Libraries Wales

16.02.11

Welcome to a ‘Sandpit’ event

Today’s ‘Sandmaster’:

Jonathan (NBS)

The ‘Sandpit’ (Ideas Factory) is about finding a new way to generate ‘insight’ coupled with real-time peer review. The aim is to stimulate highly innovative and more risk-accepting views that would be difficult to conceive under normal circumstances – with prioritised and captured outcomes.

The sandpit is an intensive discussion forum where free thinking is encouraged in order to delve deep into the problems on the agenda in order to uncover innovative solutions.

Each sandpit is led by a director, whose role is to define the topic and facilitate discussions at the sandpit event. The process can be broken down into:

Defining the scope of the issue.

Agreeing a common language and terminology amongst people from a very diverse range of backgrounds and disciplines.

Sharing understanding of the problem domain, and the expertise brought by the participants to the sandpit.

Taking part in break-out sessions focused on the problem domain,

using creative and innovative thinking techniques.

Capturing the outputs in the form of a research project.

Sandpits are intensive events..

Owing to the group dynamics and the continual evaluation it's not possible to dip in and out of the process. Participants stay for the whole duration of the sandpit event.

CHATHAM HOUSE
THE ROYAL INSTITUTE OF
INTERNATIONAL AFFAIRS
10

Chatham House rules apply:

When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.

The Rule **allows people to speak as individuals**, and to express views that may not be those of their organizations, and therefore it **encourages free discussion**.

Speakers are then free to voice their own opinions, without concern for their personal reputation or their official duties and affiliations

Welcome to your ‘Sandpit’ event

Is it time to ‘Re-Think’ the future?

AIM 1

Identify current and near future ‘user’ community

AIM 2

What does the tribe look like?

AIM 3

Communication of prioritised opportunities: Who is the top of the list and how should we make contact with them?

SIMPLE!

TASK

Balls! Balls!

Balls! Balls! Balls! Balls!

Balls! Balls! Balls! Balls! Balls! Balls! Balls!

Balls! Balls! Balls! Balls! Balls!

Balls! Balls! Balls! Balls! Balls! Balls!

TASK

Theme 1

‘Re-Thinking the Library Land user’

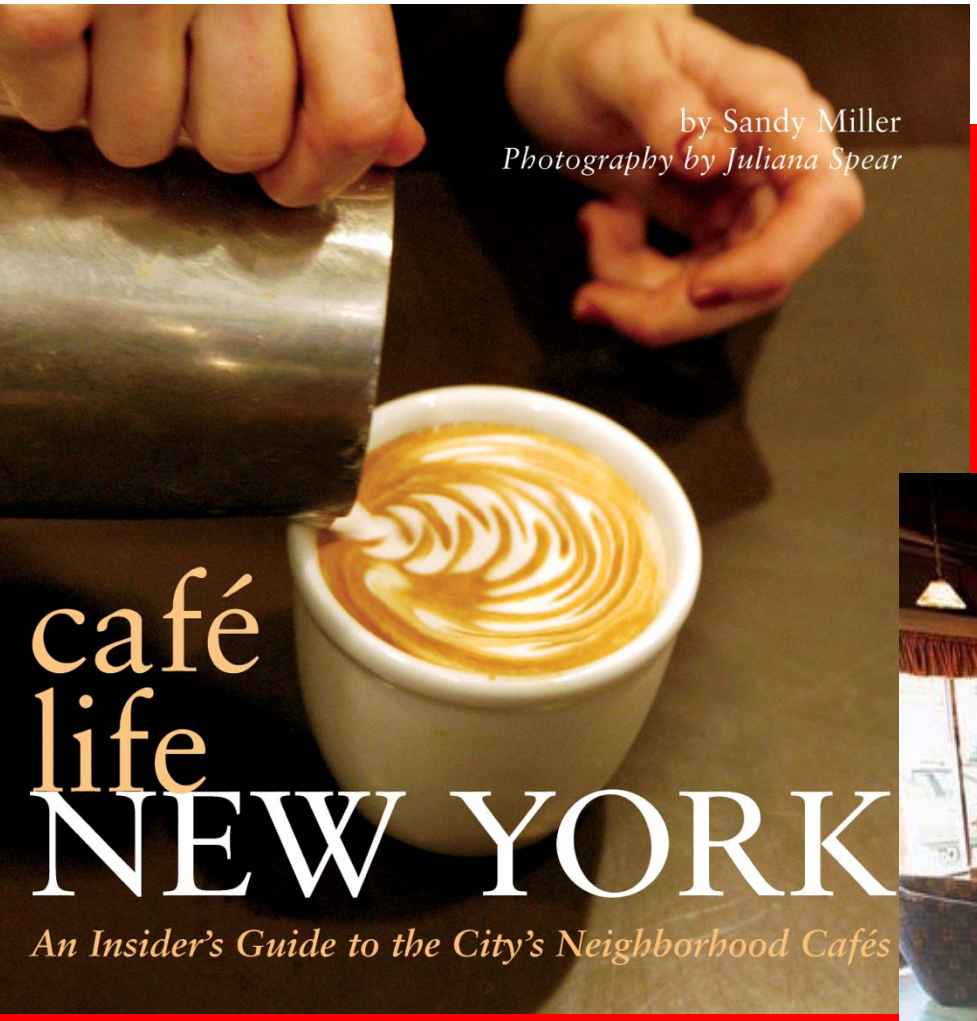
Select an item that best describes what you think would reflect the characteristics of the LL user

