



Mastering the Business Lab Method



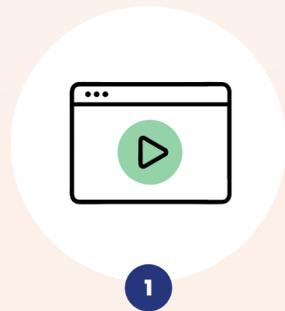
PREPARATIONS



STEP-BY-STEP INSTRUCTIONS

Ten steps of Business Lab

Business lab is a method that can be used both in digital and physical workshops. It consists of ten steps and will help organizations to pitch problems or challenges to obtain useful insights from others in the search for solutions or to set the next step. The following instructions is for the person or persons who is facilitating the workshop.



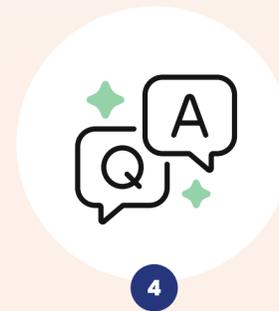
1
INTRODUCTION



2
WARM UP



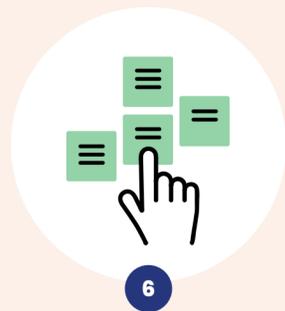
3
PRESENTATION BY THE
COMPANY IN FOCUS



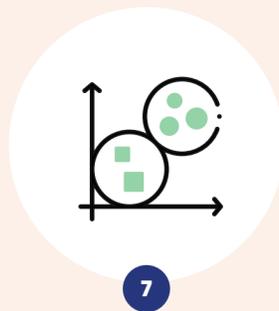
4
FEEDBACK
AND QUESTIONS



5
10 MIN BREAK



6
5X5 IDEATION



7
PRESENTATION OF IDEAS
AND CLUSTERING



8
VOTING



9
CONCEPT DEVELOPMENT



10
SUMMARY
AND CONCLUSION



Preparations

Before the workshop

Familiarize yourself with the tools that you are going to use during the workshop; digital meeting tool, digital workspace and the Business lab method.

Meet up with the company or organization presenting the problems/challenges that will be in focus to:

- Go through the steps of the workshop and explain how it works.
- When the topic is set, adapt the concept canvas to the specific objective depending on the problem/challenge and what they want to know.
- Add the presentation into the workspace.
- Discuss participants.
- Discuss what the company will do with the results so that can be mentioned in the last step.

DIVIDE THE WORKSHOP GROUPS

This is needed for step 6-9 when they are going to work together in breakout rooms (see tips on group division).

Also check the board in the workspace so it have all the post-it areas needed for each group and

participant. Make sure that you also have an area with post-it where the participants can write their name and organization.

TIME SETTINGS AND AGENDA

Run through the whole set up and adjust the length of the workshop and sets of activities to the number of participants and groups.

Recommendation 2,5-3 hours in total time including a break.

Write the workshop agenda and purpose of the digital workspace.

TIME SETTINGS AND AGENDA

Send out a calendar invitation with the agenda and purpose. Add the chosen digital meeting tool and link to the digital workspace so that the participants can create logins before the event.

Group division and workspace set-up

NOTE!

Lab method is available as a fillable PDF, as a Miro Board or a Mural Board.

Check our website for the latest released templates.

➤ **TEMPLATES / Open innovation** [The Business Lab Method](#)



Click the link to access the templates from the website.

TIPS ON GROUP DIVISION

How many participants do you have in your workshop? Divide them into groups, no less than 3 and no more than 6 people per group.

Try placing people from different backgrounds into one group to get the most “out of the box” results.

If your participants are not used to participating in workshops, try instructing one person from each group to be an assistant facilitator. Meet up with them before the workshop and explain the goal and the method of the workshop. In that way they can support the others through the process.

If you have many participants, it will be necessary to have assistant facilitators to conduct the workshop in the best possible way.

TIPS ON WORKSPACE SET-UP

Add the purpose and agenda in step 1.

Add the goal of the workshop and the presentation in step 3. Add all the post-its.

Digital meeting tool

HOW TO ORGANIZE BREAKOUT ROOMS

- You will need a digital meeting tool where you can create breakout rooms. The breakout rooms are needed in step 6–9.
- You can create the breakout rooms before the workshop, during step 5 or during the 10 min break before the 5x5 Ideation starts.
- Set the time for the breakout session so all participants automatically comes back to the originally meeting room.

