

# Consequential, CIC Workshops



Disruption for the common good

Consequential is a social innovation practice focused on disruption for the common good.

Thank you for your interest in our workshops! Our workshops are light on theory and heavy on practice – perfect for people that prefer to learn by doing.

This workshop guide provides more information about each of our workshop offers – what they are, how they work, and what you leave with.

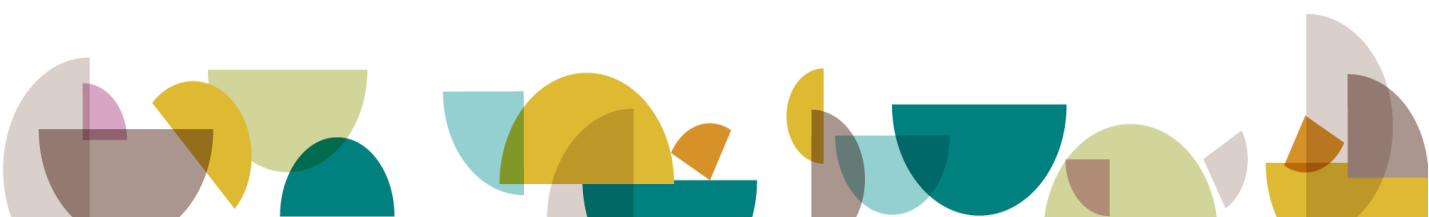
Apart from our workshops, we also support businesses end-to-end in:

- Creating responsible business strategies and guiding principles
- Building their own responsible innovation practices and cultures
- Communicating responsibility internally and externally
- Understand value propositions across stakeholders and ecosystems
- Review and enact responsible policies and governance

These workshops are for individual teams or businesses, or for existing cohorts within accelerators, incubators or other entrepreneurship or business learning experiences.

Get in touch today!

*Sam & Alex*



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# Big Picture Strategy Workshops



# Creating a compelling vision & mission

## What is it?

Your vision and mission statement are more than lovely words written on your website. They should be one of your most useful tools for business planning and decision-making. In this workshop we'll help you start to craft a compelling vision and mission that captures the impact you hope to have and gets others to lean in.

## How does it work?

- Introductory information on what a vision and mission are, with examples and group discussion
- A short group project to show what mission-led decision-making looks like
- Opportunities to write a vision & mission statement and get instant feedback

## What do you leave with?

- An understanding of what a vision & mission statement are and how they can be used to lead an organisation
- A starting point for a vision & mission statement to bring to your team

**Format: 2 hours, for up to 10 people**

**Cost (ex VAT): £2000**

*If this is out of your reach, or you would like a bespoke workshop for your business, we're happy to have a conversation about your specific needs.*



# Creating guiding principles

## What is it?

Guiding principles help you outline how you want to behave as you achieve your mission and your business strategy. They are essential for determining the ways you want to work together, operate your business, and build products and services. We'll help you harvest ideas, and create a process for finalising your principles and putting them to use in your business.

## How does it work?

- Introductory information on guiding principles and how they support collective decision-making
- An exercise to harvest the behaviours that already exist in your business
- An exercise to help you design a process for creating your principles and embedding them within your business

## What do you leave with?

- An understanding of what guiding principles are and how they can be used to support decision-making
- A process to help you codify principles within your business

**Format: 2 hours, for up to 10 people**

**Cost (ex VAT): £2000**

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# Governance & Legal Structures Workshops



# Deciding how to incorporate

## What is it?

When you're looking to go from idea to business, you'll have to decide how you want to incorporate. In this highly interactive workshop we'll help you look at the different types of legal structures that exist, and explore the critical factors that will help you make the decision about what structure is right for you.

## How does it work?

- Introductory information on different legal structures for businesses in the UK
- Introduction to the critical factors to consider for incorporation and a framework to explore them
- Group exercise to use the framework and ask questions

## What do you leave with?

- An understanding of what legal structures exist and potential pros and cons of each
- A framework to support making the decision

**Format: 2 hours, for up to 10 people**

**Cost (ex VAT): £2000**

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**Delivered in partnership with [Considered Capital](#)**





# Exploring emerging governance structures

## What is it?

As more founders experiment with the role of business in society, there's a greater demand for understanding ways a business can be governed. In this workshop we'll help you explore what type of governance structure you may want to operate under as you build and grow your business.