Theme 2

‘Re-Thinking context’

TASK

World Café…



by Sandy Miller

Photography by Juliana Spear

café life NEW YORK

An Insider's Guide to the City's Neighborhood Cafés

Task

In groups construct a Key Point SWOt for the service

1) strengths

2) weaknesses

3) opportunities

4) trends

MICRO TRENDS

Changing the face…

NOW

Task

In groups construct a Key Point SWOt for the service

1) strengths

2) weaknesses

3) opportunities

4) trends

FROM A USERS POINT OF VIEW

NOW

Task

In groups construct a Key Point SWOt for the service

1) strengths

2) weaknesses

3) opportunities

4) trends

FIVE YEARS FROM NOW?

Theme 3
‘Re-Thinking’ the TRIBE

‘Creating Demand by defining YOUR consumer tribe’

Dr Jonathan Deacon, Reader in Marketing and Entrepreneurship,
University of Wales, Newport

University of Wales, Newport
Newport Business School

Prifysgol Cymru, Casnewydd
Ysgol Fusnes Casnewydd

Tribes and Clusters

Copyright J H Deacon 06

Are networks really just tribes – ‘communities of shared interest’

Copyright J H Deacon 06

Tribes and Clusters

- Are networks really just tribes – ‘communities of shared interest’
- Tribes need norms and values…co-opetition and co dependence
- Tribe cases – the importance of meaningful ‘talk’ and ‘networking facilitation’

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Social Tribalism

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tribalism

- Seek the experience of shared emotion

Tribe – the meaning

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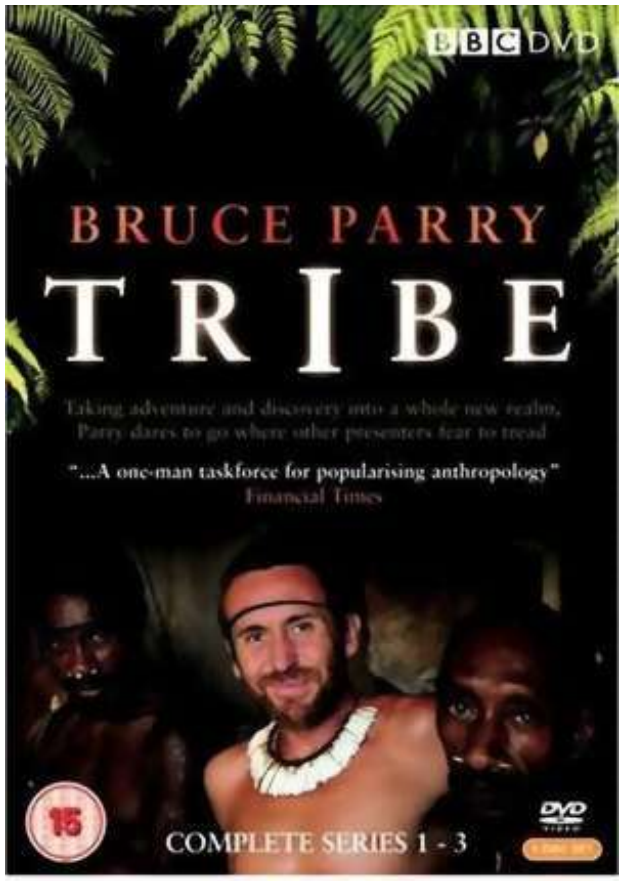
tribe