MICROSOFT TEAMS

*To create breakout rooms in Microsoft Teams, you must be a meeting organizer or a presenter in the meeting or organizer's organization who's been appointed a **breakout rooms manager**.*

➤ [GUIDE / Manage breakout rooms in Microsoft Teams](#)

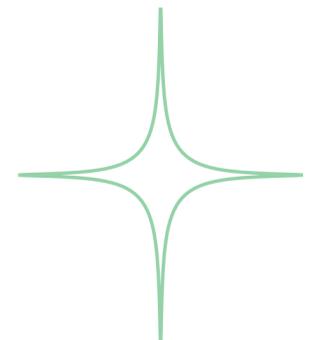
ZOOM

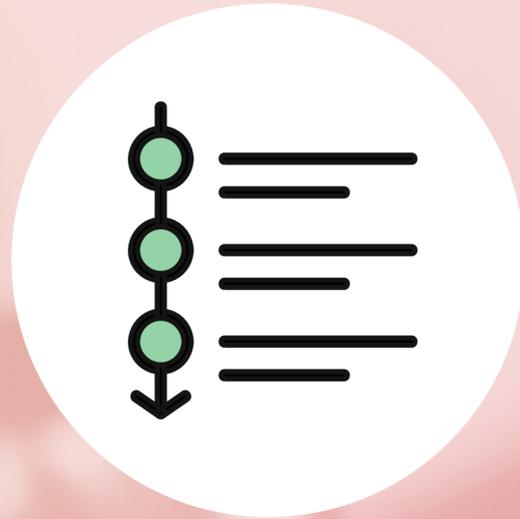
By default, only the host or co-host can assign participants to breakout rooms. They can choose to allow participants to choose their own room, but this must be done in the meeting when launching the breakout rooms.

➤ [GUIDE / Enabling meeting breakout rooms in Zoom](#)



Click the links to read more on each meeting service's website





Step-by-Step Instructions



Introduction

- During this step you are setting the stage for the coming workshop. You can start by introducing yourself and the purpose of the workshop.
- Take some time to go through the workspace tool with your participants and show them the basic functions. Encourage them to try it out while you are talking. Let every participant write their name and organization on a post-it. Point out the area.
- Go through the workshop guidelines to make sure that the right tone is set for the coming activities.
 - This is a safe space for all!
 - Listen to others carefully.
 - Respect all the participants.
 - Add to others' ideas, contribute and be creative together.
 - All ideas are welcome – especially the wild ones.
 - When disagreeing, please be respectful and constructive.
 - HAVE FUN!
- Let the participants shortly introduce themselves to each other. Do you have a large number of participants at your workshop? Save the introductions for step 6.



Warm up

EXAMPLES ON WARM UP QUESTIONS:

- If you only were able to have one dish every day for the rest of your life, what would it be?
- If you had woken up in a hotel this morning – in which country would that have been?
- What's on top of your bucket list?
- When I write my autobiography, I'm going to call it...

If you have many participants, save this step until the participants have been divided into smaller groups in step 6.



Presentation by the company of focus

- Now it is time to present the topic of the day.
- The problem owner has 20 minutes to discuss their topic, addressing areas for improvement and growth, challenges faced, short and long-term goals, and personal motivations.
- Throughout this period, participants listen attentively, jotting down questions and possibilities. These may include inquiries about potential customers and markets, strategies for developing customer offerings, and identification of challenges faced by the company.

NOTE!

If you have not prepared the breakout rooms needed for step 6–9 before the start of the workshop, you have time to fix it during this step. Set the time for the whole breakout session so all participants automatically comes back to the originally meeting room.



Feedback and questions

- In this step participants can ask clarifying questions to the problem owner.
- Participants discuss feedback and ideas and then **choose two ideas, questions, or challenges to explore further.**
- The selection is based on what the group deems to have the greatest potential or business value. The problem owner has the last say regarding which topics get selected.

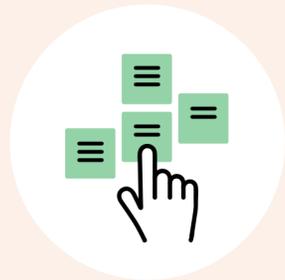
TIPS!

*Start your questions with: What... Where...
Why... When... Who...*





10 min break

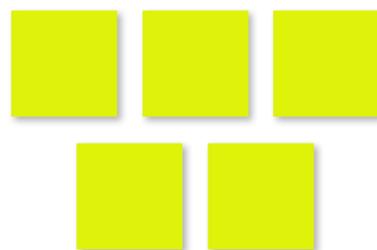


5x5 Ideation

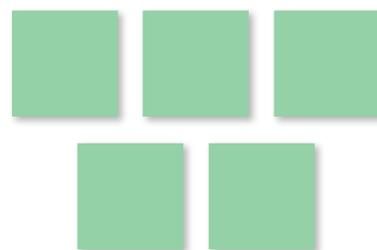
EXPLAIN THE PROCESS:

- The 5x5 method is employed, where each participant individually and in silence writes down at least five ideas within five minutes for each of the questions asked.
- The participants write down their own ideas on the digital post-its in their own designated area.
- The objective is that each participant will generate a substantial number of ideas to foster novel and diverse concepts.

