6 MUST ASK Questions
to Make Your Next Workshop A Success

Culinary Tides, Inc.
www.culinarytides.com

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How can businesses gain invaluable insights and make strategic decisions (regardless of any industry)?

You guessed it. The answer is through workshops.

Whether you're a retail store, manufacturer, ingredient supplier, or food service operator seeking to capitalize on emerging trends—workshops equipped with relevant data can empower you to make informed choices that impact your business's success. As a result, this gives you an edge over your competitors.

But there's a problem. All this information can be overwhelming to compile, sort, and identify to get to the most relevant insights and opportunities you need to move your business forward.

That's where workshop facilitators come in.

We know you want to help your team develop the next product or improve an existing product. So we fine-tuned the process to help you decide if a workshop is the right fit for you with a list of 3 questions to ask your team and 3 questions to ask your facilitator.

We're here to help you navigate through the sea of information out there with a fresh perspective and the right questions. This will help you to be confident in hiring your next workshop facilitator and boosting your profitability.

3 Internal Questions To Ask Your Team

1. What Is The Budget And Cost-Effectiveness Of Hosting A Workshop?

This may seem like a silly question, but companies often underestimate the cost of workshops even if they're on-site.

A few key things to keep in mind when you ask this question:

- **Account for what you will need for a successful workshop.** You'll want to make sure you can cover things like venue rental, materials, and speaker fees so you don't exceed the budget. And don't forget the meals. Brainstorming requires brain fuel, and that means good food to keep your team thinking!
- **Prioritize Expenses.** You might get the speaker, team, and data together but realize that the majority of your budget is consumed by the location, leaving little room for anything

else. Prioritizing your expenses helps you plan an impactful event and the “little extras” that can help the team be excited about the workshop.

Ultimately, addressing these questions internally helps you plan a workshop that’s within the budget so you can maximize its value and impact to the team and bottom line.

2. What Are The Specific Goals Of The Workshop?

The best workshops are those created with the end in mind.

- Are you developing the next product idea?
- Are you researching trends to create the next “must-have” product?
- Do you want to reevaluate an ongoing strategy to make sure it’s sound going into the next year?

When you plan with the end or outcome in mind, it helps you coordinate with any workshop facilitator to ensure they help guide the workshop so you get results. If you want to bring a workshop that impacts your team, knowing your ideal outcome will give you guidelines to help your workshop facilitator create a customized event. It also helps to create clarity for your organizers and workshop attendees so they are excited to spend a day or two working together to achieve a goal. Whether it's new skills, knowledge on a particular topic, or team-building outcomes, planning with the end in mind will help you create a lasting impact.

3. How Will We Measure Success?

You defined the budget. You have a list of goals or outcomes you want the workshop to provide, but now it’s time to clarify how you’ll measure success.

Everyone likes to have a good KPI (key performance indicator) to track, but as you already know, data can be easy to manipulate to get the end result you want.

When creating a KPI for the workshop, consider these questions to measure success:

- Do we have a clearly defined idea of what success and failure are?
- Do key stakeholders agree with the plan and are onboard with future development?
- Did we achieve the right number of ideas with a preliminary list of necessary equipment, tools, people, and ingredients that will be needed?
- Have key roles been assigned to move the idea to the next stage in planning?
- Do we have a clear timeline for execution based on the outcomes of the workshop?
- Do key stakeholders around this project agree?

Defining these KPIs before the event to measure its success will make a world of difference in the results you experience.

Remember, a workshop should be more than just getting people away from their desks for a few days. It's an opportunity to help you develop the next best thing, while building teamwork and collaboration. When you create clear expectations before and after, it helps increase the effectiveness of the investment in a workshop and gives you action items to implement after the event is over.

3 External Questions To Ask Your Facilitator

There are many options for workshops and team-building activities out there that you can bring to your organization, but the last thing you want to do is waste thousands of dollars on a workshop that isn't effective and doesn't bring the results you want.

Here are three key questions to ask any workshop facilitator so you can give the best experience to your team while developing or improving your next product.

