WORKSHOPSKILL · FACILITATION KIT

Workshop Feedback Form — Facilitator Run Sheet

Folder: `workshop-feedback-form` · Category: feedback forms · any group size · 90 seconds to complete · at the door · paper or online

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90	Any	At the door
SECONDS	PEOPLE	SETTING

Workshop Feedback Form — Facilitator Guide

The exit ticket for public workshops: four rating items, one recommendation score, two open questions — ninety seconds at the door. Where a post-training survey chases transfer evidence, this form chases two assets every independent facilitator actually needs: quotable testimonials, and the topic list for the next event.

The exit ticket rule

A public workshop has no HR department to chase non-responders. The moment people step outside, the feedback is gone — not because they disliked the workshop, but because your workshop is one of forty things in their week. The exit ticket solves this with positioning, not nagging:

- The form is **part of leaving**, not homework after it. The box sits at the door; the card is poker-size, the pen is on the table.
- Ninety seconds is the polite maximum for a crowd already putting on coats. Four items, one score, two sentences — tested at the door, not in theory.
- Say it while pointing at the box: “Drop it on your way out — it decides what I run next.” That last clause is true, and it converts.

Never promise “a quick form by email tomorrow”. For public events, the next-day response rate rounds to zero.

Two assets, not a scorecard

The four rating items are a health check, not the product. The product is the two open questions:

Open question	What it produces
“In one sentence: what did this workshop give you?”	Testimonials — quotable, permissioned marketing copy
“What workshop should we run next?”	A demand list — your next quarter of programming, voted by attendees

An independent facilitator who collects these for a year has a catalog that writes itself: the testimonial file becomes the workshop page; the demand list becomes the calendar. That is a compounding asset. Averages of four items do not compound.

The quote permission box

The testimonial card carries one checkbox: “you may quote this — first name only”. That single box keeps the form honest and the quotes usable:

- Anonymous by default; quotable by choice. Attendees write sharper sentences when they chose to be quoted.
- First name only. Full names on marketing pages raise eyebrows at public events; a first name plus the workshop name is enough social proof.
- Never edit a quote beyond typo fixes. If a quote is too vague to use, the honest move is to ask the attendee directly — not to sharpen it yourself.

Paper or online

Paper is the default at the door. A QR code on a slide looks modern and collects almost nothing: people intend to scan it later — the same "later" where next-day emails go to die. If you want an online version — for remote workshops, or a link that stays alive for stragglers — it is one click from the folder page, and the items are identical.

For fully remote workshops, paste the two open questions into the chat at minute 58 of 60, and let people answer in the chat itself. Public chat answers are implicitly permissioned quotes.

Known failure modes & rescues

1. **The box is beside the door, not at it.** A table two steps inside collects half of one in the exit path. Rescue: the physical box must sit where people nearly bump into it on the way out.
2. **The testimonial question gets praised into uselessness.** "Amazing workshop!" is not a quote. Rescue: the card's example shows a specific sentence ("I rewrote my kickoff agenda before lunch"), which sets the bar.
3. **Scores arrive, assets don't.** If only ratings come back, the form was handed out without the "it decides what I run next" line. Rescue: say the line, every time, while pointing at the box.

Variations

- **Paid workshops:** quote the recommendation score (already on the card) in your follow-up email — "the last cohort scored it 9.2".
- **Free community events:** keep the form identical; the demand list matters more than the testimonials.
- **Multi-session runs:** collect the exit ticket every session and watch the recommendation score move — a drop between session one and two is the cheapest early-warning system you will ever install.
- **Compliance-flavored documentation (Taiwan / Hong Kong):** the same items double as course records for quality systems (TTQS course documentation, QF-style records) — file room-level summaries, never individual cards.

