

# Dreaming Session Agenda - Example

Time (min)	Topic	Presenter	Expectations	
15	Welcome & Introductions	xxx– Xerox	Share Goals of session	
30-40	Overview of Xerox Innovation Capabilities	CLI Coach & or AGM, Sr Exec		
60 – 75	Customer Context - Wishes & Worries , “Top of Mind Issues”	Customers Participating	Participants to share pain points, barriers to achieving their vision,	Pre-submitted questions
15	Break			
5	<b>Innovation Opportunities</b>	CLI coach	Concept demo / presentation; each followed by rich discussion between customers and researchers	
30-40	Topic 1	SME tbd		
30-40	Topic 2	SME tbd		
30-40	Topic 3	SME tbd		
15	Break			
20	ReCap, Prioritization of projects & Next Steps		Summarize key point and any follow-up actions identified	



# Dreaming Sessions Preparation Questions - example

To maximize our session, it would be great to have some of these questions answered prior to event so we can maximize interaction with the entire group.

1. What are the top issues your organization is dealing with today ? Where might Xerox be able to help?
2. Reflecting on your organization's vision, what do you anticipate to be your toughest challenges to achieving your vision?
3. Please share with us what you believe to be the biggest areas of inefficiencies in your business.
4. What are the projects where you would look for assistance / where Xerox could help? What are areas for improvement / where innovation could play a role?
5. Are there things that you can think of if Xerox just reached a little farther or if Xerox's technology could just do this \_\_\_\_\_, would be a big benefit to you?