



**GOOD**  
**FUTURES**  
FROM GOOD INNOVATION

PARADIGM SHIFT

FUTURE

COMMUNITIES

METaverse WORKSHOP PACK

# Good Futures Workshop Pack Intro

## Why a workshop pack?

The goal of Good Futures is to get to the 'so whats' behind the trends. Every week we consider some of the broad implications for the sector, but we want to make the 'so whats' work harder for our subscribers.

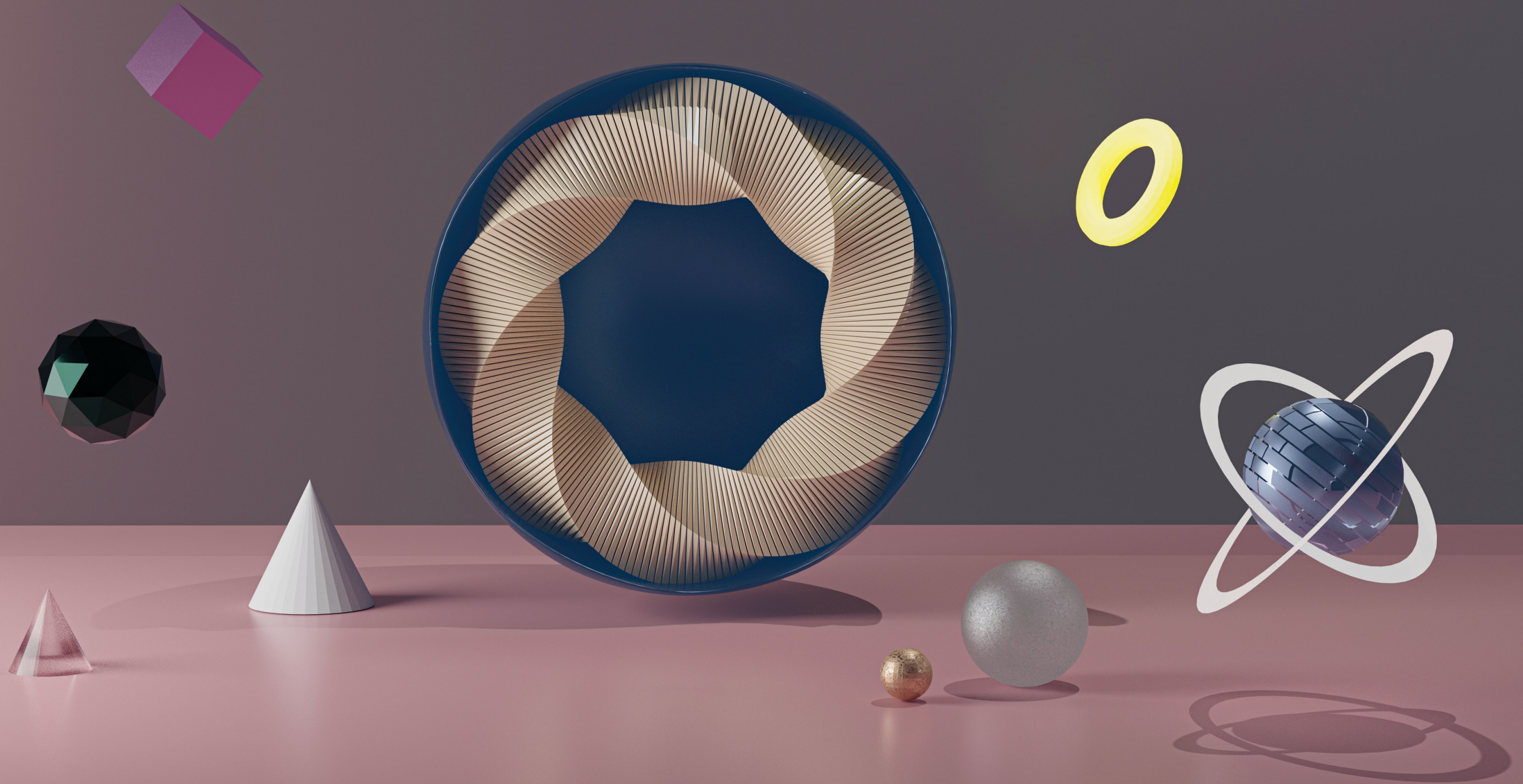
That's why we've developed the workshop packs - designed to go hand in hand with the weekly trend. These packs will help you co-create the start points for innovation in your organisation, consider the questions you need to start asking now and prepare for what's next.

Each pack is developed by our GI innovation experts and is created to help you self-facilitate an innovation workshop to develop new income and impact ideas.

## What's in the pack?

Each pack comes with a workshop plan, stimulus and templates. We recommend you run the workshops with a group of at least 4 people so you can share ideas and build on each other's start points, but you can also work these exercises on your own.

