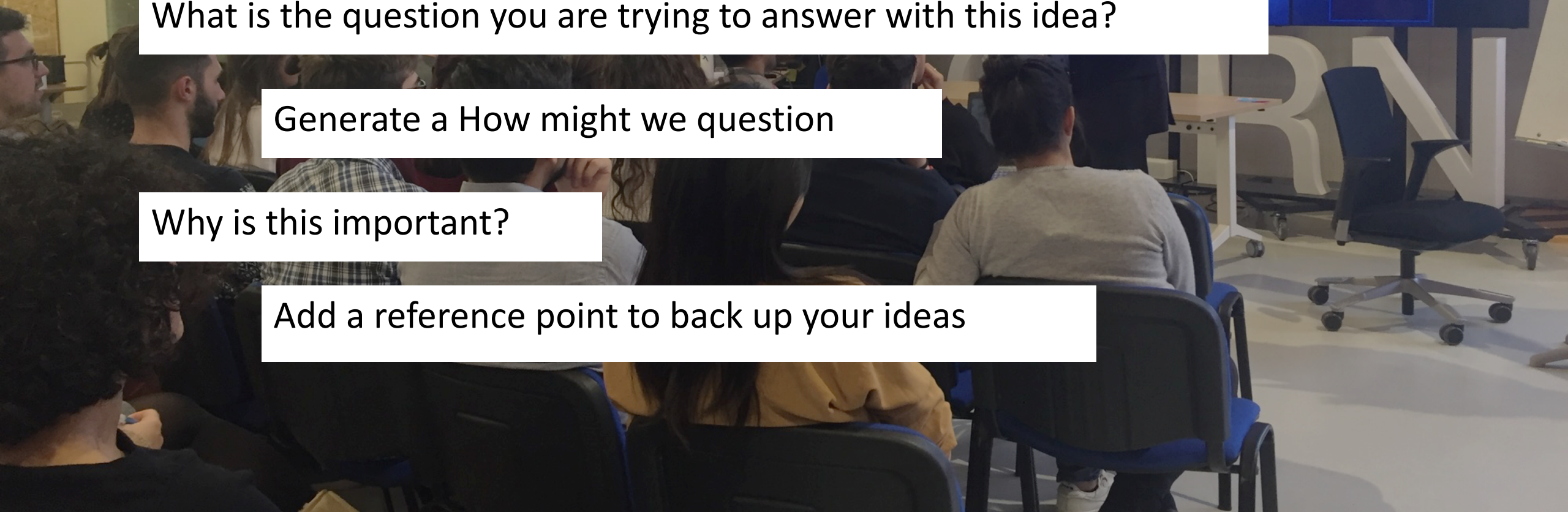Generate a How might we question

A^3 Presentation

The starting point

What is the question you are trying to answer with this idea?

Generate a How might we question

Why is this important?

Add a reference point to back up your ideas

A^3 Presentation

Consider:

This is not a sales pitch. It's telling what you've learned and what you are proposing.

Showing is better than telling

Use slides as an anchor

A³ Presentation

Slides

Use images to help people visualize your challenge

Be careful with your colour choices

Use big fonts

A^3 Presentation

Make sure:

Show passion!

Have a clear explanation

Practice with others and iterate based on the feedback that you get

A³ Presentation

Feedback

Think before you answer: *Thank you for your question!*

Embrace not knowing

Focus on listening, not on defending your ideas

Keep your answers short