1. What Types Of Workshops Do You Offer and Can They Be Tailored To Our Company's Specific Needs?

When organizing a workshop, asking the above question will help to enhance your entire workshop experience.

Some other important questions to ask are:

- **What are the Ranges of Workshop Topics?** Understanding the range of workshops available helps organizers to find out if the topics align with company goals.

- **How are they Customized?** Customizing your workshop lets you tailor the content to address your company's unique challenges, industry-specific requirements, and organizational culture. This helps to maximize its relevance and effectiveness.

- **Do they Increase Participation?** Tailored workshops get your team excited as they engage with customized content that directly affects their product R&D.

Your company is unique. If you've defined success and the KPIs you want to achieve before you talk with a workshop facilitator as shown above, your chances for success and company specific results greatly increase.

2. Do You Conduct Pre-Workshop Research to Ensure The Content Is What We Need & Is Aligned With The Latest Industry Trends?

You probably have access to a massive amount of data and analytics, but looking at the same information day in and day out can be overwhelming.

When you bring the team together for a workshop, you need a fresh set of eyes and foresight data to help you make better business decisions.

Asking your workshop facilitator what added research and data they will provide before, during, and after the workshop will increase your ROI and ensure a more successful event.

What other benefits does this added research and preparation offer?

- **Company Specific Data:** You'll get the right information and content tailored to your company's specific needs, maximizing its relevance and effectiveness.

- **Industry Alignment:** You'll have the latest industry trends ensuring that the workshop remains current and addresses evolving challenges and opportunities.

- **Commitment from the Facilitator:** Pre-workshop research demonstrates the facilitator's commitment to delivering a high-quality, customized experience, fostering confidence in their expertise and capabilities.

Be curious about their process for staying updated with industry trends and how they incorporate this into their workshops. When you have a workshop facilitator who can provide a tailored and impactful experience that meets the company's objectives and stays abreast of industry developments, you'll get better results.

3. What Is The Structure and Format Of The Workshop?

Of course, you want the facilitator to provide the flow and outline of a workshop but don't just take their word for it. Whether it's their first workshop or their 100th, asking about their flow and process will give you peace of mind you're going to have a great event.

Here are some ideas:

- **Best Practices:** Workshop facilitators that offer expertise in designing effective structures based on best practices ensure maximum participant engagement and learning objectives.

- **Tailored Needs:** Their input allows organizers to tailor the workshop to meet specific needs and goals, enhancing its overall effectiveness.

- **Innovation:** Lectures are BORING and don't create interaction with the team. Ask what interactive exercises, activities, or group discussions will be incorporated to add variety and achieve your ideal outcome.

Knowing the structure and format of the workshop help you optimize time and resources by recommending efficient structures, ensuring a well-paced experience the ability to adapt to unforeseen circumstances or participant feedback, ensuring a seamless and successful event.

So, What Are the Next Steps?

Now that you're armed with the tools you need, you're one step closer to exploring the untapped potential of your team and discovering the next idea. What does this mean?

It's time to hire your workshop facilitator.

As a team leader and potentially a workshop organizer, you want to create an event that will build team dynamics while creating opportunities for business transformation. The only problem is—you might know which workshop is right for your team and the business goals your company has planned for this year or the next 5 years.

We understand that workshops aren't for every company and you need to show how investing in a workshop will give your company the ROI it needs, so you can get the final approval. As an industry-leading foresight research analyst and consulting company, we've worked with hundreds of food and beverage companies to provide key research and unbiased consulting, so companies can plan with confidence.

We approach our workshops the same way—with collaboration, foresight data, and decades of military analysis to give you the edge you need—so you can plan and execute your next workshop.

Are you thinking of planning an event that will create team collaboration while helping the company plan and execute the next "big idea?" (bold for emphasis)

Ready to see how Culinary Tides, Inc. can help you with your next workshop?
Schedule a Call here
or send email to sbadaracco@culinarytides.com

We'll meet with you to discuss your needs, your ideal outcomes, and we'll help you build a workshop that transforms your business.