

# CASE STUDY

Ideas UK annual conference  
The secrets of innovation session  
November 2022



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### The goal

To deliver a group journaling session at the annual Ideas UK conference for innovators. The session was developed to show how writing can be used to reflect and learn, capture experiences for storytelling and how people can use writing to surface their inner - often hidden - resources, including creativity. To show them how they - and their organisations - can use journaling to get insights and perspectives and solutions, and even use the techniques with their products and services.

### Outcomes

We did three exercises including a warm-up. Despite some hesitation, everyone joined in and all voices were heard - part of the magic of writing and sharing together. Working this way also builds trust evidenced by a few people sharing what they'd written in front of the whole room - approximately 40 people (after sharing in pairs). Pretty impressive, but not surprising to me as I've seen the power of writing and sharing many times. A group of strangers witnessing and listening to each other is a truly beautiful thing. Not to mention the inner resources they stumble upon that can help them to be successful. The room was energised and I saw lots of smiling faces, which is always my biggest reward.

### The session

- Brought people together to get to know each other
- Built trust in the group, evidenced by the fact that three people shared what they wrote with the larger group
- Gave people new tools to use for reflection, surfacing inner resources and getting advice
- Surfaced inner resources that build creative confidence
- Energised the room
- Gave people an experience of creative group journaling as well as reminding people how valuable journaling can be

### Feedback

Several people shared with me how much they'd enjoyed the writing and were surprised by how much they'd written and how valuable what they wrote was.

*"Reflection plays such a key role in idea creation and yet we are often so busy 'doing' that we don't give ourselves permission to just stop and take a moment. Claire's session gives you the opportunity to do just that. Through the guided journaling process, you take the time to reflect from a different perspective, which used routinely should definitely aid the creative process. Personally, I found the session really enjoyable and loved hearing the stories of others in the room too!"*

Zena, Operations Director, Ideas UK



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