

DESIGNING A CEREMONY

A GUIDE FOR MARKING IMPORTANT MOMENTS AT WORK

1. I WANT TO CREATE A CEREMONY FOR _____ IN ORDER TO

EX. THE STOKED TEAM

EX. SUPPORT ONE ANOTHER INTO THE NEXT PHASE FOR BUSINESS INCUBATION

2. THIS SERVES TO MARK THE START OF SOMETHING A TRANSITION A CLOSURE SOMETHING ELSE _____

EX. TRANSITION

3. INGREDIENTS I'LL USE

TIME: HOW COULD I HELP THEM CONSIDER A HISTORICAL PERSPECTIVE, ARTICULATE THEIR PRESENT EXPERIENCE OR ENVISION THE FUTURE?

EX: REFLECT ON HOW EACH PERSON IS FEELING ABOUT THEIR UNIQUE BRAND

MOVEMENT: WHERE WILL THIS TAKE PLACE? IN PERSON OR VIRTUAL? WHAT RESOURCES OR ENVIRONMENTS MIGHT HELP THIS FEEL DIFFERENT?

EX: FIELD TRIP TO IMMERSIVE ENVIRONMENT. TEAM MEMBERS HELP ILLUMINATE ONE ANOTHER'S PERSONAL BRANDS THAT MAKE THEM GREAT DESIGNERS OF NEW IDEAS

SYMBOLISM: WHAT METAPHORS CAN HELP CREATE MEANING? WHAT SYMBOLS ARE IMPORTANT TO THEM AND HOW COULD WE BRING THEM IN?

EX: KOBI YAMADA'S BOOK, "WHAT DO YOU DO WITH AN IDEA?"

SURPRISE: WHAT UNLIKELY GUESTS, LOCATIONS, MATERIALS, TIMING CONSIDERATIONS MAKE IT INTERESTING?

EX: EVERYONE GETS ART MATERIALS TO HAND-MAKE A MOODBOARD FOR ANOTHER TEAM MEMBER THAT REPRESENTS THEIR UNIQUE BRAND

HUMAN-CENTRICITY: HOW DO I WANT THEM TO FEEL? WHAT'S THEIR WORK APPRECIATION LANGUAGE? WHAT TONE FEELS LIGHT? WHAT ROLES ARE IMPORTANT?

EX: FEEL: INSPIRED, PROUD, CONFIDENT. APPRECIATION LANGUAGES: 1/2 TEAM IS WORDS OF AFFIRMATION, 1/2 ACTS OF SERVICE. TONE: CREATIVE AND FREEFORM. ROLES: ONE PERSON TO FACILITATE TRANSITIONS, THE REST IS SELF-GUIDED

4. CONSIDER FUTURE IMPACT

WHO CAN HELP ME PULL IT OFF? ANYONE ELSE THAT SHOULD BE INVOLVED?

HOW CAN I REFER BACK TO THIS LATER? DOES MY DRAFT FEEL INSPIRATIONAL?