

FOUR.AI AI-Boosted Workshops



Take your ideas further, faster

Ipsos expert facilitators partner with your team and our workshop application, FOUR.AI, in our Ipsos Facto secure environment. Our proprietary prompts are based on our extensive divergence and convergence toolkit. This human-AI partnership gives you the best of both worlds, securely.

Boost your ideation with the power of the #1 Global Qualitative Leader and #1 Most Innovative Research Agency.

1 Human Intelligence (HI) + AI

Ipsos facilitators leverage both **Human (HI) and AI inspiration**, and exercises

Why is this important? Ipsos research has shown that:

- AI can effectively generate ideas, but those ideas tend to skew functional in nature.
- Brand success is driven not only by function but also emotional connection

2 AI Boosts for the 4 Fs

FOUR.AI is designed to address the 4Fs of workshops:

- **Framing** via How Might We prompts
- **Fixed Mindset** via Fresh Perspective prompts
- **Familiarity Bias** via Divergent Thinking prompts
- **Fear** by avoiding a Blank Page

3 Ipsos Facto + Ipsos Expertise

Our workshop application, FOUR.AI, is developed within Ipsos Facto. FOUR.AI is:

- **Secure** – your data isn't used to train the model
- **Technology-agnostic** – we leverage the best models for the need
- **Expert** – developed with Ipsos prompt engineering expertise tapping into our vast ideation toolkit

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