



Ruby Star Associates have a long track record of designing and delivering events, accelerators, hackathons and programmes to support others to innovate their approach, programme, offering and policy.

We use a range of evidence-based facilitation techniques which have been proven to deliver outcomes and to increase engagement and participation.

For example:

- Rapid prototyping (a hands-on technique using tinfoil to quickly develop and test ideas).
- Lego® Serious Play™ – a set of facilitation techniques and materials, which we'd use to develop a model of customer journeys in order to explore ideas and options.
- Ketso Canvas for action planning.
- Action Learning – we use and teach simple action learning techniques to allow participants to fully explore elements of a challenge, generate workable ideas and drive action.



We also develop our own games and activities based on learning outcomes. We have a large suite of facilitation exercises and games which we have developed to illustrate or develop specific business themes and we use these in sessions as appropriate to the outcomes. We also have experience of developing themed events with agreed outcomes including: product development hackathons, thematic challenge events, stakeholder engagement events and a two day circus-themed intro to innovation.

Based on the specific requirements of participants we draw on a range of evidence-based methodologies – these are incorporated into sessions or inform the exercises which we have developed.

These include:

- Business Model Innovation and the Business Model Canvas
- Value Proposition Methodology
- De Bono's Hats theory
- World Cafe
- Target strategy development
- Lean Start-up
- Experiment design
- Design, test & pivot
- Agile (including Scrum)



We develop sessions which have low reliance on written materials. To aid engagement we rarely use PowerPoint.

Our sessions are high-energy, high-impact and action focussed, and all are designed with engagement, quality of output and pace in mind, to make sure each project delivers the maximum possible impact.

We'd love to talk more about what you might need.



You can contact us on: tellmemore@rubystarassociates.co.uk, or call Isla Wilson on 07773310290.

Our website is www.rubystarassociates.co.uk.