# METaverse Workshop Pack

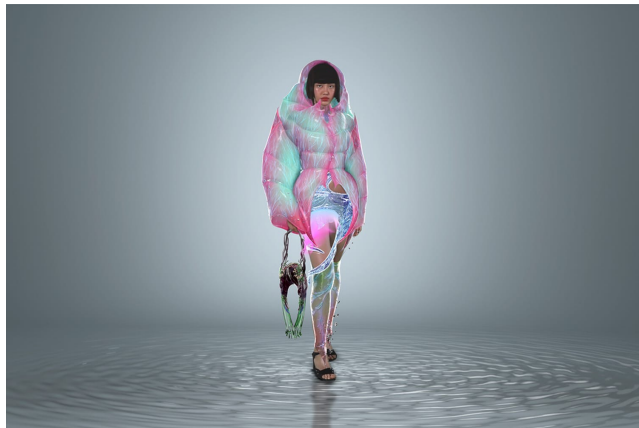




# Welcome to the Metaverse

**What is it?** The metaverse is a blending of digital and physical existence. It's more than just life online - it's the blurring of interactions that boundary the physical and digital world.

**Why Should I care?** The pandemic saw many of us escape reality into online worlds like *Roblox* and *Fortnite*. But these spaces have proven to be a place where human creativity can flourish and thrive. **Where communities can connect and grow.**



Auroboros styled by Sita. Digital couture collection sold on Drest

Brands are sidestepping IRL and going Direct to Avatar



Find new and unexpected spaces to build community



Explore hybrid opportunities - the liminal space

## So what?

These probably won't look like your normal audiences. It's more than just a Facebook group.

How can you find and connect with new supporters in the metaverse?

How and where can you experiment with hybrid events?

How can you build a tribe around your mission? And how can you empower them to create change?

# Metaverse Workshop Pack

## Session Outline:

This workshop helps you consider the implications and opportunities of post-truth through three different lenses:

1. Income generation
2. Community and supporter engagement
3. Influence and impact (inc. policy and campaigning)

## Session Goal:

This is an idea generation workshop that helps you consider: who your potential customers could be, and what their needs are, the assets, skills and expertise you bring to the table, and who else is working in this space as inspiration/competition.

The workshop can be run as a single session, or you can split into two parts. Part 1 can also be completed by individuals as pre-work before the session, reserving 15 minutes at the start for everyone to share back and cluster assets and customers.

# Metaverse Session Plan

<b>Workshop – Building online community</b>		
<b>Exercise 1:</b> Audience	Consider: who could your audience be? Who do you want to want to build a community with? Where are they already congregating?	Work in groups to complete the template and share back with the group.
<b>Exercise 2:</b> Strategy	Consider: What’s the strategic role of the community? Consider: Why does your community exist? What is it seeking to achieve? Consider: Why they would join your community?	
<b>Exercise 3:</b> Building Blocks	On post its, create ideas for: <ul style="list-style-type: none"> <li>- How they join</li> <li>- Actions they take</li> <li>- How does it deliver impact?</li> <li>- How does it deliver income?</li> </ul>	
<b>Exercise 4:</b> Create your community	Complete the template to create your community	
<b>Exercise 5:</b> Pitch and wrap up	Pitch back, vote, wrap up	

