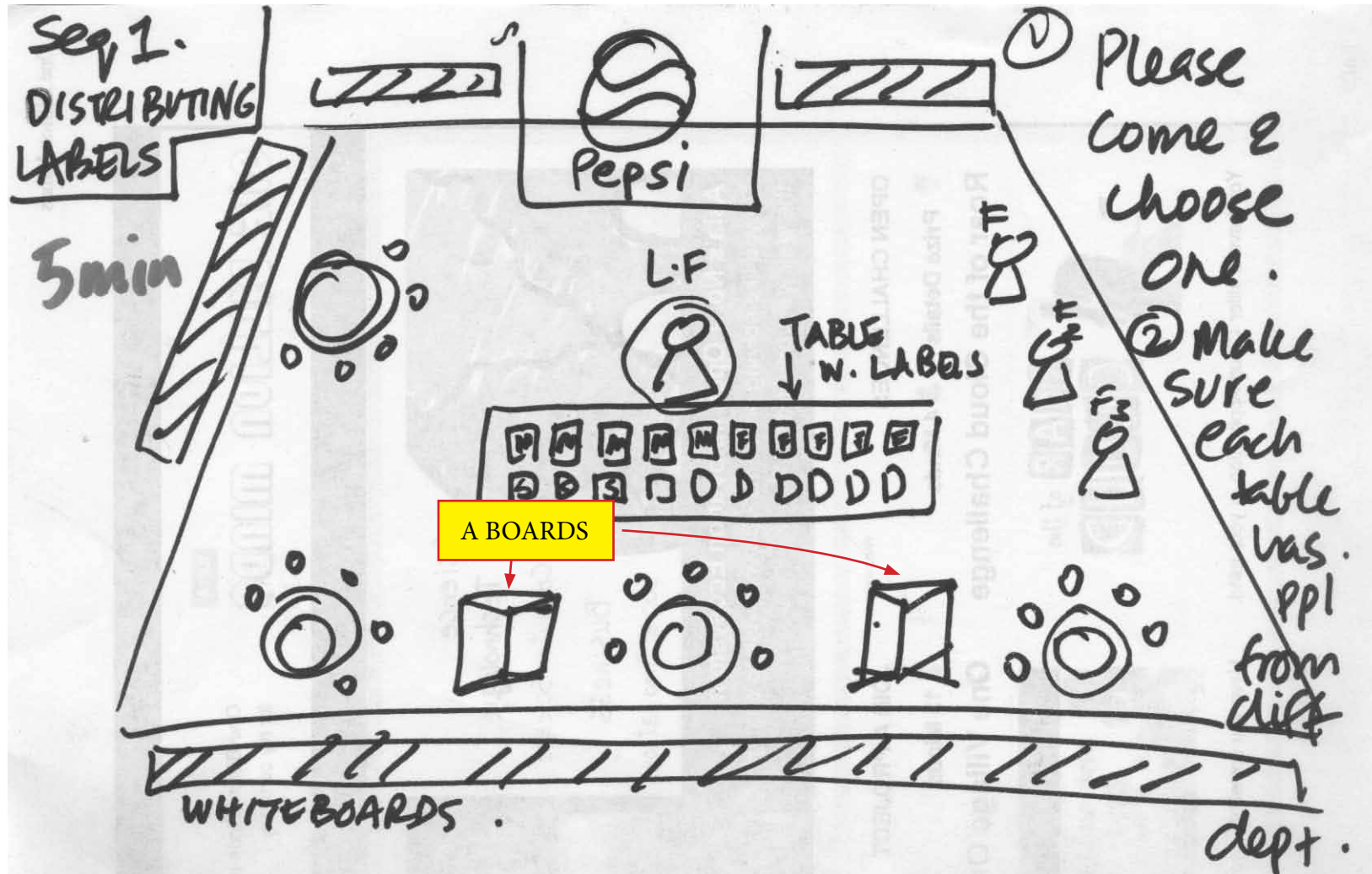


NOTE FOR FACILITATOR

1. we print 5 labels of each role.
2. we set up a table with all the role labels
3. we ask participants to pick labels.
4. We ask them to take a table and ensure there are people from all departments.