- Borrowed from anthropology – a characteristic of anarchic societies, where social order was maintained without the existence of a central power

tribe

- The same characteristics as an ‘ethnic group’ but on a smaller scale: local, linguistic and cultural homogeneity

tribe

- But bigger than a clan: kinship, lineage and other blood related attributes

Tribe – the conditions

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Tribal vs ‘normative’ marketing

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Tribal vs ‘normative’ marketing

- A tribe is defined as a network of heterogeneous persons – in terms of age sex, income etc – who are linked by a shared passion or emotion; a tribe is capable of collective action, its members are not simple consumers, they are also advocates

Tribal vs ‘normative’ marketing

- A segment is defined as a group of homogenous persons – they share the same characteristics – who are not connected to one another; a segment is not capable of collective action, its members are simple consumers

or

- Hard core - a commitment and ideology that is full time and enduring and act as opinion leaders for the …
- Soft core – demonstrate less commitment and willingness to submit to the ritualised practices of the group…
- and wannabe (pretenders) show great interest but only delve superficially into the ethos serving as an audience and material support to the hard core and soft core members

TASK

Marketplace...

THE DISTRICT
DINE
WATCH
ROCK
PLAY
LIVE
DRINK
SOAK
STEP
EAT
PARTY
SHOP
HEAT
IT UP.
TEMPE
MARKETPLACE
GET HERE.
LOOP 101 & 202
TEMPEMARKETPLACE.COM
AÉROPOSTALE • ALLTEL • AMERICAN EAGLE • ANCHOR BLUE • APRICOT LANE • ARIZONA HAIR CO • AS YOU WISH • AT&T • BARNES & NOBLE • BATH & BODY WORKS • BEST BUY • BEVMO! • BUCKLE • CADILLAC RANCH • CALIFORNIA PIZZA KITCHEN • CHARLOTTE RUSSE • CHEEBURGER CHEEBURGER • CHIPOTLE CLAIRE'S • COFFEE BEAN & TEA LEAF • COLD STONE CREAMERY • COST PLUS WORLD MARKET • DANNY'S FAMILY CAROUSEL • D'ARCY MCGEE'S IRISH PUB DAVE & BUSTER'S • DIVAZ BOUTIQUE • DRESS BARN • ECLIPSE EYEWEAR • FACI FASHION SPECIALIST • FAMOUS FOOTWEAR • FINISH LINE • GAMESTOP • GAP GAP BODY • G BY GUESS • GENGHIS GRILL • GREAT STEAK & POTATO • HALLMARK • HARKINS TEMPE MARKETPLACE 16 • HI-HEALTH • HOT TOPIC • HOTTIE JCPENNEY • JOURNEYS • JUICE IT UP • JUST SPORTS • JUSTICE • KABUKI JAPANESE RESTAURANT • THE KEG STEAKHOUSE & BAR • KING'S FISH HOUSE • LANE BRYANT • LEVI'S • LIDS • LINENS 'N THINGS • LUCILLE'S SMOKEHOUSE BAR-B-QUE • MARIA MARIA • MICHAELS • MENS WEARHOUSE • NEW YORK & CO. NO FEAR • OAKLEY • OFFICEMAX • OLD NAVY • PACSUN • PARADISE BAKERY & CAFÉ • PAYLESS SHOESOURCE • PIER 1 IMPORTS • QUIKSILVER • RED ROBIN ROADRUNNER SPORTS • ROSS DRESS FOR LESS • SAN FELIPE'S CANTINA • SEVEN DAY SPA & NAILS • SEPHORA @ JCPENNEY • SHOE PAVILION • SKECHERS SLEEP AMERICA • SLICES • SPLASHADELLO • SPORT CHALET • SUNGLASS HUT • TARGET • TEA INFUSION • TCF BANK • TILLY'S • ULTA BEAUTY • URBAN ANGELS US BANK • VICTORIA'S SECRET • VERIZON WIRELESS • WET SEAL • ZIZIBEH • AND SO MUCH MORE...

