

# Providing structure to a flexible design process

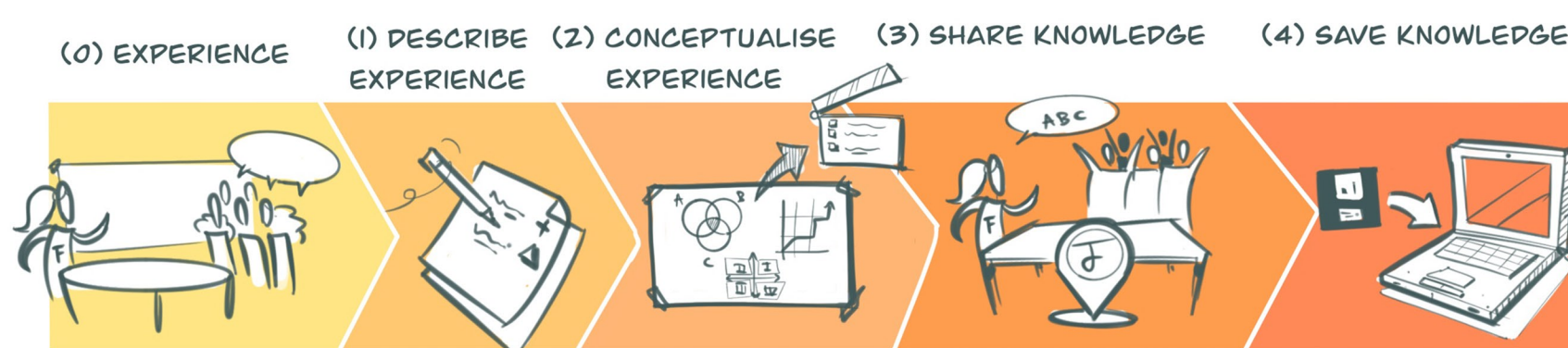
## The design of an implementation strategy of a structured reflection process for Flatland Agency

Flatland is a strategic design consultancy that is specialised in using Visual Thinking methods to help their clients to overcome complexity (Flatland Visual Thinking, 2019). Flatland's services are delivered through the facilitation of co-creation sessions with their clients. Flatland has experienced facilitators who use visuals during these co-creation sessions to help their clients co-create understanding including a tangible story.

Flatland facilitates a wide variety of projects and co-creation sessions. Flatland indicated that a more explicit and systematic approach to session design could help to support their methodology. Such a systematic approach could support Flatland's methods as proof of concept. Thus, Flatland needs a more deliberate approach to session design.

The qualitative research on Flatland's approach to session design revealed that:

- A) Flatland's facilitators do not structurally reflect on facilitation or their co-creation sessions. They mainly reflect on projects in general.
- B) Flatland's facilitators have different focal points when designing for the same context.
- C) Flatland is not structurally sharing their knowledge about the core of their business: facilitation, and session.

