

FOUR.AI Workshops

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, taking your ideas further, faster.

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



FOUR.AI is in the Ipsos Facto secure sandbox

Your ideation chat is confidential to your project. Information is not shared further or used for model training.

FOUR.AI is designed to overcome the 4Fs of workshops – **F**raming, **F**ixed Mindset, **F**amiliarity Bias, and **F**ear

A well-defined problem is half solved. FOUR.AI can help **RE-FRAME** the problem, iterating through “How Might We” questions with the researcher.

Divergent thinking is a critical component of ideation. Our process is designed to challenge **FIXED** mindsets, **FAMILIARITY** bias, and **FEAR**

Next, we leverage FOUR.AI and team input to optimize ideas –pithy headlines, combining ideas, refining insights, benefits, and RTBs.

Workshop and prompts* designed to address 4Fs

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|---|---|
| Biomimicry <input type="checkbox"/> | Non-obvious character <input type="checkbox"/> |
| Analogous categories <input type="checkbox"/> | Idea mashup <input type="checkbox"/> |
| Trends <input type="checkbox"/> | S.C.A.M.P.E.R <input type="checkbox"/> |
| Pop culture <input type="checkbox"/> | Amp up the good <input type="checkbox"/> |
| Borrowing brilliance <input type="checkbox"/> | Remove the bad <input type="checkbox"/> |
| Rule breaker <input type="checkbox"/> | Explore the opposite <input type="checkbox"/> |
| Trisociation <input type="checkbox"/> | Question an assumption <input type="checkbox"/> |

* example prompts shown