Task

In groups construct a

‘Picture’

of a LL Tribe…

VERA WANG
FASHION
The Real Housewives
GOSSIP

Task

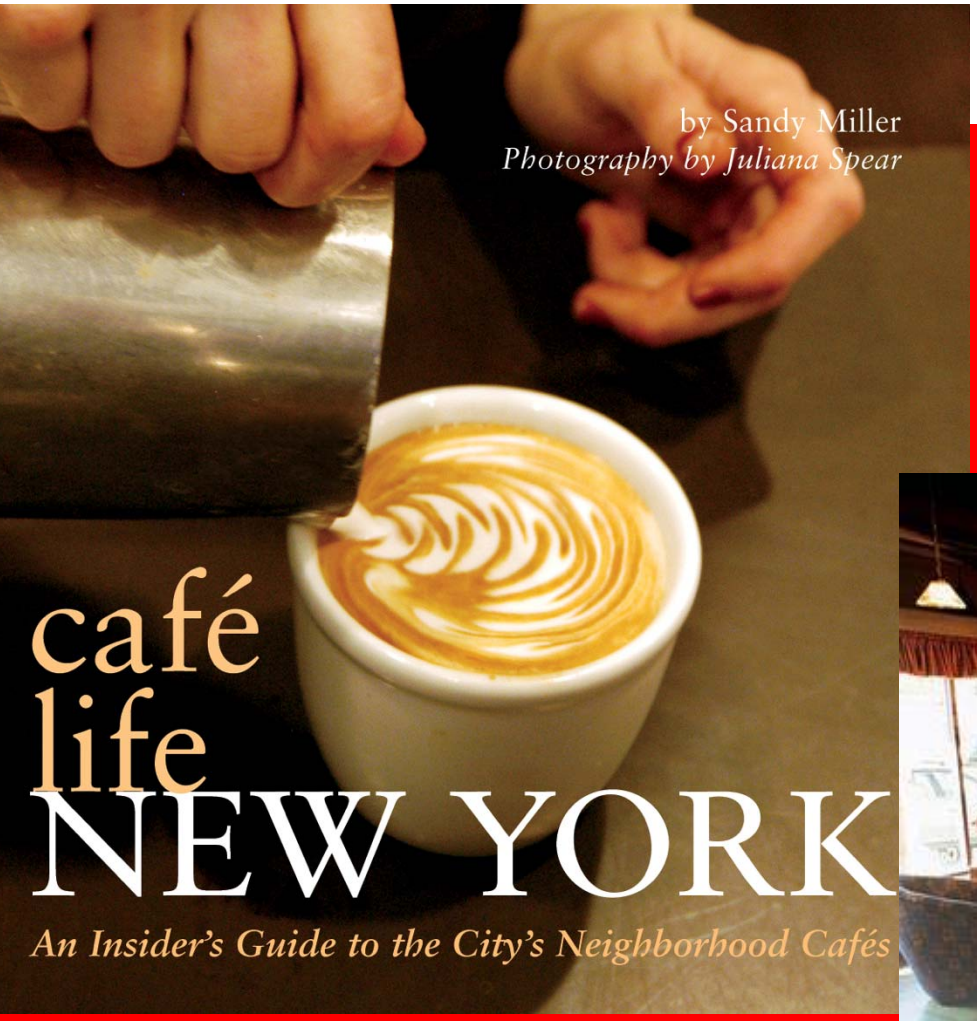
‘tell us’ about your tribe and outline its characteristics…

1) usage…?

2) culture…?

3) communication…?

World Café…



by Sandy Miller

Photography by Juliana Spear

café life NEW YORK

An Insider's Guide to the City's Neighborhood Cafés

Task

In groups create a priority list

the TOP three tribes for consideration

Theme 5
‘Re-Think’ our communication

LIONS KINGS?
Western Mail
Revitalised Rhodri lays down the coalition law
Now is the time to upgrade

. Maio*Junho . 009
. May*June . 009

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TASK

Task

‘Connect 4’

