Module 3

Product Development and Planning

Lesson 1

(Optional/Face-to-face)

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Learning Outcomes

for todays Face to Face Session

By the end of this session you will:

- Have had opportunity to develop your imagination
- Have had opportunity to develop your problem solving skills
- Have had opportunity to develop your own customer satisfaction survey

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Ice Breaker

Lets get to know each other

- Name
- Background
- Why have you signed up for this course?
- One interesting fact about you
- Discuss
- Then introduce your partner

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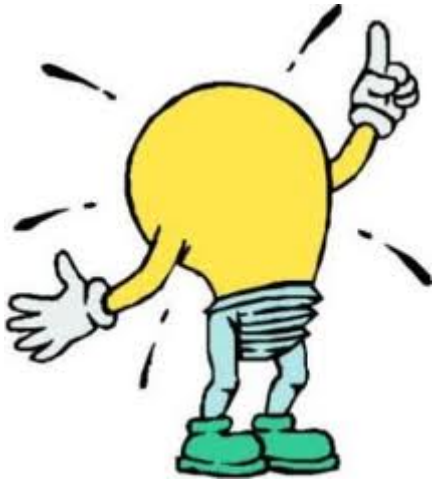
Product Development and Planning

Young Social Enterprise



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JRM Business

This is a great opportunity to see a social enterprise in action. We are now going to watch a video made by two young lads who started their own business. They started this as the age or 9 and 11 years old and initially started off selling old currency and coins.

They have been on a journey together and found it difficult to be taken serious due to their age however had an idea and made this a reality.

20 minute video

https://www.youtube.com/watch?v=CzncRIRdqDM

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Discuss together

What made it possible for these two young lads?

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Developing your Imagination

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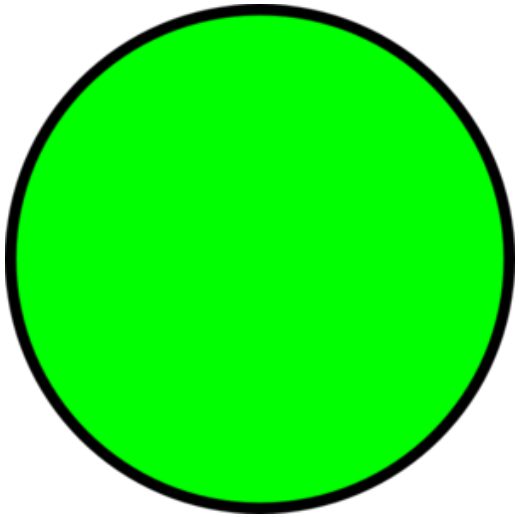

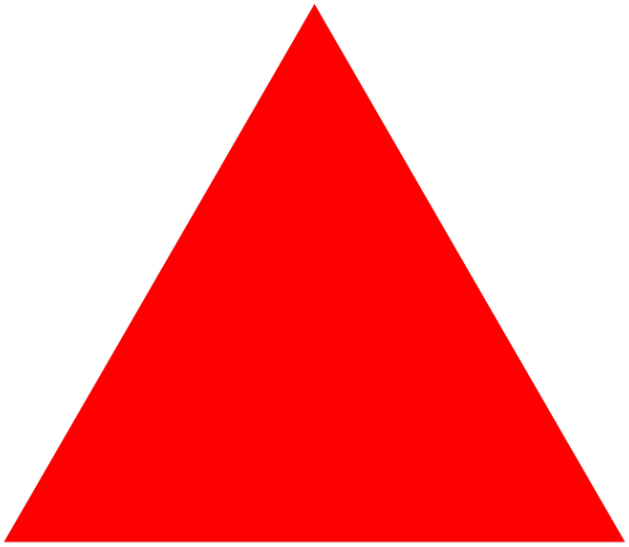

What is your green dot?

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Developing your Problem Solving Skills

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Lets try and solve 3 different problems

3 Glasses
Candle
9 dot problem

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Problem Solving – 3 Glasses

- 3 glasses of juice
- 8oz, 5oz, 3oz
- **Make 2 equal servings of 4oz each**
- **No measuring**
- **No guessing**

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Problem Solving – Candle

- Thumbs tacks
- Candle
- Box of matches
- **Attach the candle to the wall**
- **Light the candle**
- **Without burning the house down**

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Problem Solving – 9 dot

- 9 dots on paper
- 3 rows of 3 dots
- **Connect the dots**
- **Using only 4 straight lines**

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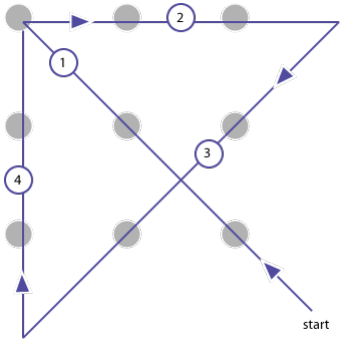

Problem Solving

Lets watch

https://www.youtube.com/watch?v=vg936IW9i7Q

10 minutes

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Key learning points

•Thinking outside the box

•Empty space is a positive

•We often don’t always see the solution straight away

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Developing your Customer Satisfaction Survey

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Why do we want to do a survey?

Group Discussion

10 minutes

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The right questions give us good information

Make it short

- If you ask it then use it.

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What do we do with the answers we get?

Group discussion – 10 minutes

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Reflecting Back

We hope that you have now gained:

- Some insight into your imagination and its capabilities
  - the green dot theory
- A spark in your problem solving abilities
  - Thinking outside the box
- The usefulness of a customer satisfaction survey
  - Using this to help you not hinder

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