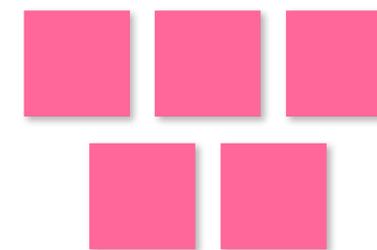
Participant A

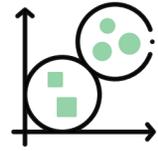


Participant B



Participant C





Presentations of ideas and clustering

- In this step the participants share their ideas with each other. They take turns presenting the content of their digital post-its.
- When all the ideas are presented, the participants collectively cluster them into groups with similar topics. The one leading the workshop in the breakout rooms move the post-its into clusters.
- Afterwards, everyone collaborates to define names of the clusters for each group of ideas. The one leading the workshop in the breakout rooms adds a post-it to for each cluster and writes the names of the clusters.

TIPS!

When the ideas are clustered, try not to make the clusters too big. If a cluster gets all the votes during step 8 it might be difficult to cover all the ideas in the cluster during step 9 when the groups are working with the concept canvas.

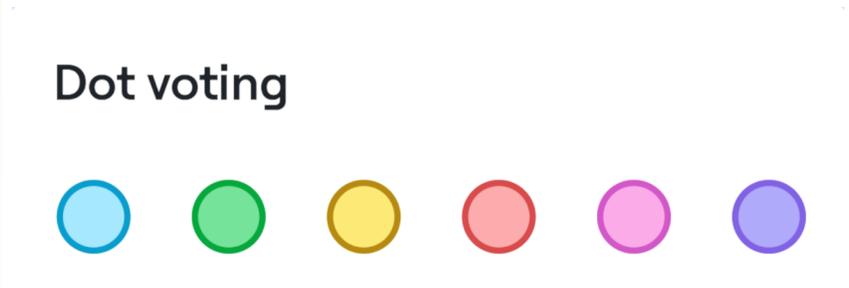
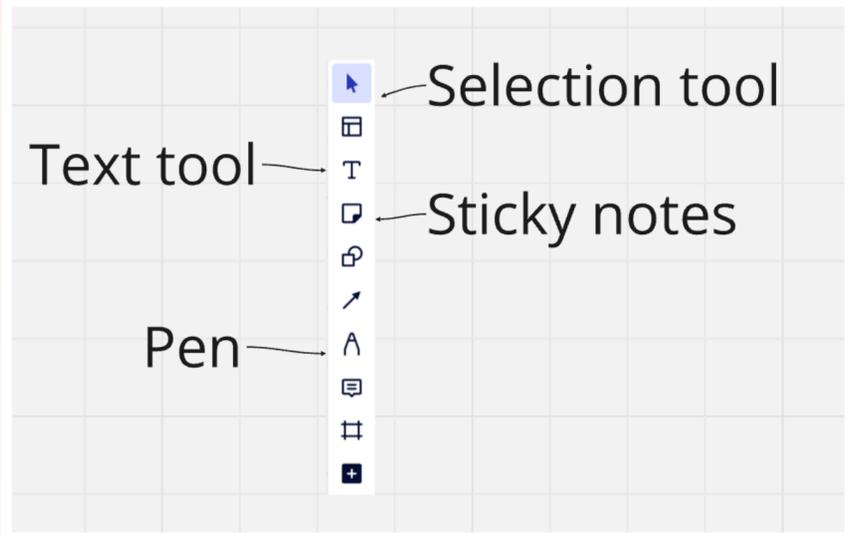




