

# Get Stakeholder Buy-In with a Creative Matrix Workshop

---

The creative matrix method is a great approach if you want to generate a high volume of ideas for a future product roadmap. This asset goes over how to effectively prepare for and run a creative matrix workshop, then use affinity mapping and research insights to chart a path forward.

These ideas were inspired by Laura Oxenfeld's webinar presentation on how SiriusXM drove product innovation. You can [watch the webinar here](#) or [read the interview](#).

## 1. Prepare the workshop to hit strategic goals

*“There’s no use in reinventing the wheel! Before pulling together workshop materials, look at existing foundational user research, business goals, and product strategy as the foundation for the creative matrix workshop. This ensures that the ideas generated will align with the company’s objectives and will be rooted in user needs.”*

## 2. Ditch the prep for participants

*“Some participants may feel reluctant to join your workshop if there’s any upfront work required. By not requiring any pre-workshop prep, you’ll lower the barrier to entry and attract a wider variety of participants to contribute.”*

## 3. Try the creative matrix method for ideation

*“Choose the [creative matrix method](#) to facilitate the ideation process. This method is effective in generating a high volume of ideas by allowing participants to think across different user segments and product strategy.*

*In short, make a large grid and designate different columns and rows corresponding to users and solutions, respectively. Participants ideate on different intersections of the grid with individual sticky notes. Use a timer to instill a sense of urgency and keep the ideas flowing.”*

## 4. Prevent groupthink with silent brainstorming

*“It’s easy for participants to get swept up in others’ opinions. Try out silent ideation periods where participants write down their ideas independently before sharing them with the group. This approach helps in generating a diverse set of ideas and prevents an echo chamber effect.”*

## 5. Encourage engagement and participation

*“Set expectations around engagement beforehand, such as discouraging cell phone use. Have a co-facilitator to monitor engagement and encourage participation during the workshop. This will also help keep timing and flow on track.”*

## 6. Use affinity mapping for analysis

*“After the workshop, use [affinity mapping](#) to organize and make sense of the ideas generated. Essentially, affinity mapping categorizes the ideas into their most fundamental elements. This step is crucial for identifying themes and narrowing down the ideas to those with the most potential.”*

## 7. Review and refine your ideas

*“Engage with design and research leadership in an iterative process of review. This collaborative approach helps prioritize ideas that are most aligned with business objectives and user needs. You’ll also have a better idea of what works for the near future and what you can push further down the road.”*

## 8. Incorporate business and user research insights

*“Cross-reference the ideas generated in the workshop with existing user research and business strategy. Take the additional step to talk with department heads and check that none of these initiatives are already underway. These steps ensure your ideas are both innovative and actionable within the context of the company’s goals.”*

## 9. Stay open to continuous improvement

*“Use the workshop as a learning opportunity and be open to refining the approach based on outcomes and feedback. The first attempt will help improve the process the next time around. Ideally, it will also lay the groundwork for future collaborations across teams.”*

### **Influence your stakeholders to turn insights into action.**

See how dscout allows your team to explore the data, hear user stories for themselves, and identify opportunities for action. Ensure your research makes an impact, schedule a meeting with a dscouter to learn more.

[Schedule a demo](#)