



Soft Skills Workshop

Transferable skills for marine science careers



AGENDA

- 9:00 - 9:30 Introduction and check in**
- 9:30 - 9:40 Problem solving:**
- 9:40 - 10:15 Finding the 'why'**
- 10:15 - 10:30 Break**
- 10:30 - 11:00 Ideation techniques**
- 11:00 - 11:20 Design thinking**
- 11:20 - 12:00 Innovation activity**
- 12:00 - 14:00 Lunch**
- 14:00 - 14:45 Stakeholder engagement**
- 14:45 - 15:30 Mapping activity**
- 15:30 - 15:45 Break**
- 15:45 - 16:30 Vision MPA activity**
- 16:30 - 17:00 Discussion and Summary**





Introduction

Patricia Marti-Puig



- **Founder at Oceanogami**
- **Ph.D in Marine Protected Areas**

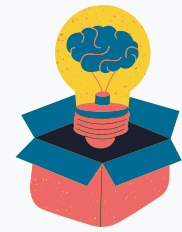
Kiera Hellard



- **Founder of Ocean Raye**
1st Class Honours Team Entrepreneurship



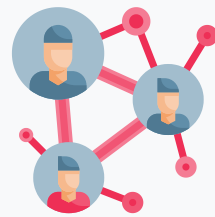
What will we cover in the workshop?



