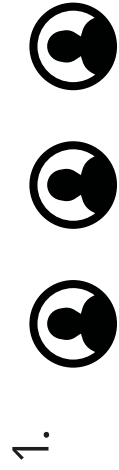
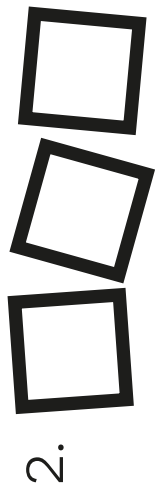


PURPOSE PLATFORM

A CLEAR PURPOSE IS IMPORTANT TO DESCRIBE HOW THE PLATFORM FULFILLS THE GOALS AND NEEDS OF ITS MEMBERS. SINCE THE PURPOSE CAN CHANGE OVER TIME, THIS EXERCISE ISN'T ONLY VALUABLE WHEN SETTING UP A PLATFORM, BUT ALSO WHEN EVALUATING THE CURRENT SITUATION.



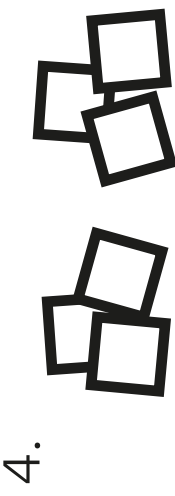
IDENTIFY THE DIFFERENT MEMBERS OF YOUR PLATFORM AND WRITE EACH OF THEM ON A POST-IT. DIVIDE THE POST-ITS AMONG THE WORK-SHOP'S PARTICIPANTS.



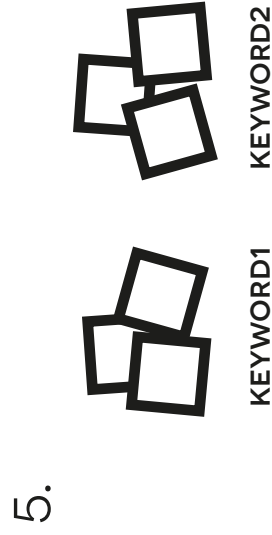
BRAINSTORM ABOUT THE MEMBERS' NEEDS FOR THE PLATFORM. WRITE IN ONE POST-IT EACH NEED.



PRESENT YOUR FINDINGS TO EACH OTHER



CLUSTER THE POST-ITS THAT ARE SIMILAR TO EACH OTHER



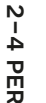
LOOK AT THE CLUSTERS AND WRITE DOWN ONE OR TWO KEYWORDS OF THAT CLUSTER



COMBINE ALL THE KEYWORDS INTO ONE SENTENCE THAT DESCRIBES THE PLATFORM'S PURPOSE

PURPOSE PLATFORM

DEFINE THE PURPOSE OF
YOU PLATFORM. A GOOD
STARTING POINT WHEN
SETTIN UP YOUR PLATFORM.



2-4 PERSONS



1 HOUR