



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

PARADIGM SHIFT

FUTURE

COMMUNITIES

POST-TRUTH 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.



I WISH  
THIS WERE  
FAKE NEWS

THIS SHAN  
PAS  
3:11.21

NO WALLS  
NO BAN!

away  
those in  
need

We Are  
What

TY

Ally Pacific

POST-TRUTH Workshop Pack

# Post-Truth 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.

# Post-Truth Session Plan

<b>Part 1: Ecosystem &amp; Customer Mapping – 1 Hour</b>		
<b>Exercise 1:</b> Assets, Knowledge & Expertise	On post its, write down your unique assets, knowledge and expertise. What makes your organisation special? What information do you have that no one else holds?	One asset per post-it. Map in pairs, then share and cluster as a group.
<b>Exercise 2:</b> Customer Needs	Create a long list of potential customers. Select a few to map in the exercise (this can be repeated multiple times)	Work in pairs to complete the template and share back with the group.
<b>Part 2: Ideation – 90 minutes</b>		
<b>Exercise 3:</b> Ideation	Use the stimulus to generate potential ideas. Spend 40 minutes on this activity. It might help to give designated time to each lens: <ul style="list-style-type: none"> <li>- Income generation</li> <li>- Supporter Engagement</li> <li>- Influence &amp; Impact</li> </ul>	Generate as many ideas as possible. Make sure you capture ideas in detail and not just one word.
<b>Exercise 4:</b> Clustering	Cluster your ideas into theme or opportunity areas.	Label each cluster or group.
<b>Exercise 5:</b> Write Ups	Take one cluster per pair and use the idea template to writeup at least one idea in more detail.	Share back your ideas to the group.

# Customer Empathy Mapping Template

## Customer:

*Who is your customer?*

## Pains, Gains & Goals:

*What are their problems, their fears and their frustrations?*

*What are their hopes and ambitions?*

*What are they trying to achieve, and why? Why is this important for them?*

## Barriers & Problems:

*How are they currently achieving their goals?*

*What barriers do they face to achieving their goals and ambition?*

## See & Hear:

*Who else is working with them?  
What solutions have they already seen?*

*What interaction (if any) have they already had with your organisation?*

*What is their opinion of your organisation and your services?*

## Customer Needs:

*What are the customers needs? Try to articulate these are problems statements. i.e. I need or I want.....*

A blank version of this template is available at the end of the workshop pack.



# Idea Capture Template

## Idea Name:

*Give your idea a name.*

## Customer Need:

*Describe the customer and the primary need you are addressing.*

## The Big Idea:

*Provide a brief description of the idea and what it is trying to achieve*

## Illustration of the idea (how it could work):

*Illustrate how the idea could work:*

- *Product drawing*
- *Advertising campaign*
- *Business model*
- *Value chain*
- *Customer experience map*
- *Impact diagram*
- *Partner interactions*

## How it makes money or How it will be funded:

*Describe how it will make money – directly or indirectly*  
*Describe how it will be funded*

A blank version of this template is available at the end of the workshop pack.



**POST-TRUTH 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).*

# The Citizens

The Citizens use impact journalism to hold government and big tech to account. Founded in the midst of the pandemic, they've brought together leading scientists to create a shadow accountability body to challenge the UK government's response to COVID-19, investigating the awarding of multi-million-pound contracts to political donors and creating an open-source database to put the information into the public domain.

The Real Facebook Oversight Board, *"bringing together leading academics with the leaders of the most important civil rights organizations to find surprising and creative ways of holding Facebook to account for its role in spreading hate speech and misinformation which we feared – rightly, it turned out – was helping foment a coup d'état. All with a tiny team and a handful of volunteers"*.

The Real Facebook Oversight Board

**WARNING: democracy is at risk**

Is it possible to have a free and fair election in the age of Facebook? Already, the platform is being used to suppress African-American, Black and Latinx votes. Its tools are being used to spread lies and to enable private militias to organize voting station protests.

We need your help to try to hold it to account.