SLIDE 1,2  
after pepsi logo  
briefly we will have  
the label slide up  
explaining roles

SPECIAL NOTE: A boards are the movable white boards we have in school. They can serve as partitions between the groups on the big wall and later we will pull them together to put up our priority matrix



5 MINUTES

## FACILITATOR DEMONSTRATION

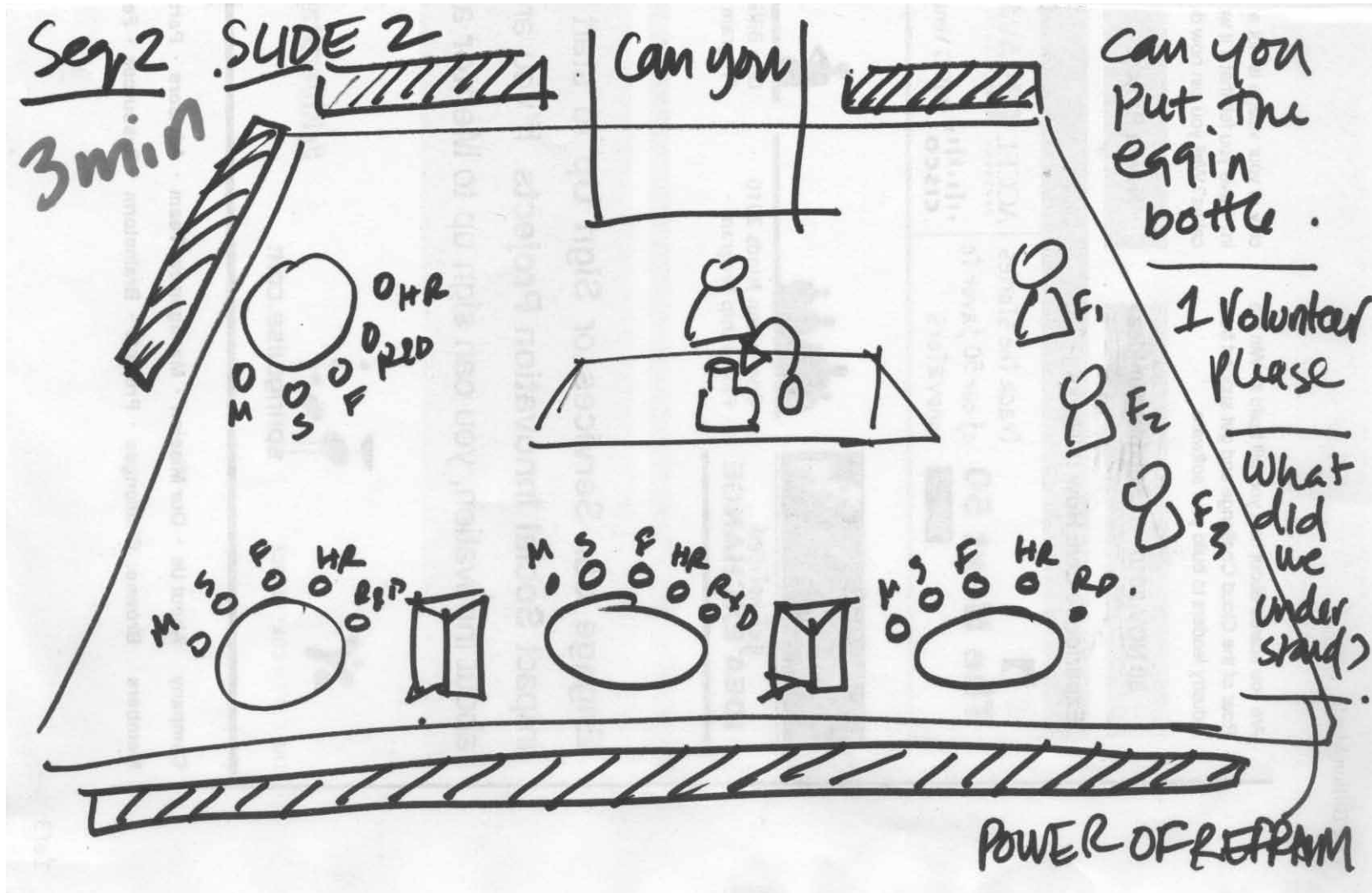
1. After people have taken their seats facilitator asks for a volunteer.
2. Volunteer comes up.
3. Facilitator asks "can you put the egg in the bottle"

## SLIDE 3

after pepsi logo  
briefly we will have  
the label slide up  
explaining roles

## SPECIAL NOTE

1. If volunteer can't Bravo! make him realize he actually "reframed" the problem given to him
2. if he doesn't then show him and talk about the power of reframing.