Props in this folder

- `workshop-feedback-form-prop-cards.pdf` — poker print-ready exit-ticket deck: instruction card, rating cards, testimonial card, demand card
- `workshop-feedback-form-guide.md` — this guide
- `workshop-feedback-form-debrief.md` — reading the results: recommendation score, testimonials, the demand list
- `workshop-feedback-form-assessment.json` — the full question set as plain JSON
- `workshop-feedback-form-paper-form.pdf` — the A4 answer sheet: the measure as a print-and-fill form
- `workshop-feedback-form-workbook.pdf` — participant workbook: the idea in plain words, guided items, notes and action pages
- `workshop-feedback-form-slide-deck.pdf` — the slide deck for teaching or projecting

- `workshop-feedback-form-slide-deck.html` — the same deck for any browser, speaker notes on N
- `workshop-feedback-form-license.md` — what you may do with all of this, in plain language
- `workshop-feedback-form-activity-poster.pdf` — The whole activity on one wall (A3): meta, run of show, debrief questions, watch-outs.
- `workshop-feedback-form-start-here.md` — one page, thirty seconds, then print and go
- `SKILL.md` — machine-readable manifest for AI agents
- `workshop-feedback-form-run-sheet.pdf` — the print edition: this run sheet + the debrief sheet, bound as one A4 PDF

Agent version

Every file in this folder has a stable public URL — an AI agent can fetch the cards, the reading guide and this run sheet with three curl commands (see `SKILL.md`), or build the online exit ticket in one `formlm-cli smart generate` step. The paper version needs no screen: cards, pens, and a box in the exit path.

Workshop Feedback Form — Reading the Results

> Three numbers, two files, one meeting. Reading takes 10 minutes per event.
>
> Use with `workshop-feedback-form-guide.md`.

The 60-second read

1. **Recommendation score at a glance.** The median of the 0-10 scores. 8.5 or higher: the workshop sells itself to returners. Below 6: read the item means before the testimonials — something structural is wrong.
2. **Quotable testimonial count.** Sentences that pass the specific test — a named action, a before/after, a number. Two strong quotes per event is a good harvest; five is a great one.
3. **Top demanded topic.** The answer that repeats. One repeat is a candidate; three repeats is your next event, already validated by the asking.

Item-by-item interpretation

Item	Construct	Low (≤ 2.5) means	First action
1	Promise kept	The page or pitch oversold the content	Rewrite the description, not the workshop
2	Pace & length	Material crammed or stretched	Re-time the agenda blocks
3	Working, not listening	The workshop drifted into lecture	Cut one content block, add one exercise
4	Standalone usefulness	The useful part felt like a teaser for something paid	Move the teaser's payoff into the room

Item 4 is the trust item for independent facilitators: the moment the room senses the workshop is a funnel, scores and testimonials decay together. Useful-without-upsell is a feature — protect it.

Reading the recommendation score

Compute NPS if you want the industry number: promoters (9-10) minus detractors (0-6), as percentages. But at workshop scale — under 30 responses — the percentage amplifies noise: one detractor moves NPS by three or more points.

At small scale, read the raw distribution instead:

- A pile of 9-10s **and** a pile of 0-3s means the workshop landed for one audience and missed another — check whether the two piles describe different job roles.
- A tight 6-8 band means solid but not remarkable: safe to keep running, not yet safe to raise the price.

Coding the two open questions

Testimonials → the quote file. Keep every permissioned quote in one running document, tagged with event name and date. When writing a workshop page, use quotes that name an action ("I rewrote my kickoff agenda"), not quotes that name you ("the facilitator was great"). The first kind convinces strangers; the second convinces no one.

Demand → the programming calendar. Cluster the answers into topics, then count votes. Publish the top three back to the attendees of that event ("you asked — here is the next quarter") — closing the loop is what converts one-time attendees into a following.

3 known failure modes of reading the results

1. **The best quote is anonymous.** You cannot use it. Rescue: the permission checkbox is on the testimonial card for exactly this reason — point at it while handing cards out.
2. **One detractor's item scores hijack the redesign.** A single hostile card is one person's experience. Rescue: cluster the demands and read the testimonials before touching the agenda.
3. **The demand list dies in a drawer.** Collected and never acted on, attendees learn that the form is theater. Rescue: publish the next-quarter topic list back to the same email list — the loop has to be visible to keep working.