Problem Solving



Design Thinking



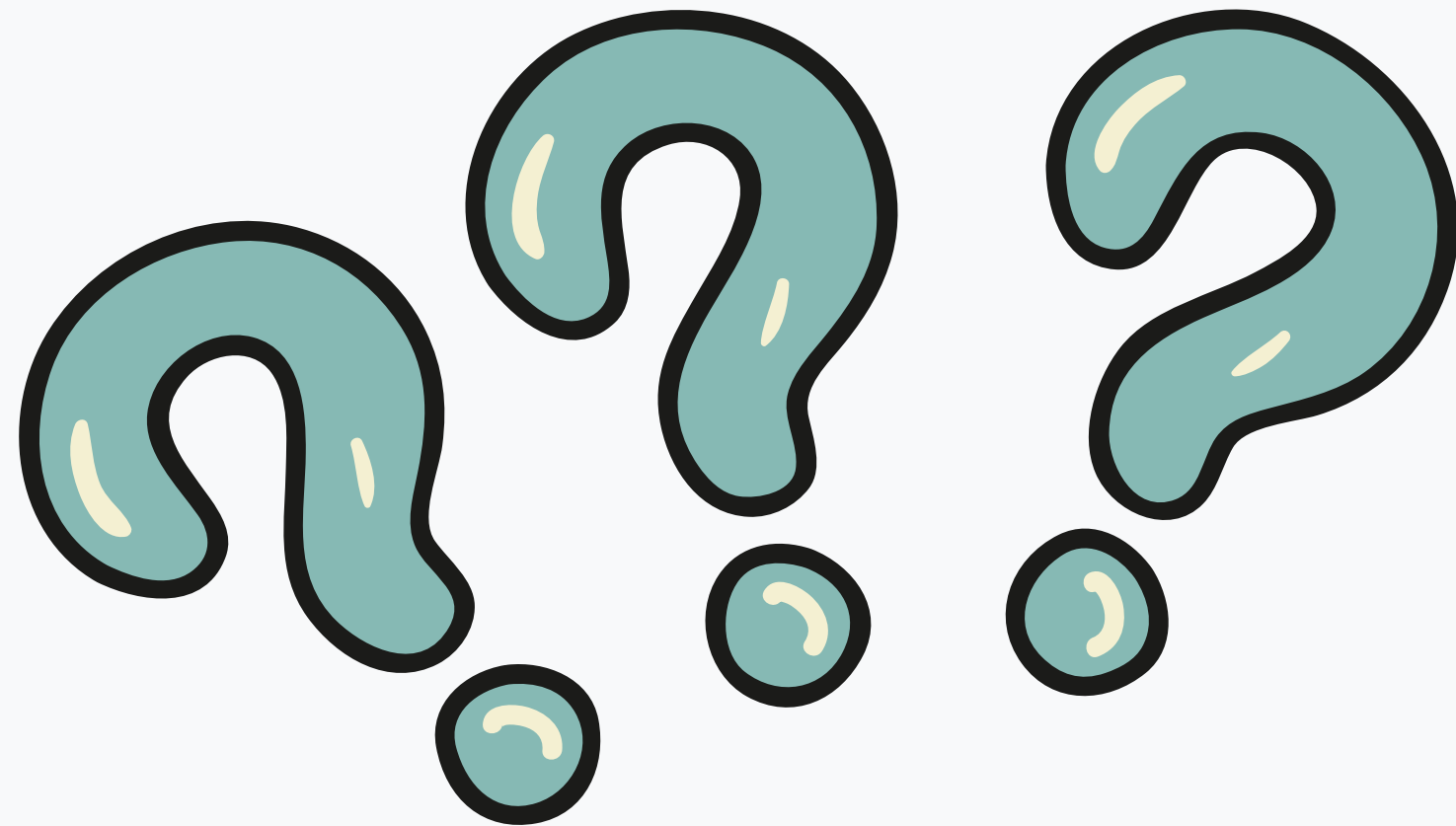
Stakeholder Engagement



How do these topics relate to marine conservation?



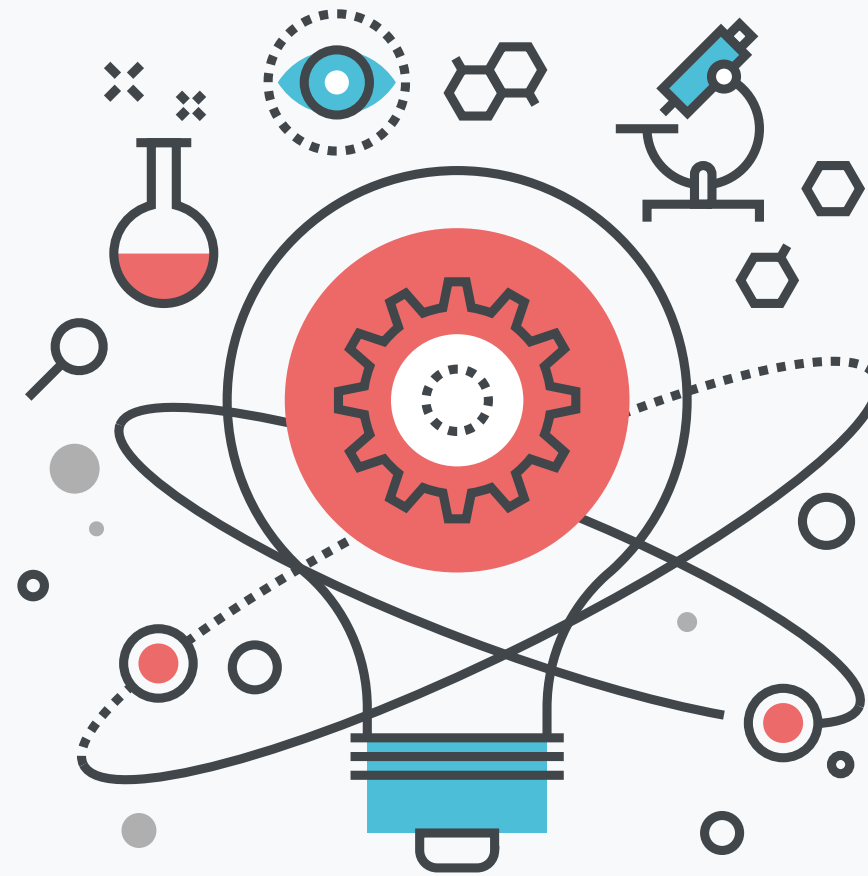
Check In Question





**"If You Always Do What You've Always Done,
You'll Always Get What You've Always Got."**

- Henry Ford





Problem Solving Process

- **Identify/define the problem**
- **Generate possible solutions/options using ideation techniques**
- **Evaluate alternatives**
- **Decide on a plan**
- **Implement plan**
- **Evaluate the outcome**
- **Improve the process**



The 'why' activity

- **Come up with a set of problems related to the marine environment**
- **Look at the 'why' of each problem, in depth**

Problem: Ran through a red light.