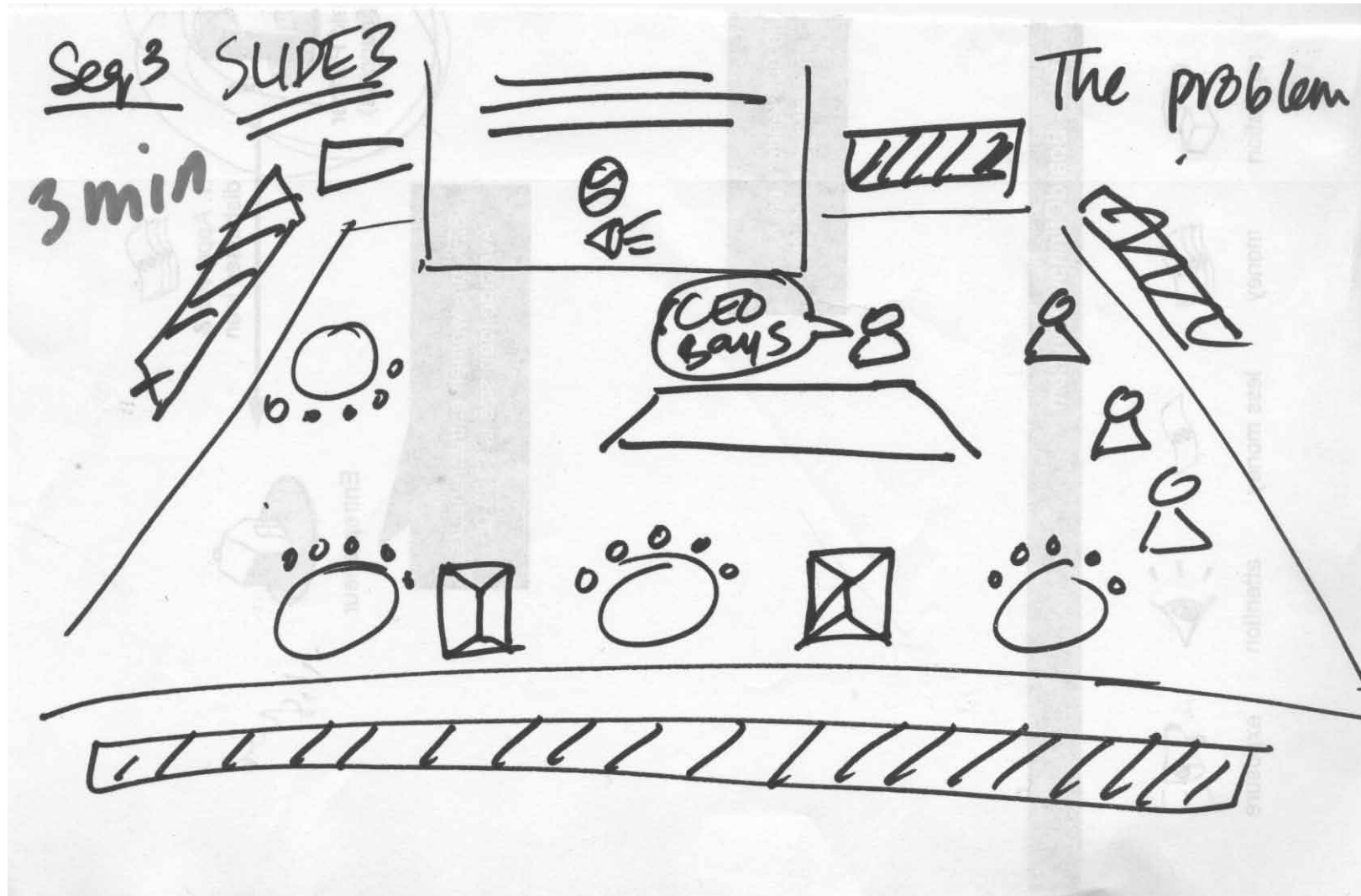


5 MINUTES

FACILITATOR

1. Our CEO has something to say
2. The problem we have at in our hands is that Pepsi is losing market share in NAmerica in teh beverage segment

