

How to Facilitate Co-design



Workshop overview

With the emergence of more social platforms, voices are getting louder about what needs to change. As social marketers, we always listen ensuring these voices are at the centre of everything we do. Co-design empowers people. It recognises people as the experts of their own experience. Co-design is a process that can be applied to learn what programs, products and services people want.

At Social Marketing @ Griffith, we build programs with people rather than for people. Every time we've applied co-design, we have generated voluntary behaviour change. Our programs have delivered the positive outcomes we intended to see.

Some of our partners we've recently co-designed for include:

- QLD Government
- Energy Queensland
- Australian Veterinary Association (AVA)
- NSW Government
- ACT Government
- Australian Government Department of Defence
- Beyond Blue

In this one-day workshop we will take you through our co-design process. We will show you how to gather, analyse, and utilise consumer preferences to build better behaviour change programs, products and services.

What is included in workshop?

- Understanding the co-design process
- How to apply the 7-step co-design process: Resourcing, Planning, Recruitment, Sensitising, Facilitation, Reflecting, and Building for Change
- How to effectively facilitate
- How to design programs with people, not for people

Why attend this workshop?

By the end of this workshop, you'll be able to:

- Apply co-design insights to ensure you can deliver programs, products and services that people want
- Implement the 7-step co-design process
- Facilitate sessions to uncover new ideas
- Identify the strategies and actions your team should take

Meet your facilitator - Prof Sharyn Rundle-Thiele

Sharyn's work tests current social marketing practice to build a strong evidence base on what truly drives sustained behaviour change. She sees theory as a recipe - when you include the right ingredients and follow the steps, you can confidently design programs that work.



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