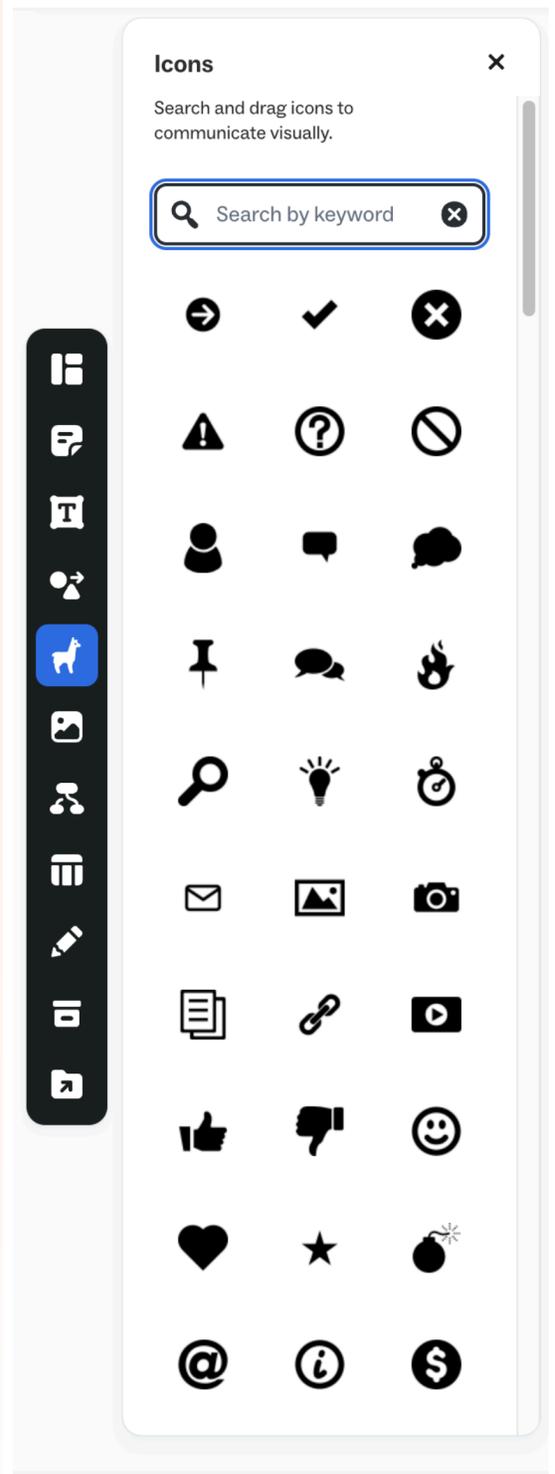
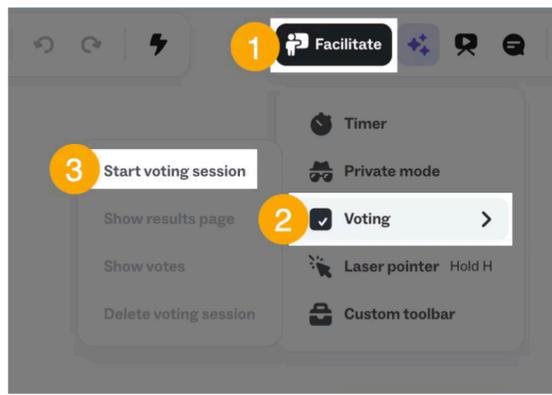
Voting

- Each participant has three votes and can cast them on the idea or cluster of ideas that they believe creates the most business value or user benefit. Use the pen tool to cast the votes.
- Participants can vote for their own ideas and choose to allocate all three votes to one idea or distribute their vote across three different ideas.
- The idea or cluster with the most votes is selected for the next step.

In Miro: E.g. use the pen tool or "dot voting" to cast votes.



In Mural: E.g. use Icons or Murals voting session to cast votes.





Concept development

- In this step the participants will further develop the idea or cluster that has been selected in step 8.
- Use the prepared concept canvas.
- Let the participants work together in the breakout rooms to write content to all the topics mentioned in the concept canvas.

TEAM A (Copy this canvas for your number of groups)		CONCEPT CANVAS
Name of the idea Type here...	Reasons for implementing the idea Type here...	
Idea description Type here...	Special considerations Type here...	
Target group Type here...	Cost and development time Type here...	How to measure the success Type here...



Summary and conclusion

- Now it is time to finish the workshop. All the participants gather to present their concept canvas to each other.
- Have the participants to decide beforehand who is presenting their concept. The presentation should be short, approximately 3 min. Participants can be given time to ask questions, but long discussions should be avoided in this step, so that you can keep the workshop tempo.
- Finish by thanking the participants and let the company explaining what they are going to do with the results. This is an important step, so that the participants know that their work is being valued.



GOOD LUCK!



ABOUT

The **Distance Lab Hub** is a remote service platform developed as part of the **Interreg Baltic Sea Region-funded project Distance Lab**. Its mission is to support SMEs and public sector organizations in adapting to and performing effectively in remote business environments.

PARTNERS

The Distance Lab project is a collaborative effort of nine organizations from Finland, Sweden, Norway, Latvia, Lithuania, and Poland, working together under the Interreg BSR programme to advance remote service innovation and support across the region.

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