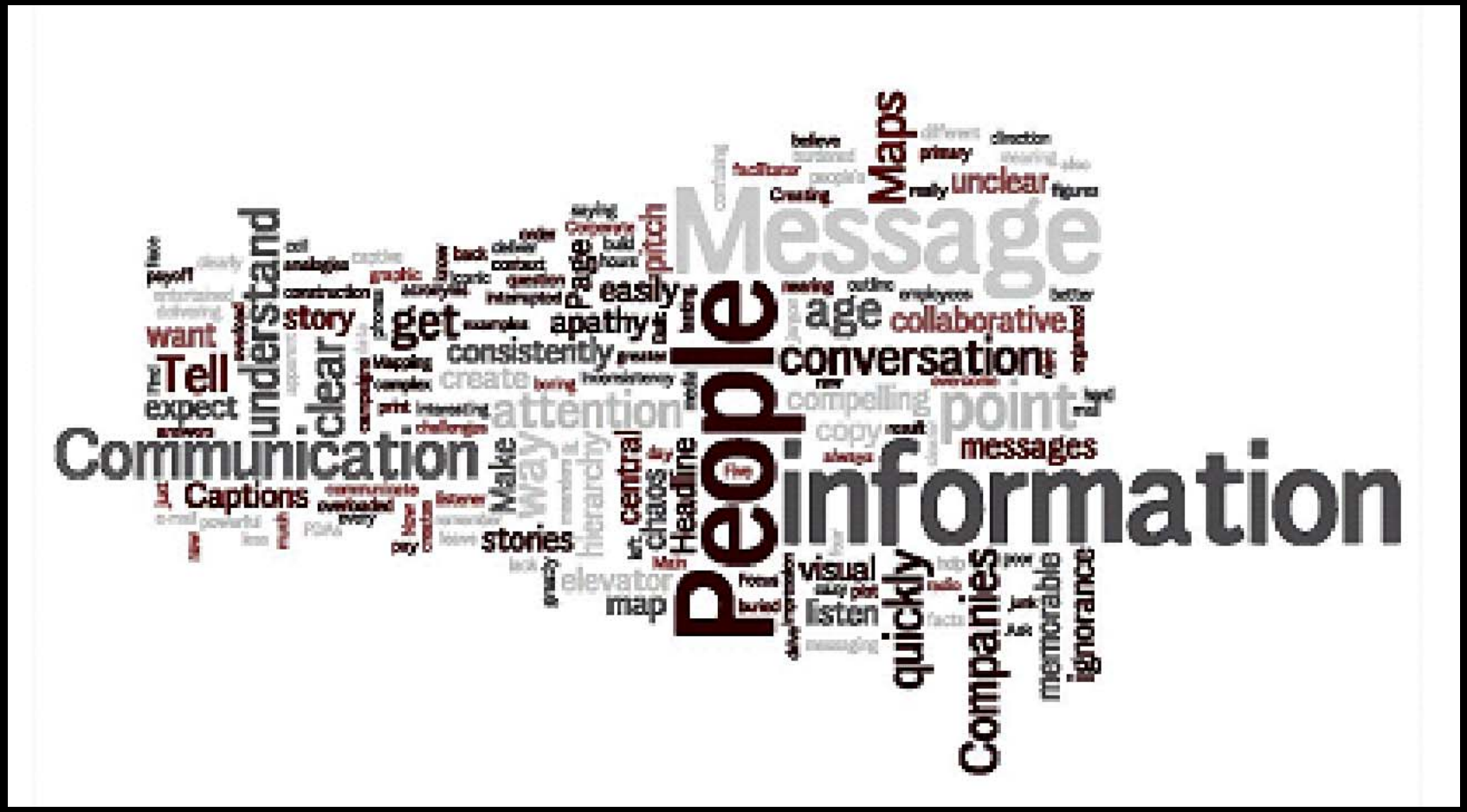
and the top 4 communicative WORDS for the top tribe are:…

1) …?

2) …?

3) …?

4) …?


Message
People
information
Communication
Maps
unclear
understand
clear
get
story
want
Tell
expect
Captions
consistently
apathy
easily
pitch
age
collaborative
conversation
attention
create
compelling
point
copy
messages
Make
way
hierarchy
central
chaos
Headline
stories
elevator
map
visual
listen
quickly
Companies
memorable
ignorance

THE END

(and the beginning)

TASK

The ‘Re-Think’Journey

AIM 1

Identify new opportunities

AIM 2

Prioritise identified opportunities

AIM 3

Communication

TASK

Postcards from the edge

Individually:
write a postcard about your next step