

The Café Workshop

Stimulating Collaborative Conversation

Recent research published by Cap Gemini, Forrester and the General Electric Innovation Monitor all reinforce the fact that collaboration is seen by senior executives and marketers as vital to the success of innovation and business development projects.

However there is a 'collaboration gap'. Most individuals, teams and organisations struggle to collaborate across the office – let alone, outside of it with critical suppliers and customers. It is estimated that only 18% of businesses have the right culture to encourage innovation and that only 22% are building the right partnerships and alliances they acknowledge they need.

Important meetings, conferences, seminars and workshops can often drift into wasted opportunities. Presentations can become dull, discussions too limited and the atmosphere turns flat. Everyone wants a meeting that motivates, engages and allows leaders to shape direction - whilst opening up communication in a positive way. My experience as a practitioner in advertising and marketing is backed up by recent research that highlights that most brainstorming sessions, group working sessions and discussions - are highly ineffective. (see my article about this entitled '*Is Brainstorming Any Good*' at; <http://goo.gl/qyvFJ>)

Café Workshops help you to build the focused, vibrant and collaborative conversations and allows the positive, honest and open sharing of ideas that spark innovation & development.



Andrew Armour is a partnership marketing, key relationship & innovation management specialist with over twenty years; media and publishing industry experience both in the UK and internationally. Prior to founding Benchstone Limited he held senior agency and marketing positions at - TVNZ, Walt Disney, Yell.com.

For further information on how Café Workshops can make the difference for your next marketing, innovation or critical relationship project please call **Andrew** on **07971 231 025** or email - andrew@benchstone.co.uk

"The kind of conversation I am interested in is one where you start it prepared to emerge from it a slightly different person"

Theodore Zeldin

For further research, links and information on marketing partnerships, collaboration and innovation please visit us:

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To Be More Effective Does Your Business Need To...

- ✓ EXPLORE the real BUSINESS issues – in an OPEN & PRODUCTIVE WAY?
- ✓ DEVELOP new IDEAS for key projects or initiatives?
- ✓ SHARPEN the MARKETING THINKING?
- ✓ ENCOURAGE fresh DISCUSSIONS?
- ✓ BUILD stronger COLLABORATION?
- ✓ WORK SMARTER with a KEY SUPPLIER or CLIENT?



Café Workshops use facilitated and highly focused questions that are firstly discussed in very small groups, which are then broken up and reformed with different participants. This simple, lively and interactive process encourages richer conversation and idea sharing - enabling quieter people to engage whilst helping the more confident to take time to listen and reflect. It is a valuable, fun and refreshing change to traditional brainstorming and workshop process.

Our Café Workshops (*which can be tailored as either InnovationCafes, MarketingCafes or BusinessCafes*) are built upon a strong foundation of marketing & innovation concepts, knowledge and experience and are designed to develop better marketing conversations and thinking either across marketing teams - or as a tool for helping marketing executives to engage more fully with other business units, such as sales, operations, technical experts or external third parties. Each Café is specially prepared – so that the conversations that emerge are the most valuable ones your business needs to have...

To discuss how we can build a Café that can stimulate the conversation across your business please **contact Andrew Armour on 07971 231 025**.