

TOOL DESCRIPTION

Market of Makers



The Market of Makers (MoM) is an interactive group format rooted in effectuation theory. This format can be used to empower individuals and help them to start initiatives that stem from personal ideas, means and ambitions.

Participants take on the role of captains and navigate their 'speedboats' to reach a shared strategic goal, tapping into who they are and their abilities along the way. Through one-on-one dialogues, captains gather contributions from their crew and secure their commitment.

Suggested speedboats (initiatives) are automatically launched when they (1) advance the crew toward the collective strategic objective, (2) operate within agreed guardrails and (3) gain the unanimous consent of the crew (without fundamental objections).






Objectives of the Market of Makers:

- Empowerment: Encourage small but concrete initiatives within a collaborative space
- Pragmatism: Utilize personal assets and networks to support what is doable
- Bottom-up engagement: Create initiatives in alignment with an overarching ambition

When a good fit is achieved between the overarching strategic ambition and the aspirations of participants, one can expect larger numbers of initiatives: The number of started speedboats is typically the number of participants +/- 50 %.

Duration 1,5–3 h	Participants 12–60 people	Facilitation templates for the initiatives printed out
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Market of Makers | Process

Clarify strategic ambition and guardrails  20–30 min	Individual means assessment  10–20 min	Develop individual ideas for Speedboats  5–10 min	Get crew on board (market dialogues)  25–60 min	Launch Speedboats with consent  30–60 min
<p>Start the process by discussing the ambition and guardrails:</p> <ol style="list-style-type: none"> 1. Explain the purpose of the Speedboats – initiatives that make an impact within a framework of strategic ambition and guardrails. 2. Define/refine strategic ambition: Ensure that it's broad enough to encompass diverse initiatives but specific enough to give direction. 3. Establish/refine guardrails: Lead a discussion to set/refine clear guardrails. Examples of guardrails: time commitment, budget availability, voluntary aspects, reporting regulations. <p>A draft of the ambition and guardrails is typically created ahead of the MoM.</p> <p>integratedconsulting.eu</p>	<p>Participants explore their individual means. Present questions for the means assessment:</p> <ul style="list-style-type: none"> • Who am I/we? (identity, values, preferences, dislikes, interests) • What do I/we know? (knowledge, skills, experiences, existing ideas, patents) • Whom do I/we know? (personal contacts and networks) • What "stuff" can I/we utilize? (time, budget, tools, infrastructure, buildings, vehicles) <p>Make sure participants can make notes, for example, on a template.</p>	<p>Each participant is tasked with formulating three ideas for "Speedboats" within a limited amount of time and based on their own resources.</p> <p>Procedure:</p> <ul style="list-style-type: none"> • Provide three "Speedboat Cards" per participant and allocate 5 minutes for individual reflection and ideation. • Encourage the participants to focus on ideas that are autonomously feasible, contribute to the strategic ambition and can be initiated within the established guardrails, aligning with the mindset rule of "feasible over imagined". 	<p>The core of the MoM resembles speed-dating, where participants pitch their ideas to others in quick succession, seeking commitments from potential crew members to support their Speedboat.</p> <p>Procedure:</p> <ul style="list-style-type: none"> • Explain the "speed-dating" format. • Use a timer or gong to signal the end of each 5 min dialogue. • Depending on the number of participants and available time, aim for 5 to 12 rounds of dialogue. • Encourage participants to refine their Speedboat ideas by integrating the resources of others or by incorporating new ideas. • Ask participants to decide, which of their ideas they want to share in the next step. 	<p>In this concluding phase, captains pitch only their ready-to-launch Speedboats in a plenary session. Each initiative must have a headline/mission, a dedicated captain, at least one crew member and a plan for (a) first initial step(s). Speedboats that receive consent – meaning there are no significant objections – are officially greenlit for action.</p>

Market of Makers | Speedboat Template



Captain



Speedboat idea?



Who will join the crew?

With which contribution?



Launch?

Yes

No