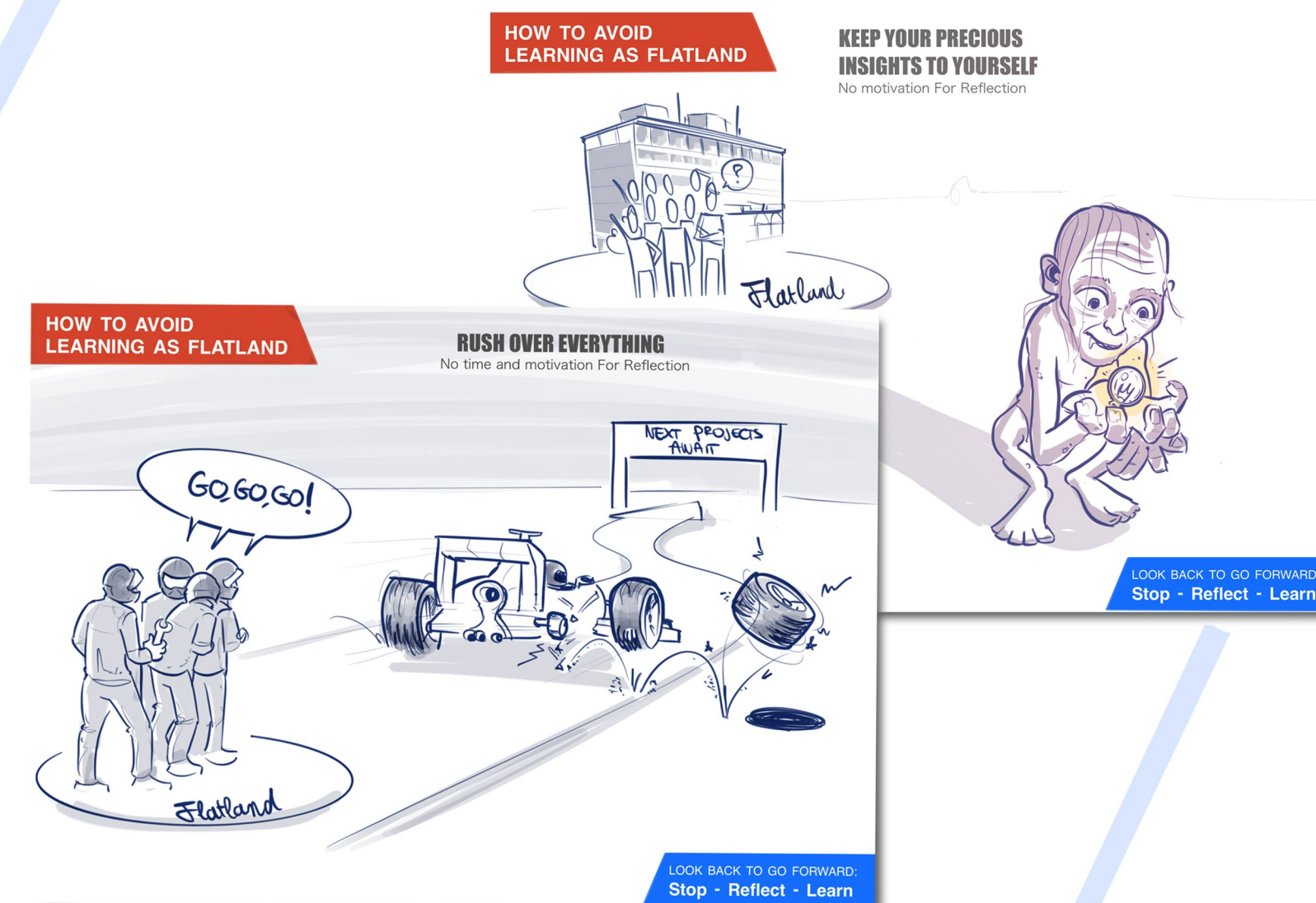


In order to make Flatland design their co-creation sessions more deliberately these differences in approaches need to be shared and taken into account while designing a co-creation session.

A **structured reflection process** is designed to make Flatland reflect on and share these differences of session design approaches. An implementation plan is designed to ease this process in Flatland's way of working.

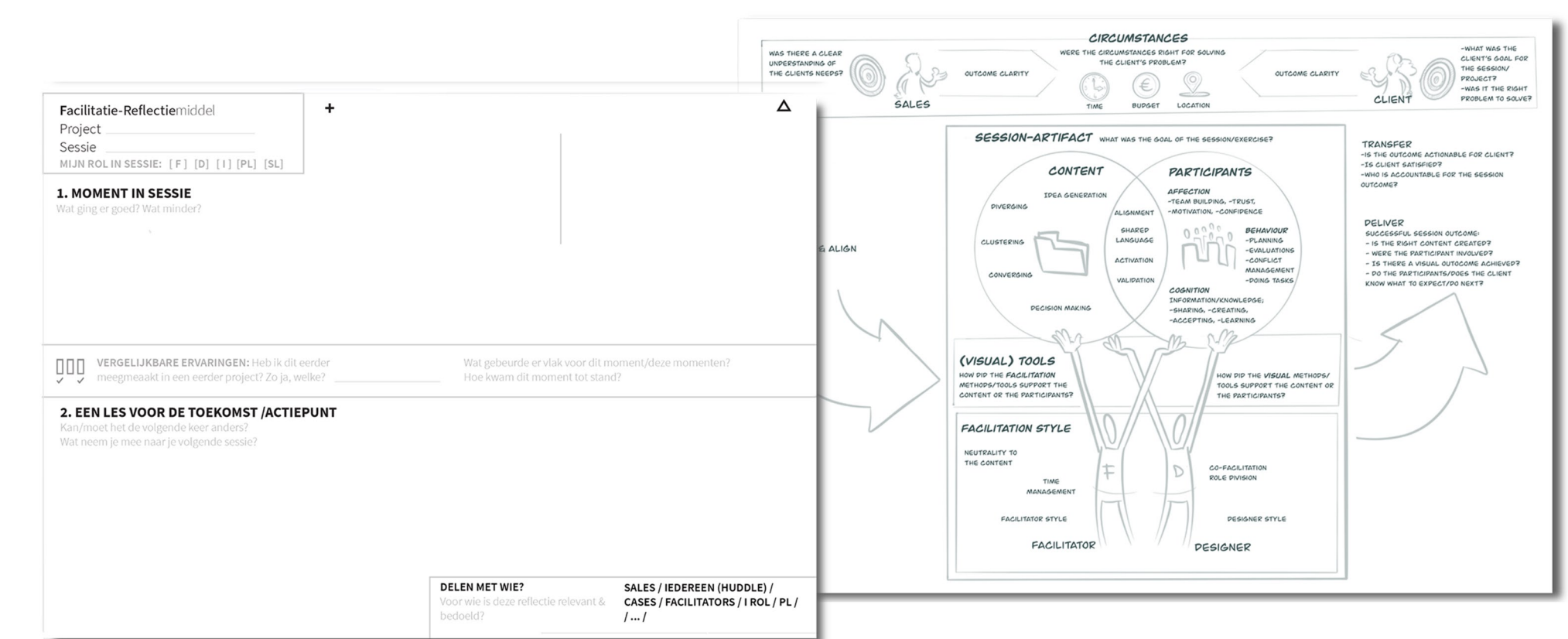
Several tools are designed to support this reflection process. An awareness campaign, a reflection template, and an explainer are described on this poster.

An **awareness campaign** is created to make Flatland aware of their current lack of knowledge sharing about facilitation and the danger of this. It should motivate people to start reflecting and sharing knowledge.



A **reflection template** is designed to make Flatland go through a complete reflection cycle. The template supports sense-making of a moment during the session and formulation of future actions.

A **guiding explainer** is designed to structure the object of reflection (Hong & Choi, 2011). It should be used in combination with the reflection template. This explainer indicates important aspects to take into account while reflection on a co-creation session that including Visual Thinking methods.



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