# Community Template

**Audience:**

*Who is your audience?*

**Where is your community?**

*What platform?*

**All About Them:**

*Where are they already congregating?*

*Why would they join your community? What's their need?*

*How will they feel when they join your community?*

**All About You:**

*Why do you want to build a community?*

*What do you want your community to achieve?*

*How does it deliver impact and income?*

**Actions & Outcomes**

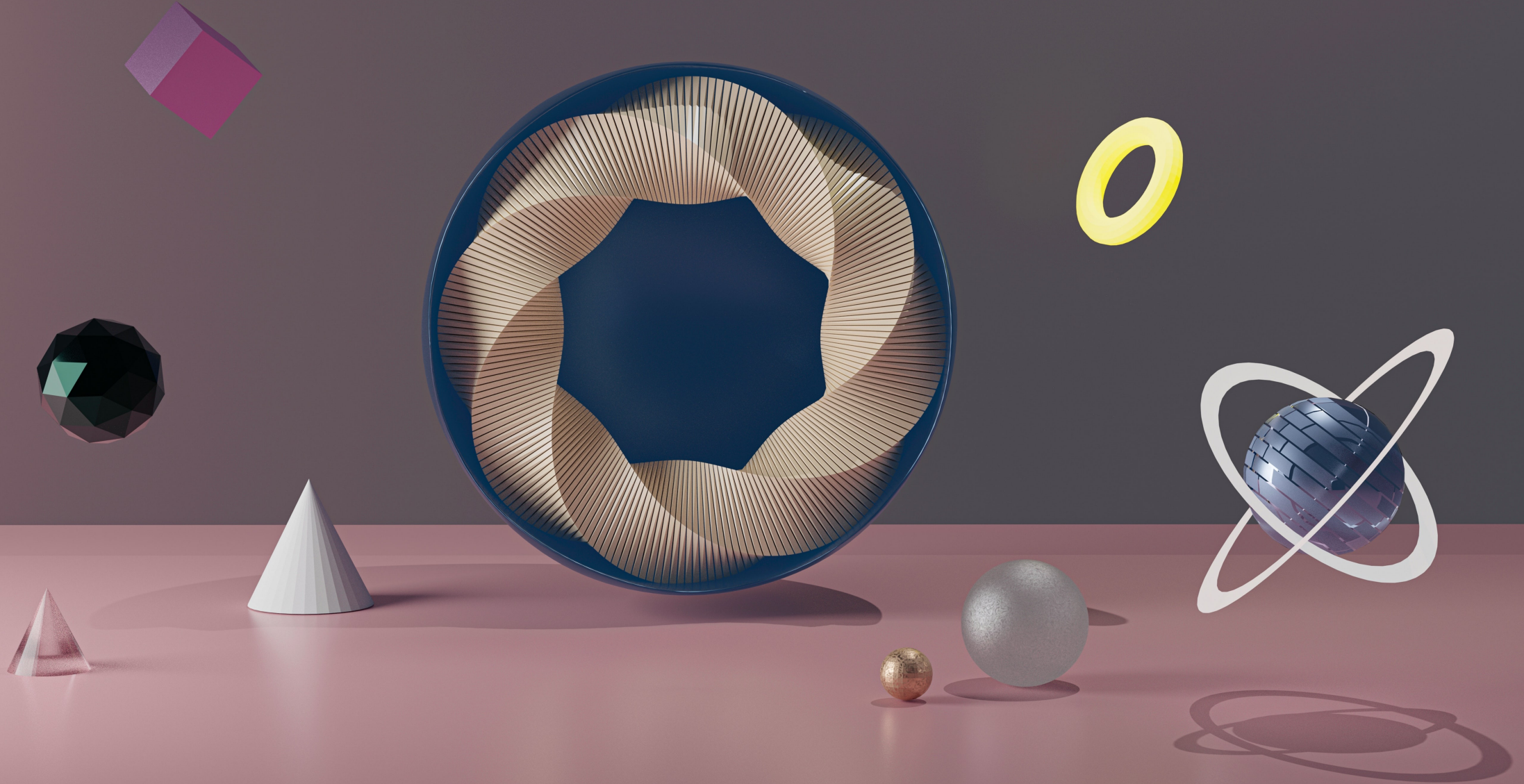
*How do they join?*

*What actions do they take?*

*What's the lifetime of the community?*



# METAVVERSE Stimulus





# How to get the most out of stimulus

The goal of using stimulus is not to re-create the idea on the page, it's about unpacking the features and attributes that make the stimulus interesting and using those as start points for idea generation.

1. Write down all the things that make the stimulus interesting. It could be a product feature, the business model, the tone or language, the target audience. Ideally write one feature per post-it so you can cluster later.  
*(Pro Tip: Don't rush this part. If you think you've run out of features, consider the stimulus from a customer's perspective or from a competitor lens. By viewing it from different angles you might see something new and unexpected).*
2. Cluster these features into groups or themes.  
*(Pro Tip: Designate one person to facilitate the group. They can start to cluster themes as people read out their post its.)*
3. Taking one cluster as a time, use this feature or attribute as a start point for idea generation. Give people 3 minutes to generate an initial idea of their own before encouraging the group to share ideas and build on each other's.  
*(Pro Tip: When people share back their early ideas, encourage others to build and grow their ideas, rather than killing them early. If you don't like an idea or you can see problems with it, try to solve those problems or add to the idea so it becomes something you could love).*

# Connecting in games

Games like Animal Crossing and Fortnite have become places for people to meet and socialise.

Nearly two-thirds (61%) of UK adults played games with friends and family to stay in touch during lockdown, according to a May 2021 survey from Xbox.

*"Gaming communities are the new borderless, global cities, and brands need to start investing in them as if they were New York, London, or Tokyo."*

Rob Dickens & Stacey Kaufman  
Partner, Global Strategy Director & Associate Strategy Director  
Mediacom



# Finding your tribe

New social networks like TikTok are enabling younger audiences to find their tribes – to connect with those who are experiencing the same challenges, interests or passions as them.

From eGirls and VSCO to cottagecore and challenges.

The metaverse is another space to find and connect with your tribe, and these connections then extend into IRL.





## Liminal Spaces

Consider the liminal spaces – the hybrid event opportunities. Communities in the Metaverse are constructing a new world where participants are straddling physical and virtual realities.

See Lil Nas X's concert in Roblox, or Andrew Yang's political campaigning on ZEPETO.



# Community Template



Audience:

Where is your community?

All About Them:

All About You:

Actions & Outcomes



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Need some facilitation support, or a want a bespoke workshop or innovation sprint to help explore the shift further?

Drop us a line at  
[goodfutures@goodinnovation.co.uk](mailto:goodfutures@goodinnovation.co.uk) for a  
chat