SLIDE 4



3 MINUTES



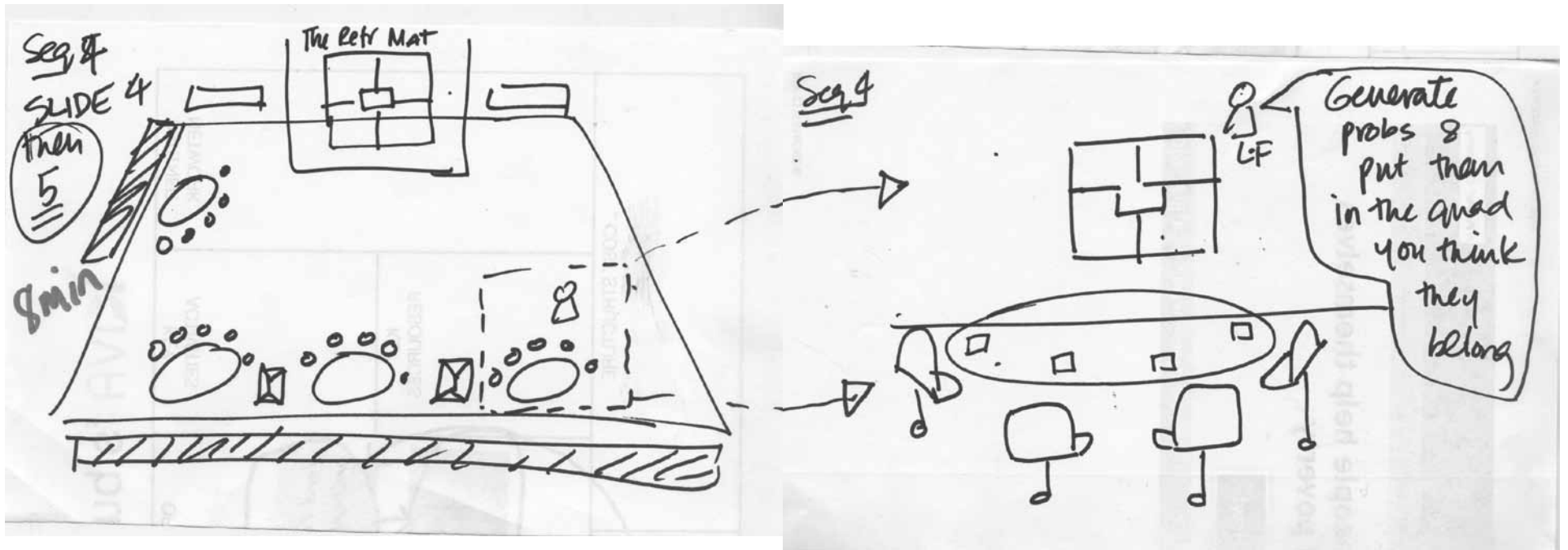
FACILITATOR

1. This is the reframing matrix explain each quadrant and the kind of questions it pertains to
2. Each participant on the table generates problem from his perspective to fill all four quadrants.
3. Don't hesitate to put any other question too.

