

# Strategic session handout

What if everyone in the Netherlands can take their ideal first step through a nationally supported method for start up programmes

# Set Up

3 rounds:

- Round 1: The Ideal Programme
- Round 2: Impact
- Round 3: Finishing up

# Round 1: The Ideal Programme (15 minutes)

**Action: Create the ideal programme for your persona**

Focus on:

- Content:
  - Which subjects will be covered? Which tools will be used?
- Flow:
  - In which order will the subjects be covered?
- Duration:
  - Programme + Individual sessions
- Activation:
  - How do you activate your participants during the programme?

At the end of the round

Create a product vision statement on a flipchart paper:

*e.g.: For [persona] the ideal programme would be a programme which covers: [content].*

*The set up of the programme will be [flow] + [duration] in which they will learn [content (tools)]*

*To make sure the participants learn the most during the programme we [activation]*

# Round 2: Impact measurement (10 minutes)

**Action: How can we measure the impact of our programme on the Dutch Ecosystem?**

- Focus on:
  - Regional Scale (local)
  - National Impact Research
    - What would be important in a nation wide research into the impact of start programmes?
    - How could we set this up?
    - Who would conduct the research?
  - What KPI's are important to measure?

# Round 3: Finishing Up (10 minutes)

- 3 teams will be asked to pitch their programme to the rest
- After which everyone will have the opportunity to have a walk around the various 'ideal programmes' and cast your preference to the various programmes with the stickers available.

All the ideas will be collected and a booklet will be made. This will be shared with you all and can be used as inspiration as to how ideal programmes could look like for various persona's.

If you are interested in this booklet and / or to be added to the slack channels to be kept in the loop on the developments of the topics discussed, please leave your business card in the box provided.