

5 Day Experiential Intrapreneurship Workshop

- **Objectives:**
 - Empower participants to become intrapreneurs through learning innovation skills so that they can collaborate more effectively and drive change inside and outside of department/firm.
 - Facilitate better teaming, work practices, and cross-group interaction.
 - Introduce trends in the marketplace highlighting the importance of innovation through creativity, collaboration, and transformative thinking.
 - Build community and commonality of purpose and enhance transparency across groups within department/firm
 - Help identify areas for disruption and ways to interact and collaborate more effectively inside and outside of department/firm.
- **Outputs**
 - Teams will practice ideating, interviewing/investigating, problem finding, prototyping, scripting and developing commercials and taglines, consumer storytelling, branding/marketing, pitching, PowerPoint deck development, presencing, presenting in ignite format, and solving.
 - Teams will identify a discrete problem within the challenge provided and create a solution with a business case, prototype, brand, consumer story commercial, and dynamic presentation deck.
 - Teams will present solutions in ignite style format to a panel of “judges” sourced from department/firm who will ask questions and assess the viability, creativity, and value of the project.
- **Plan/Schedule**
 - **Day 1:**
 - The first half of the day begins by leveraging interviews with leading, international General Counsels and legal innovation heads to explore the changing legal marketplace and how lawyers can continue to strengthen and advance their practices. Transitioning from theory to practice, this part of the day utilizes interactive exercises to show how to effectively create a culture of collaboration through creative problem solving as well as mindset and behavior change.
 - In the middle of the day, we turn to substance: participants will be given the topic challenges that they will be hacking on over the 5-days. After having some time for reflection, teams will, over lunch, begin to assess any pre-existing knowledge of and connections to the topic.
 - The second half of the day focuses on channelling energy for effective teaming and managing teaming dynamics utilizing a combination of interactive lecture and dynamic exercises.
 - We conclude day one with a reception.
 - In the evening, teams are expected to conduct background investigatory research on their topic.

- **Day 2:**
 - This day begins by introducing the the 7 Essential Experiences to innovation and 3-4-5 Method of Innovation developed by Michele DeStefano and tested in LawWithoutWalls on over 190 multi-disciplinary teams and. It describes and draws on the principles of human-centered design and design-thinking.
 - The rest of the day begins to bring the 5-Steps to life in a guided hackathon step by step.
 - Teams will be assigned a challenge to hack on. Challenges will be diverse and be sourced from common interests and pain points related to a variety of topics including pain points at the department/firm, L&D at department/firm, corporate social responsibility, and diversity. Some suggested topics include:
 - How to collaborate more effectively across department/firm groups and geography
 - How department/firm can promote making diversity and inclusion a core priority
 - Teams will end the day having completed the first 3 steps (background, problem identification, target audience investigation and interviewing).
 - In the evening, teams are expected to continue working and begin implementing the 3-4-5 Method as related to their topic and projects.
- **Day 3:**
 - This day is dedicated to finding and refining the solution and bringing the problem and solution to life (essentially Step 4 and refinement of Steps 2 and 3). The day will include sessions on storytelling and prototyping.
 - In the evening, teams are expected to continue working through the 3-4-5 Method as related to their topic and projects.
- **Day 4:**
 - Day 4 is all about deck development (video creation and scripting etc). Participants will also be given tips on how to give an ignite presentation.
 - In the evening, teams are expected to continue working towards the deadline to finalize all presentation materials later that evening and practice for the following day's presentation.
- **Day 5:**
 - Day 5 is split into two parts: Part 1 is around powerful pitches, presencing, and rehearsals. Part 2 begins with a short session on the art of giving and receiving feedback, and concludes with the presentations, which include audience participation (questions and feedback).