



Session Rules.

- **Silence your critic**

Your inner-critic has no power here, switch it off and let yourself experiment freely. Not all your ideas will be great but, if you don't let them out you'll never know if you have a good one. Also, don't criticise others, it encourages their inner-critic to say, 'I told you so.'

- **This is a free-thinking zone**

Forget hierarchies and roles we are all just people here, each with their own experience. The output from today will be aggregated and anonymous, feel free to express yourself.

- **Focus on the activities**

Except during breaks, keep your phone, tablet, computer, etc. switched-off. All you need in this session is your brain and for it to concentrate on the tasks.

- **If you don't know what's going on it's not your fault**

All the tasks have been carefully designed for this group of people - if a task isn't clear, it's because I [the moderator] haven't explained it clearly. Just ask me, and I'll fix that.

- **Be punctual**

Today, there are multiple tasks and round of presentations, use your time well and arrive on time where you need to be. It's a form of respect towards the other participants and, also, it'll make the day nicer.