co·wonders

step 4 : implement

co·wonders

step 4: implement

It is the time to make your plan come alive! Implementation is the stage where you start the puzzle with your ideas while bringing your design into practice with all people, timing, tools, and real-life dynamics.

A small note before the start. This step involves preparing your team, supporting your participants, delivering the activities, making connections between sessions and timelines, and ensuring your communication is clear and meaningful. It is not only about logistics or delivery. It's about making space for people to learn, connect, and engage in ways that feel relevant and motivating. So balance your focus among people, process and outcome.

The backstage: preparing the show. Before starting any activity, the team must be ready. That includes:

- Briefing and preparing trainers, facilitators, project partners and any other team member (kitchen, logistics...);
- Aligning everyone on the objectives, purpose of the programme and the educational flow;
- Creating shared understanding of roles, tools, and expectations;
- Practising methodologies or checking materials if needed;

The prep of participants. Make sure they feel welcomed, seen, needs listened (or re-listened) and supported from the very beginning. Prepare an onboarding process (emails, infopacks, an online kick-off meeting). In long-term programmes, create a visual of the steps that will take place in the programme. This helps everyone to be on the same page.

The 🔑 to a good implementation: communication. A programme goes hand-in-hand with the communication. A good communication strategy supports the participation and motivation of participants. It helps people stay informed, feel connected, and know how to engage. Some examples:

- Regular updates (emails, group chats...);
- Accessible information (language, designed format, reminders);
- Make the tone and style that tells the story of the project;
- Shared documents, Google drive, shared calendar, FAQ.;
- Celebrate the success of participants when they archive an objective or an outcome;

co·wonders

step 4 : implement

Did you hear about the Kolb Learning Cycle? This methodology encourages learning through experience, reflection, and experimentation. And it is based in 4 steps:

- **Concrete experience.** Doing the activity.
- **Reflective observation.** Thinking about what happened.
- **Abstract conceptualization.** Developing conclusions or learning points.
- **Active experimentation.** Applying the learning in a new context.

Write a call for participants. The call for participants (we also call it "call for pax") is often part of implementation. This is when you move from planning to engaging real people. Make sure your call: clearly explains the purpose and objectives; reflects your values and expectations, including the methodology of work; uses channels that reach your intended audience; and includes a link to the forms and space for motivation or needs.

Commitment - how to retain pax. For long-term programmes, you may want to seek the commitment of participants for the whole duration of the project. There are various ways (monetary, honorific, prizes, voluntarism...) that you will need to decide. Ask yourself: what would make the participants keep developing the ideas of this project?

Stay flexible. You are making the vision of the programme, that team and yourself worked for so long, becoming true. But rarely, plan A happens perfectly. Have a backup plan or stay flexible to the waves of situations you will encounter. Patience and a good reflexion (and evaluation) will help you implement a great programme.

Key elements of implementations. Your checklist:

element	to have into account
Trainers and team prep	Internal meetings, workshops reviews, alignment on programme flow and objectives.
Participant support	Onboarding, access needs, emotional safety, setting clear expectations.
Communication strategy	Regular updates, visual flow of activities, shared documents, tone aligned with project spirit.
Learning process design	Methodology check (non-formal education, digital processes, gamification, Kolb cycle).
Logistics and delivery	Locations, materials, timing, links, technical checks, backup plans (if something goes wrong).
Call for participants	Call for pax, registration process, evaluation forms or needs assessments, onboarding messages…

A last word on implementing. Remember: you are building a learning experience. It is not only about an activity, but the whole long-term process. Enjoy the process!

co·wonders

co·wonders