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# The pilot project experience in Helsinki

## The LAB



forem



# Why the LAB-method?



- The method was selected for piloting based in training sessions held on 26.1.2026
- Need for new development methods in the new organization
- Strategic objective: strengthening partnerships
- The method had already sparked interest during a study visit to France in November 2024 and later at a partnership event in late 2025



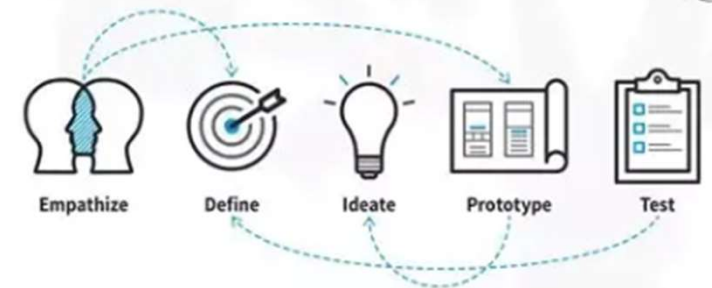
# What is The LAB?



- LAB is a collaborative space and methodology (1–2 days)
  - Participants use creative teamwork to solve complex problems
  - Creative methods
  - Improve services for job seekers and employers
  - Streamline internal processes and accelerate project progress
  - Promotes innovation and the development of new initiatives into concrete ideas
- Guided facilitation promotes active listening, the exchange of ideas, and innovative solutions
- A 5-step process based on Design Thinking
- brings together partners, job seekers, employers, and stakeholders
- An informal environment and flat hierarchy foster engagement, diversity, and team spirit.
- Particularly well-suited to complex challenges



## Design Thinking: A 5-Stage Process



Interaction Design Foundation  
[interaction-design.org](http://interaction-design.org)

# Planning the pilot

- Originally a best practice of France Travail
- Benchlearning area 3: Evidence-based planning and implementation of public employment services
- Bilateral meeting with France travail and SOC in February
- 5 meetings with Business College Helsinki in February - March
  - Agreeing on cooperation (facilities, facilitators)
  - The topic: Pathways to Employment for the Unemployed in the Creative Industries
  - Methods and tools
  - The structure





# Implementation of the pilot 7.4.2026

- Employment services management and experts,
  - representative of a partner organization
  - 3 trained facilitators (Business College Helsinki)
  - 11 participants (Managers and experts, representative of a partner organization)
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- Well-designed framework and implementation
  - Group division using the Belbin test
  - In groups
    - Building Personas
    - Identifying Hidden Skills Using a Timeline
    - Storytelling
    - Megatrends from the creative industry's perspective and their impact on jobs today and in the future
    - Strengthening competencies and reshaping career paths through personality strengths—a new job title
  - BCH's short training courses for developing the skills of unemployed individuals in the creative industries, with a focus on megatrends



# Results



- Net Promoter Score, **NPS : 8.9 (very good)**
- **Suitability for employment services: 7.6**
- LAB is an effective development method that is worth utilizing in the future
- The method was perceived as agile, innovative, and eye-opening
- Breaks down hierarchies and helps to address a challenging topic in a new way
- Well-suited for addressing challenging topics and finding solutions
- It supports customer-centric thinking
- It sparks participants' creativity



# The Key Lessons Learned



- The method works, but requires a clearly defined challenge
- For challenges related to career planning and customer journeys
- A good approach for co-development with partners—does not require partners to prepare in advance
- Requires careful selection of participants (customers, experts, employers, and partners) and commitment
- Requires skilled facilitators
- Implementation requires a creative attitude
- it would be best if it could be held in external venues



# Conclusions and Recommendations



- Supports strategic objectives
- A good addition to the development toolkit
- The LAB method should be tested several times to better understand what needs to be considered from the perspective of employment services
- **Proposal:** 1–2 follow-up pilots on specific themes
  - Developing cooperation between the city's departments
  - Developing cooperation with partners in green/sustainability sectors / green jobs
- We'll apply funding from SITRA (The Finnish Innovation Fund) for further testing of LAB and the development/scaling of services

*"Employment services should assess whether it is worth to train own staff in the use and facilitation of the method, or whether it would be more agile and cost-effective to engage a professional partner to provide facilitation services when the method is to be implemented. "*





Thank you!