Why?

Late for work.

Why?

Woke up late.

Why?

Alarm clock broke.

Why?

Didn't check if it worked.

Why?

Forgot to do it last night.

An iterative process to explore the cause-and-effect relationships underlying a particular problem by repeating the question “why?”



The 'why' activity

Problem statement: Small-scale fisheries in Sao Tome and Principe are no longer sustainable as an income generation source for local families



Why?

Take is exceeding the reproductive capacity of near shore fishes



Why?

Too many small fishing boats, too many small scale fisherman



Why?

Fisher communities mainly depend on fish sales

Root cause: There is a need of other sources for income





Find your Why



20 min!



Solutions



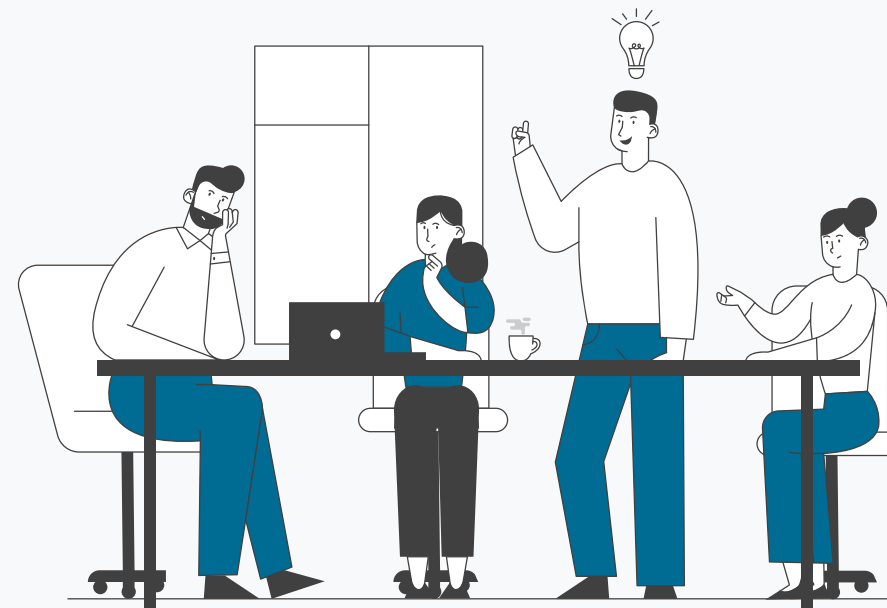
**Create co-manage marine
protected areas**

Diversify livelihoods



Ideation Techniques

Ideation is the creative process of generating new ideas, which can be accomplished using ideation techniques such as, brainstorming and prototyping.