SLIDE 5,6  
matrix slide and  
then rules of the  
game slide

SPECIAL NOTE

1. Other participants are going around and facilitating each table.



2+ 10 MINUTES

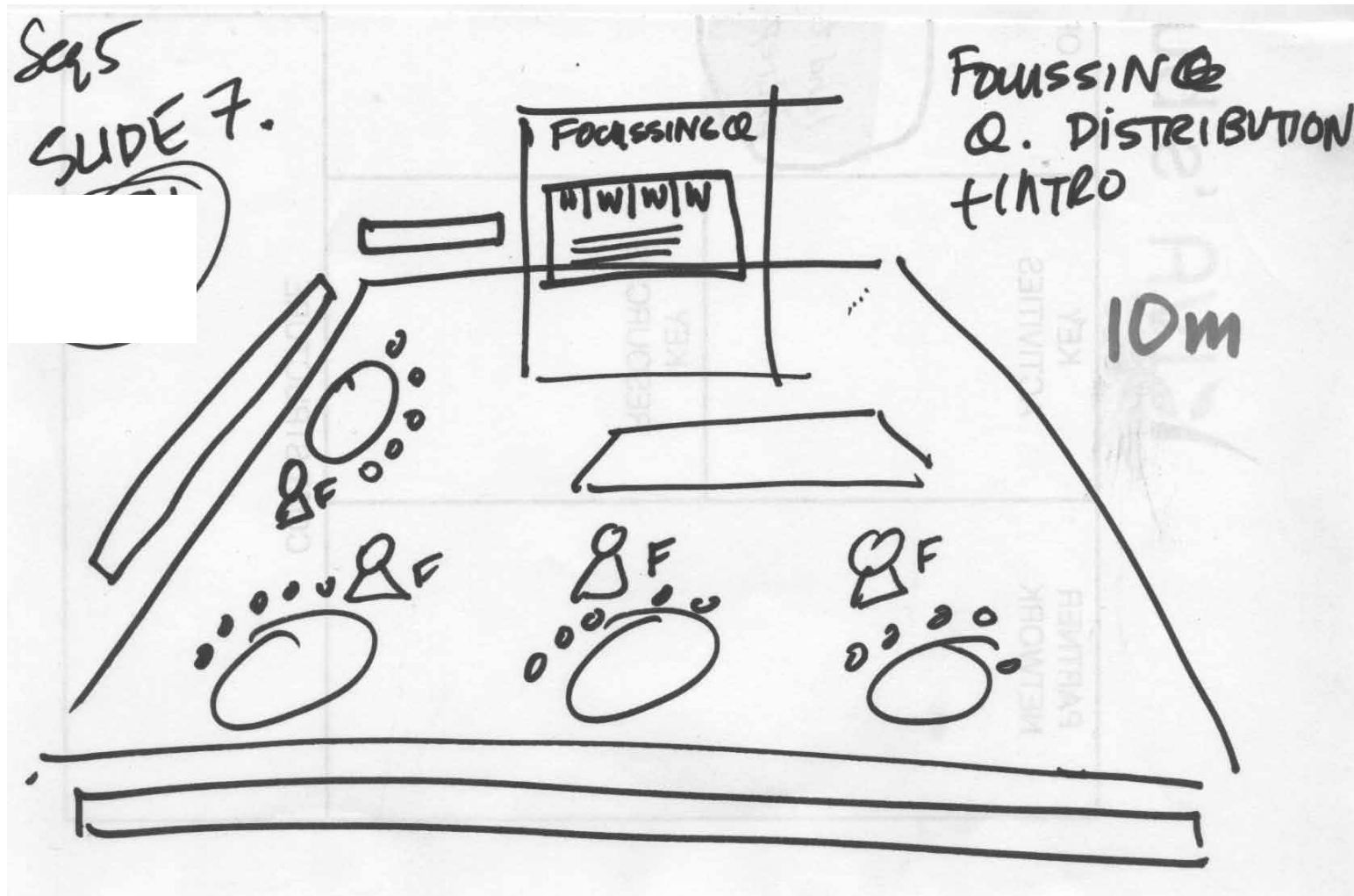
FACILITATOR

1. lead facilitator BRings up Stelios's deck explaining focussing question.
2. Other facilitators are distributing focus question sheets simultaneously.

