TOOL DESCRIPTION

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A Day in the Life of …

Integrated Consulting Group

This tool explores the daily lives of relevant stakeholders by mapping their working experiences to find tipping points for change communication.

In contexts where certain groups of employees are hard to reach using traditional channels of communications (e.g., shop floor, field staff, service staff, driving personnel, flying personnel), a certain degree of creativity and out-of-the-box thinking is needed.

These people are often at the heart of change processes and are expected to change the most in their daily work since they are on the frontlines of the implementation. At the same time, operative employees often do not read emails or cannot be reached by simply "stopping by their desks."

By mapping a typical day in the lives of employee groups, opportunities and "new" ideas for communication might appear that would otherwise remain hidden.

In preparation for the workshop, these important employee groups need to be identified as well as possible participants from these groups in the workshop itself. This exercise must include representatives from the groups in question instead of people from head office who are familiar with the theoretical processes running in the background.

Duration	Participants	Facilitation
1.5–3.0 h	6–20 people	pinboards, post-it notes in different sizes, pens, templates for describing ideas

SOURCE: Several

A Day in the Life of … │ **Process**

Introduction	Group work	Feedback from the group	Idea generation and priorization
5 min	30–45 min	45–60 min	30–60 min
A short introduction to the idea behind the process is given, and groups are formed according to employee groups. Group size can range between 2 and 4 people. If members of the change project team join the workshop, they can serve as facilitators for the groups and help to document results and gain personal insights.	Each group gets a pinboard as a working area and uses it to develop an overview of an average day in their life by answering the following questions: ● What does a typical day look like? What touchpoints/stops are there? (documented on large post-it notes). ● What kind of communication currently happens here? (formal, informal) (documented on smaller post-it notes). They could also answer an additional question to document more infrequent communication events: ● Outside of everyday life: Which stops? Which conversations? Touchpoints with the company?	The groups then present their results to the group as a whole. At this point, the project team can really learn about the different groups' real-life experiences. This "upskilling" is in and of itself very valuable, since it increases their understanding of how the groups will go forward. The group is given the opportunity to provide feedback and ask clarifying questions.	Ideas are generated based on the question "Which of these situations should be use to reach group xy" in a brainwalking mode in mixed pairs (see Tool "Brainwalking"). The most promising ideas are then ranked: Every pair is awarded 10 points and asked to highlight the ideas that promise the highest impact. The ideas with the highest rank are then either documented by the core team and marked for further work outside the workshop or fleshed out in more detail during the workshop based on a template (see Tool "Change Initiative Profile").