

IP BEST PRACTICES

Introductory Game

A best practice shared by Charles-Antoine Lewintre.

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Introductory Game

Inviting participants to define culture in one word, sparking discussion and providing insight into the audience's perspective.

Key steps

Culture is a buzzword that many people use without asking themselves what it means.

Each time you begin a workshop or a conference, ask a simple question: "What is culture for you in one word?" Write the outcomes on a paperboard.

This simple introductory question has many advantages: it serves as an ice-breaker, people dive into the issue of culture, it gives you the temperature of your audience, and you get a basis for your next moves, linked to the outcomes.

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