STELIOS DECK  
slide 7 to 14

SPECIAL NOTE

1. Facilitators help people frame focus questions in assigned groups

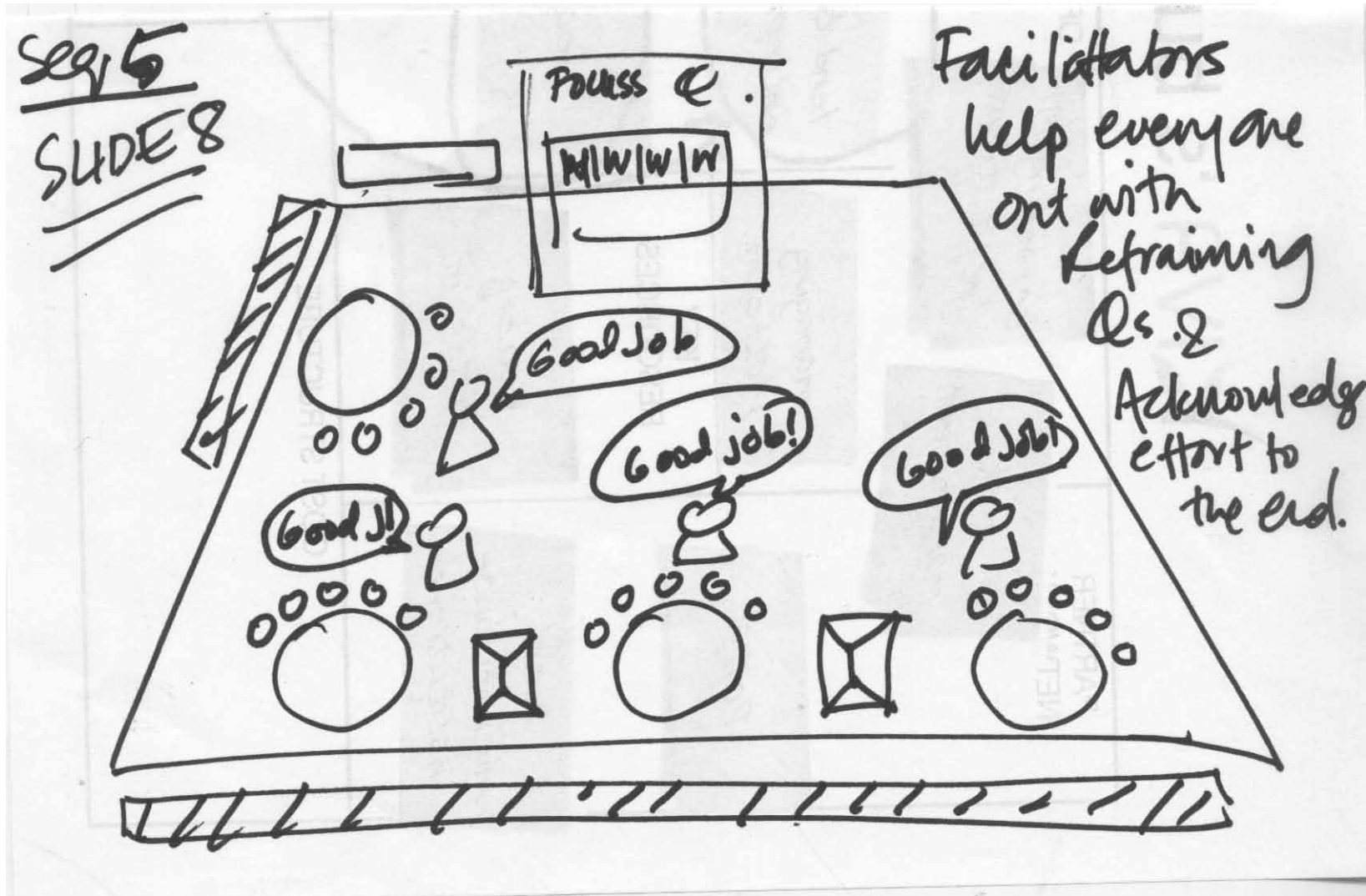


5 MINUTES

FACILITATOR

- 1. Great! all groups have their framing questions
- 2. very good job. etc etc

STELIOS DECK  
slide 15



## FACILITATOR

1. pulls up lets get together slide.
2. explains teh priority matrix
3. makes people write tehir questions on to the big stickies and stick them on teh matrix.

SLIDE 16

## SPECIAL NOTE

1. Other Facilitators drag up the two A BOARDS in front towards the side of teh projection olace them side by side. In the diagram they are seen apart but i tested and they actually join perfectly! So they stick the mtrix on top of the boards and indicate people move around there with their chiars. as shown by teh dots in teh diagram.

