Conversation Design Canvas™

Companion to Becoming a Catalyst | *John Coné*

Designing the Thinking Journey

The Conversation Design Canvas helps a Catalyst decide what kind of thinking a conversation needs before deciding which questions to ask. It is a companion to Catalyst Questions™ and the Catalyst Questions™ Card Set.

1. THE PURPOSE

What needs to be different because this conversation happened?

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2. THE THINKING NEEDED

Does the group need to observe, understand, challenge, connect, imagine, or activate?

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3. THE PEOPLE

Whose knowledge, experience, authority, or perspective needs to be in the conversation? Who is missing?

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4. THE STARTING POINT

What does the group already believe? What assumptions, tensions, evidence, or prior decisions shape the conversation?

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5. THE QUESTIONS

What questions might help the group do the thinking it needs to do?

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6. THE ENCOUNTERS

Whose thinking needs to encounter whose? What perspectives should be deliberately brought into contact?

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7. THE RECORD

What needs to be captured so the learning, unresolved questions, decisions, and experiments can travel forward?

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8. THE MOVE

What should happen next? What should be tried, watched, shared, or revisited?

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Catalyst caution: Do not overdesign the conversation. The Canvas should help create better thinking, not turn human conversation into a script.

CATALYST INSTRUMENT

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