

Strategy Guild Workshop

Ideation Session Notes - 29th July 2024

WG/G Representatives Present:

Writers WG (3)

- ☒ Cjfrankie
- ☒ Mikasa
- ☒ Gorga

Marketing G (2)

- ☒ PhotoGee
- ☐ Ese
- ☐ Aguboss

Video WG (3)

- ☒ Tusso
- ☒ Zalfred
- ☒ LordKizzy

Workshop Session Objectives:

- To critically examine the status of each WG/G's processes, execution and contrast expectations against results.
- To enable critical understanding of what works, why it works, what is not working, and why it isn't working
- To serve as a reference for subsequent sessions, where these problems-perspectives will be further examined towards a resolution end.

Ideation Session: Questions

Strategy Guild Workshop Ideation Session

- These questions served as a guiding compass to probe into WG/G current realities and possible problems. Representatives of each WG/G were called on to answer these questions, to further spotlight on success/progress determinants and pertinent issues within the WG/G.

Responses Summary

Responses to the ideation questions were further processed and presented in this report sheet: [📄 Ideation Workshop Session Report](#)

Marketing Guild (Summary)

- No guild leader; functions effectively without one.
- Departmentalization of functions implemented.
- Leadership role discussions paused.

Writers WorkGroup (Summary)

- Crafts compelling stories for various platforms.
- Utilizes Zealy for enhanced community engagement.
- Employs a unique point system to spotlight active members.
- Advanced content promotion to Substack and community page.
- Introduced new language pages on Twitter: Spanish, French, and Pidgin.

Video Workgroup (Summary)

- Tasks assigned randomly to core and junior members.
- Deliberates on improving social media engagement strategies.
- Relies on Writers WG for video content creation.
- Budget constraints affect access to video creation tools.
- Faces challenges with visibility and reach of videos.

What We Do in Our WG That Works Well

- **Writers WG:** Utilizes point systems and recognition to boost member engagement.
- **Video WG:** Uses random generators for fair task assignments.
- **Marketing Guild:** Functions well without a designated leader.

How Our Workgroup is Different from Others

- **Writers WG:** Unique assessment and onboarding process with a point system.

- **Video WG:** Efficient task assignment module ensures continuity.
- **Marketing Guild:** Operates effectively without a centralized leadership structure.

What We Do That No Workgroup Does as Well

- **Writers WG:** Peer review system and scribbler tests for new members.
- **Video WG:** No delays in task completion, even if a member is unavailable.

Challenges Outside Our Control

- **Writers WG:** Difficulty obtaining meeting summaries from other WGs for monthly recaps. Challenges with content reach and visibility on social media.
- **Video WG:** Dependent on Writers WG's output, causing delays in video projects.
- **Marketing Guild:** None indicated.

Ask a WG/G one question

- No questions were raised by WG/G representatives for others. This was likely because issues of interest were already addressed during the discussion of previous questions.



Next Workshop Session(s): Expectations

- The second session will aim to harness opportunities from the ideas discussed.
- After phases 1 and 2, an adaptation report will be prepared and presented in the final (fourth) session.
- The final session will discuss solutions and improvements, focusing on implementation without altering the existing structure, processes, or budget.

How the workshop session felt

Interesting, Engaging, Active, Highly Productive, and enjoyed by everyone.

Sources

-  Strategy Guild Workshop Ideation Session
-  Strategy Guild 29th July Session Agenda