core dialogue
- A STAKEHOLDER INSIGHT TOOL

All organisations with an ambition to *actually* deliver on their promises to customers, employees and other stakeholders, need to establish an on-going dialogue with these groups. It is crucial to get their genuine and profound views on things concerning your mutual reality. Asking the right questions is the key to insight. This is where Hubbster can make a true difference.

Our surveys are efficient ways to…

✓ Create a profound dialogue with your stakeholders and get as close as possible to the actual "truth".

✓ See what's going on in the stakeholder's mind and take part of his or hers opinions as well as relevant feedback.

✓ Build long-term and enduring relationships with your stakeholders.

✓ Get valuable insights for your business development.

THE CORE DIALOGUE TOOL CAPTURES AND ANALYSES FREE ASSOCIATIONS – THE STAKEHOLDER REALITY.

The greatest challenge in traditional surveying is to determine which questions to ask. We have the solution…

THE CORE DIALOGUE METHOD:

• The survey questions are based on the respondents own, free associations.

• We use a "question wheel" were the respondent first fills in his/her own associations, evaluates them and then argues for his/her specific responses.

• The respondent decides which issues are relevant to him or her – not the survey.

• The tool enables quantifying of qualitative material.

Word cloud based on free associations describing a company's culture

Stakeholder insights are a valuable and growable asset for the organization, both internally and externally.

hubbster
agile achievements

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Hubbster consists of skilled people with backgrounds in business development, brand strategies, implementations, communication and HR. From our experiences in consulting and corporate management we know that many organizations have unsatisfied needs to bring their strategies or core platforms to life. Through-out the whole organization, to ALL. This is why we created Hubbster – to provide tools for enabling truly agile and achieving organizations. Every day.