

Fold 

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PORTRAITS



• Portraits should represent individual people, in this case your stakeholders: Who are they? What are their sensibilities? What is their strategic position? Team members need a common view on this.

• Draw a portrait of all the stakeholders, including your own organisation, on the cards.

• List main characteristics of each individual on the cards. Tip: If you have time go out and do interviews.

• Use the onion grid to position the stakeholders in their proximity to the mission.



ROLE PLAYING

• To better understand your stakeholders, you take on the roles of the stakeholders. Role play is designed primarily to build first person experiences in a safe and supportive environment

• You act out their strategic position in relation to the mission in order to better understand their perspective.

Note: It is not a substitute for interacting with the real stakeholders though ☺

• As soon as you've chosen roles, act out their attitude and anticipated actions: What would they need? How would you build a long term relationship with your institution? Would you share ownership?

• And what would that mean for your approach?



STORYBOARDING THE OUTCOME & THE IMPACT

• A storyboard, much like a comic, is a linear visualization of your story.

• Visualise the outcome (whether you aimed for new products, new services, new relationships, new ways of working or empowerment of communities) and impact as a result of your mission.

• You can draw the outcome, build it with LEGO or story board it (see method cards).

• Use the canvas to structure the activity, incorporate the outcome of your role play.



VALUE LADDER

• Each team member defines 5 personal values in relation to the mission (5 min)

• Form pairs and negotiate together 5 shared values (8 min)

• Form a group of 4 again and repeat (8 min)

• Negotiate jointly the final 5 group values (8 min)

• Write the 5 final values on the mat in order of importance

• The values help to form a shared vocabulary and are a 'touch stone' for your later work