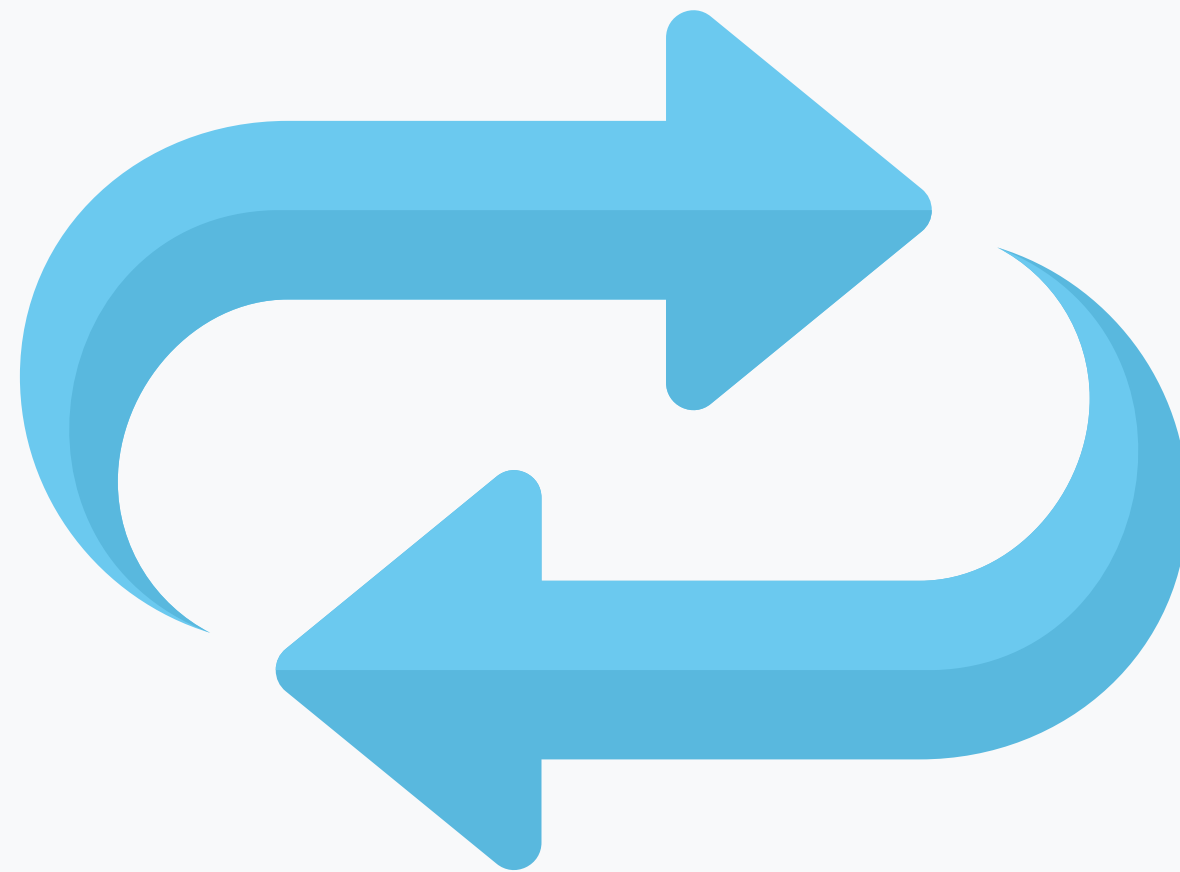
Worst Idea Possible

- **Pick one problem that you have clearly defined**
- **Together you will come up with the worst ideas for this problem**
- **As many ideas as you like and as crazy as you like!**



Worst Idea Possible

- **Look at all your worst ideas and flip them on their head to come up with new innovative solutions**





What is design thinking?

A creative process for problem solving.





5 Steps in Design Thinking

- Empathise
- Define
- Ideate
- Prototype
- Test





Key Elements fo Success:

- **'Smart' teams with an ideal team size**
- **A brief with the right amount of constraint**
- **A inclusive, safe space with visual aids**
- **Ideas that create a buzz should be favoured**
- **Design thinkers must embrace abduction**
- **Clear overachring purpose**



Balance

- **Collaboration**
- **Goals**
- **Spending limits**





Reliability

- **Resist reliability.**
- **People are rewarded for meeting expectations, consistency and reliability - kills innovation and exploration.**
- **Design thinkers, do things differently.**





How can you be a design thinker?

- **Welcome change - Believe that the world can change**
- **Use experience and sensitivity to help make decisions.**
- **Use abductive reasoning.**
- **Key tools of design thinker = open/mindful observation, imagination, configuration (transforming the idea into a product/service)**
- **Put unfamiliar concepts into familiar terms.**
- **Learn to reframe extreme view as a creative challenge.**



Innovation Challenge

Use innovation to turn your everyday object into something that would help solve a marine problem.

Choose a problem created in the last activity



Innovation Challenge

Use innovation to turn your everyday object into something that would help solve a marine problem.

Empathise - Think about the problem and those effected by it

Define - Make sure the problem is clearly defined!

Ideate - Come up with your innovative solutions.

Pro-type - Design your idea

Pitch - Each group will do a 3 minute pitch to the judges