Join the movement

**Get in touch and investigate**

Are you interested in helping us sort through them and uncovering instances of cronyism, lack of oversight, or fiscal negligence? If so, please get in touch via direct message (DM) on Twitter **@allthecitizens** – and help us shine a light on this government.


Send us a message

# Summit Ice Apparel

Comedian Nathan Fielder started Summit Ice Apparel, a not-for-profit company, in 2015 after learning that the Vancouver-based company Taiga posted a tribute to Holocaust denier Doug Collins.

He decided to start his own company and produce soft shell jackets. 100% of Summit Ice Apparel's profits go to the Vancouver Holocaust Education Centre in Vancouver, Canada. They sold half a million dollars in jackets in their first 3 months.

In March 2017, they opened a pop-up shop in Vancouver, Canada where members of the public could buy Summit Ice Apparel or exchange their Taiga jacket for a Summit Ice jacket.



**Summit Ice Onesie**

**\$22.99**

Summit Ice believes that brand loyalty and Holocaust education should begin as early as possible. That's why we've designed a baby onesie that is both cute and stylish. These little suckers are made of 100% cotton and feature snap closures for easy diaper changes.

[PURCHASE](#)

## Summit Ice T-Shirt

**\$24.99**

This high-quality 100% cotton tee provides maximum comfort while making a statement about the Holocaust.

[PURCHASE](#)



# Macmillan Digital Nurse

In 2017 Macmillan Cancer Support announced the appointment of a digital nurse to “combat ‘fake news’ online” regarding the disease and to stop patients “turning to unverified sites for information”.

Macmillan said it had created the digital nurse specialist role in response to “a growing demand for online information about cancer diagnosis and treatment”.

The charity said it is “concerned that patients are turning to unverified sites for information which could leave them needlessly frightened and at risk of bogus cures.” Macmillan cited examples of Google searches which erroneously suggest that chemotherapy kills more people than cancer itself, and that “baking soda can cure breast cancer”.

Macmillan said that, while it “acknowledges that the internet is a vital tool for cancer patients to get information”, it hopes the new digital nurse role will help “separate the wheat from the chaff,” helping patients to use “websites that are accurate and reputable rather than those with incorrect or dangerous information”.





# First Draft News

First Draft's mission is to protect communities from harmful misinformation. They work to empower society with the knowledge, understanding, and tools needed to outsmart false and misleading information.

One of their offers are digital tools to help both content creators and the public make better-informed judgments about the information they encounter online, including easy to digest online training.

Their online essential training guides are designed as starting points for exploring the challenges of digital journalism in the modern age. Including advice on fighting disinformation in closed spaces, and messaging apps.

**FIRST DRAFT**

## Verifying content online challenge

This interactive exercise will help you verify images, places and accounts that you find online.

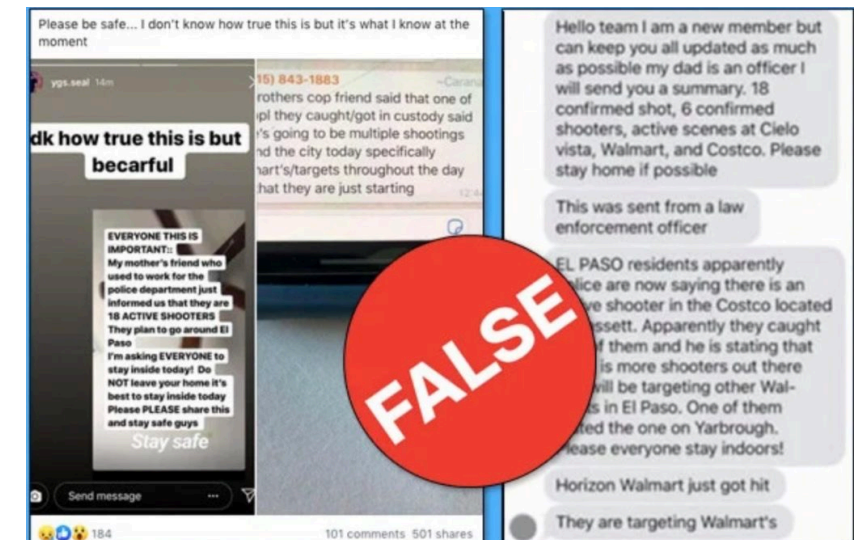
One of the quickest ways to verify content online is by using reverse image search, and a bit of geolocation.