## How does it work?

- Introductory information on different governance structures for businesses in the UK
- Group exercise to ask questions and to explore the merits and challenges of different options

## What do you leave with?

- An understanding of what governance structures exist and potential pros and cons for your business

**Format: 2 hours, for up to 10 people**

**Cost (ex VAT): £2000**

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# Designing your Business Workshops



# Setting meaningful goals and objectives

## What is it?

What gets measured gets managed. This is why setting the goals and ambitions for your business and making sure you're measuring the right things is critical. In this workshop we'll take you through a 4-step cycle on how to set and measure your goals in ways that will help you be daring and smart.

## How does it work?

- Introductory information on business goals and objectives – what they are and what they help you do
- Group exercise to formulate objectives and KPIs, including an exploration of the incentives and behaviours they may create
- Introduction to a 4-step cycle for how to set and measure your goals and objectives

## What do you leave with?

- An understanding of what goals and objectives are and how to use them
- A framework for setting and measuring your goals
- A starting set of objectives and KPIs

**Format: 2 hours, for up to 10 people**

**Cost (ex VAT): £2000**

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# From principles to practice

## What is it?

One of the most overlooked but crucial things to focus on when building a business is intentionally designing practices for how your teams work together, your business operates, and how you create and deliver your products and services. This workshop is a practical design session where we will take you through a 3-step methodology to design a specific practice within your business that is informed by your principles. You'll be presented with new frameworks and given time to explore and experiment with them, working on your own business to bring your values to life.

## How does it work?

- Introductory discussion on principles and practices
- Group exercise to design a practice informed by a principle following our 3 step methodology

## What do you leave with?

- An understanding of how practices are vital to bring your values and culture to life in your business
- A repeatable methodology you can use to intentionally design practices within your business according to your values

**Format: 2 hours, for up to 10 people**

**Cost (ex VAT): £2000**

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# Building accountability: celebrating progress and addressing failure

## What is it?

As a leader, how you decide to celebrate success and address failure sets the tone of your business. Rituals that help you do this are an important part of staying accountable to your goals. In this workshop we'll help you design what this could look like for you and your business.

## How does it work?

- Introductory discussion on responsible leadership
- Group exercise to explore approaches to celebrating progress
- Group exercise to explore approaches to addressing failure
- Individual reflection on designing rituals within your business

## What do you leave with?

- Ideas and approaches for celebrating and addressing the important moments within your business journey
- A sense of empowerment

**Format: 2 hours, for up to 10 people**

**Cost (ex VAT): £2000**

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# Responsible Products and Marketing Workshops



# Setting ethical guidance for projects

## What is it?

In this highly explorative session we help teams to surface concerns and ideas they have about the ethics of a project. From that discussion, we help teams formulate governance and guidance for any tech or data project.

## How does it work?

- Group exercise to determine how to work together
- Group identification of areas of biggest ethical concern for the project
- Open exploration and discussion of the concerns and what type of guidance may need to be in place

## What do you leave with?

- Important questions for the project to ensure it will have a positive impact, and a shared sense of how the team wants to approach ethics
- After the session the facilitators will draft guidance based on the discussion in the session for the project team to take and finalise

**Format: 2 hours, for up to 10 people**

**Cost (ex VAT): £2000**

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# Creating product principles

## What is it?

Product principles help you set out the design and impact intentions of the product and features you are creating. When you have a growing team, taking the time to create guidance that helps address trade-offs can save you money, resources, and headaches later.

## How does it work?

- Introductory information on product principles and how they help to support product development in a growing business
- Group discussion on product priorities and potential trade-off decisions facing teams
- Group exercise to generate ideas for principles for your product

## What do you leave with?

- An understanding of the importance and use of product principles
- An idea of where principles would be most useful in support of the future development of a product
- Early ideas for product principles

**Format: 2 hours, for up to 10 people**

**Cost (ex VAT): £2000**

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# Responsible storytelling for branding and product

## What is it?

Your brand should sit in every part of the business. In a space that is moving quickly, we help you explore how you can align marketing and product teams so that you are always creating something consistent and true.

## How does it work?

- Group discussion on the roles of brand and product and how they intertwine
- A group exploration of how brand and product responsibilities are currently structured in their business
- Peer-to-peer discussions about roles that could empower people across the business to ensure product and brand evolve together

## What do you leave with?

- An understanding of the importance of brand and product evolving together
- Ideas for how to integrate brand and product together

**Format:** 2 hours, for up to 10 people

**Cost (ex VAT):** £2000

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# Consequential

Community Interest Company



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