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# #4

## Ways Sticky

## Notes **Boost**

## Your Strategy

## Planning



# Visual Organisation

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Simplify complex ideas into manageable components.

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Create a dynamic visual representation of your strategy.

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Quickly identify patterns and connections between ideas.

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# Flexibility

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You can iterate on strategies by moving and rearranging sticky notes, allowing for rapid adjustments based on feedback and evolving requirements.

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Prototype and test different approaches or scenarios, empowering the team to experiment and innovate during the brainstorming process.

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# Collaboration

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Reduces language barriers, making it easier for team members to communicate complex ideas and concepts.

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Serves as a tangible conversation starters, encouraging open dialogue and fostering a collaborative atmosphere.

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Provide a shared visual workspace where team members can contribute ideas and insights, promoting collaboration and knowledge sharing.

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# Engagement

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Create a memorable and enjoyable experience that enhances productivity.

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Spark creativity and imagination through hands-on interaction.

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Energise team members with a dynamic and interactive planning process.

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Keep participants focused and actively involved throughout the session.

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# Real-World Examples

Case Studies in Action

# #1 Marketing Campaign

*I was tasked with helping the marketing team to create a campaign strategy and an implementation plan for a new product launch.*

## Initiated a Planning Session

Scheduled a planning session to brainstorm ideas and develop a cohesive campaign strategy.

## Idea Generation with Sticky Notes

We used sticky notes to capture diverse ideas for campaign themes, messaging angles, and promotional tactics.

## Organising Ideas

We arranged the sticky notes on a wall, allowing for easy visualisation and discussion of the generated ideas.

## Designing the Campaign Plan

We reviewed and discussed each idea, selecting the most promising concepts and integrating them into a comprehensive campaign plan.



**#1  
Marketing  
Campaign**

# Outcome

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Increased engagement and participation during the brainstorming session, leading to excitement around the product launch.

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Strengthened team collaboration and cohesion, fostering a culture of innovation and excellence within the organisation.

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Developed a creative and impactful campaign that resonated with the target audience.

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## #2 Product Strategy

*I was tasked with helping the technology team prioritise features for our new app, as this was hindering progress and delaying the launch.*

### **Facilitated a Strategy Session**

Organised a strategy session with key team members, including developers, designers, and product managers.

### **Brainstorming with Sticky Notes**

We used sticky notes to jot down various feature ideas, user stories, and potential enhancements for the app.

### **Idea Categorisation**

We grouped similar ideas together and identified common themes and priorities among the discussed features.

### **Designing the Campaign Plan**

We refined the feature list, moving sticky notes around, adding new ideas, and removing less critical features based on discussion.



#2  
Product  
Strategy

# Outcome

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Identified key features essential for the app's success.

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Streamlined the development process by focusing on core functionalities.

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Successfully launched the app ahead of schedule, gaining a competitive edge in the market.

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# Any Questions?

Drop me a message on  
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*Thank you!*