



# BENEFITS AND CHALLENGES OF CO-CREATION

<b>BENEFITS</b>	<b>CHALLENGES</b>
<p><b>ENGAGEMENT EFFECT</b></p> <ul style="list-style-type: none"> <li>➤ Everyone takes part in the discussions and decision-making (active role).</li> <li>➤ Fosters collaboration versus competition.</li> <li>➤ Promotes and strengthens a sense of belonging to a group/ team.</li> <li>➤ Stimulating for facilitators!</li> </ul>	<p><b>INTEGRATING CO-CREATED IDEAS</b></p> <ul style="list-style-type: none"> <li>➤ Need to clarify the desired objective: consultation or decision-making.</li> <li>➤ If co-created proposals are not taken seriously, the opposite result occurs: disengagement.</li> <li>➤ Internal challenge: getting recognition for decisions resulting from a co-creation process.</li> </ul>
<p><b>INNOVATION</b></p> <ul style="list-style-type: none"> <li>➤ A fun space that encourages creativity.</li> <li>➤ There is no "right answer": think outside the box!</li> <li>➤ Collective intelligence can lead to groundbreaking results.</li> </ul>	<p><b>GROUP SIZE AND DYNAMICS</b></p> <ul style="list-style-type: none"> <li>➤ The bigger the group, the more ideas there will be! Can be a challenge for group cohesiveness.</li> <li>➤ The bigger the group, the bigger the moderation issues will be.</li> </ul>



## BENEFITS

### LETTING GO

- The process is more important than the result. Takes the pressure off!
- Fosters confidence in yourself, others and the process!

## CHALLENGES

### MANAGING UNCERTAINTY

- Accepting that you can neither predict everything nor know the outcome in advance.
- Requires improvisation and the ability to navigate complexity.
- Can be a source of stress.

### STRUCTURED APPROACH

- Clarify the intentions, goals and practices in a workshop plan.
- Introduce a workshop routine.
- Creates a shared sense of purpose and reinforces the process.

### TIME-CONSUMING

- Preparation, design of the facilitation materials and summary of the ideas.
- To be avoided if the schedule is too tight.
- Experience reduces prep time!

