



# Lead with Value

## What is it for?

.....  
An advocacy process for ideas that focuses on the benefits rather than the idea itself.

## Time & People

.....  
25 - 30 minutes  
5 - 50 people

## Materials

.....  
Flip chart or A3 paper  
Marker pens

## Source

.....  
Everyone Innovates

## And...

.....  
A useful activity to review a series of activities/processes/games etc.

## Activity Flow

- Get people sitting in groups of 3 - 5
- Ask each person to identify an idea that they have heard during the meeting/workshop that they think is worth pursuing
- They write on a flip chart the benefits of the idea
- They then reveal the idea itself and ask their fellow team members to add any additional ideas
- Next person takes their turn

## Debrief

- How does leading with benefits differ from leading with the idea itself?
- What happened when others were asked to add benefits?