We'll need [Google Images](#) and [Google Maps](#) to complete this challenge, so be sure to have these open and ready in another tab.

You have two chances to get each of the four questions right. Ready? Good luck!

NB: This challenge is best on desktop.

**GET STARTED**





# BBC - Reality Check

The BBC have a team dedicated to fact checking and debunking misleading and false stories masquerading as real news - Reality Check.

Reality Check investigations have included:

- Covid misinformation
- Voter fraud
- Cross-checking government claims on crime statistics
- Who would lose out from UK Aid Cuts



### Are wildfires getting worse?

A series of major wildfires across the world has hit the headlines - how do they compare to previous years?

5d | Reality Check



### The vaccine fertility myths that just won't go away

Posts claiming Covid vaccines cause miscarriages are not supported by scientific evidence.

6d | Health



### What's to blame for Iran's water crisis?

Iranian officials have warned of historic drought while experts blame years of poor water management.

1 August 2021 | Reality Check



### The cost of hosting the Olympics

Holding the world's biggest sporting event comes with a hefty price tag

22 July 2021 | Reality Check



### Four misleading Covid claims fact-checked

Debunking claims shared widely on social media about cremations in the UK and US vaccine statistics.

25 July 2021 | Reality Check



### What's stopping food aid from reaching Tigray?

A renewed surge in fighting has made it ever more difficult for aid to reach areas in desperate need.

30 July 2021 | Reality Check

# The Goodnewspaper

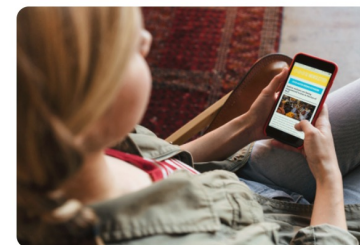
The Goodnewspaper is a print newspaper designed to leave you feeling more hopeful and better equipped to do more good.

Each issue is filled with dozens of good news stories. And at the bottom of each good news story you'll also find action steps on how you can make the biggest difference with the issues you care about.

On top of that, every issue has a free centrefold poster featuring an inspiring quote illustrated by a guest illustrator. Plus, crossword, comics, or recipes.

The Goodnewspaper is focused on celebrating all sorts of good news. Many issues have themes — like The Sustainability Edition, The Mental Health Edition, The Veterans Edition, The Refugees Edition, and The Animals Edition. Others have more general themes with a variety of diverse stories.

No matter what, each issue will include a diverse range of good news stories from around the world — highlighting the people, ideas, and movements shaping the world for the better.



## Goodnewsletter

Every Tuesday you'll receive the best email you get all week — filled with reminders of the good in the world.

GET THE FREE EMAILS



## Goodnewspaper

Our print newspaper will help you slow down, leave you feeling more hopeful, and empower you to do more good.

BECOME A SUBSCRIBER



## Sounds Good Podcast

Listen to hopeful conversations with optimists and world-changers about the headlines we can be hopeful about.

LISTEN TO THE PODCAST

## The Sports Edition



SUBSCRIBE TO THE GOODNEWSPAPER

SPORTS

### ***Paving a Path for Justice: 7 Runners Making a Difference to Follow on Instagram***

We profiled seven runners using running as a platform to build community and fight for justice — for both people and the planet.

READ MORE

SPORTS

### ***How A Man In Prison Used A Rowing Machine To Become A Record-Breaking Triathlete***

He was raised in a family of career criminals. The year he was born, in 1983, his uncle orchestrated a heist of £26 million worth of gold, diamonds, and cash...

READ MORE

# Customer Empathy Mapping

Customer:

Pains, Gains & Goals:

Barriers & Problems:

See & Hear:

Customer Needs:

- 1.
- 2.
- 3.

# Idea Capture

Idea Name:

Customer Need:

The Big Idea:

Illustration of the idea (how it could work):

How it makes money *or* How it will be funded:



PARADIGM SHIFT

FUTURE  
COMMUNITIES

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