Discussion guide

goals:
- share insights about interviews and co-creation
- find out if there is any content I didn't know
- find out if the MT has a different perspective on what Gradient does
- visualize with post-it's for example their view on the proposition
- defining needs of the MT

hoe zouden jullie de propositie visualiseren?
wat zijn hier in de belangrijkste punten? kernwaarden van het bedrijf?
hoe moet dit geïnterpreteerd worden?

[Warm-up: introduction about the thesis and the goals of the session]
1. thank you for helping me out!
2. what is my thesis about?
3. what did I do so far?
4. findings

uit de interviews en co-creation kwam naar voren:
- werknemers zijn goed in hun werk en weten wat ze moeten doen
- overzicht van processen mist
- niet duidelijk wat de relatie is tussen de verschillende functies / teams
- werknemers zien wel hoe het interne proces ongeveer zou moeten werken, maar ervaren dat niet zo op de werkvloer en kunnen het daarom ook niet zo goed uitleggen

[goals]
- getting your view of the proposition
- find out if there are things I didn't know
- share insights from my research
- visualise the proposition of gradient together
- highlight the most important parts
- find out what our stakeholders need from it

[exercise 1: what does Gradient have to offer its clients?] - goal: find out if I was missing any content, get their perspective in contrast with the perspective of the employees
1. write on post-it's all the services Gradient is offering their clients
2. group the post-it's, what belongs together?

[exercise 2: visualise proposition] - goal: get their view on the proposition and the most important points

1. by using the post-it's, now try to sketchy visualise the proposition as you see it from Gradient

[exercise 3: stakeholders/ start discussion] goals - find out their needs and the needs of the clients
1. think of your clients (current and potential)
2. highlight the parts you think is most important to them - why?
3. what do you think the clients need to understand?
4. how do think the proposition needs to be interpreted?