

UNICORN TRAINING

AUDIENCE DESIGN | STORYTELLING | DISTRIBUTION | AUDIENCE BUILDING

SIMON TURSCHNER & RIMANTĖ RUŠAITĖ ,19-22 APRIL 2022, BERLIN



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WHY?

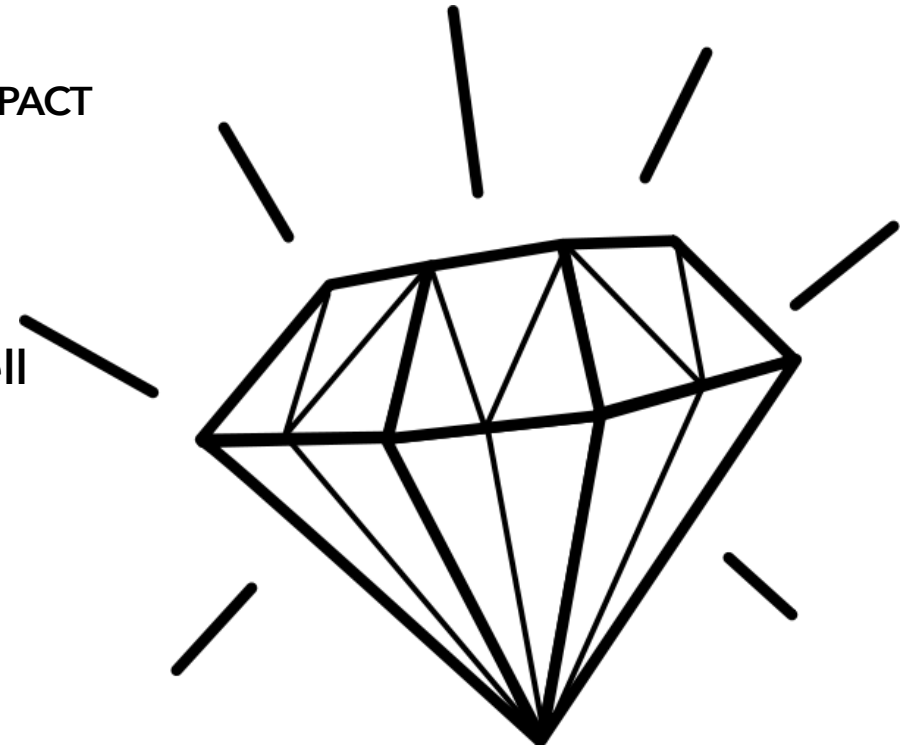
STORYTELLING IS KEY ELEMENT FOR ORGANIZATIONAL IMPACT

People make sense of the world via stories

Every organization is unique - and has stories to tell

Stories communicate always a "message"
(explicit or between the lines)

Stories move people (more than facts)



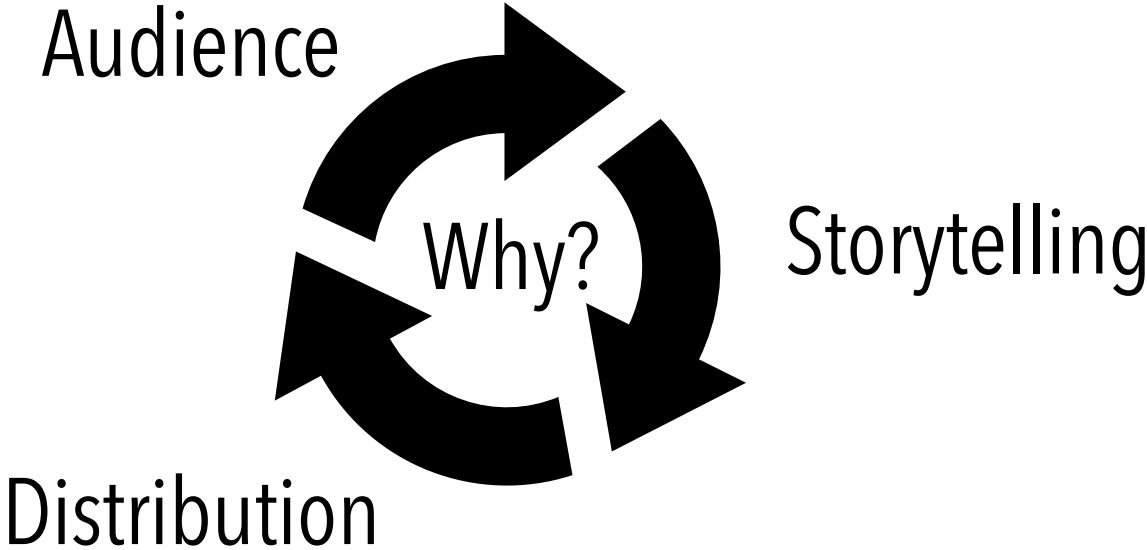
Source: <https://de.cleanpng.com/png-hl6mvt/>



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TRAINING OUTLOOK

BEGINNING AND ENDING WITH THE AUDIENCE



GOALS

TRAINING LIKE A WINE TASTING

Understand key concepts in communication and marketing strategy

Apply proven tools in communication and marketing strategy

Identify obstacles and opportunities in communication and marketing strategy



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DAY 1 - AUDIENCE DESIGN



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TRAINING DAY 1

AUDIENCE DESIGN

Start with Why (Communication status quo)

Audience Mapping

Target profile



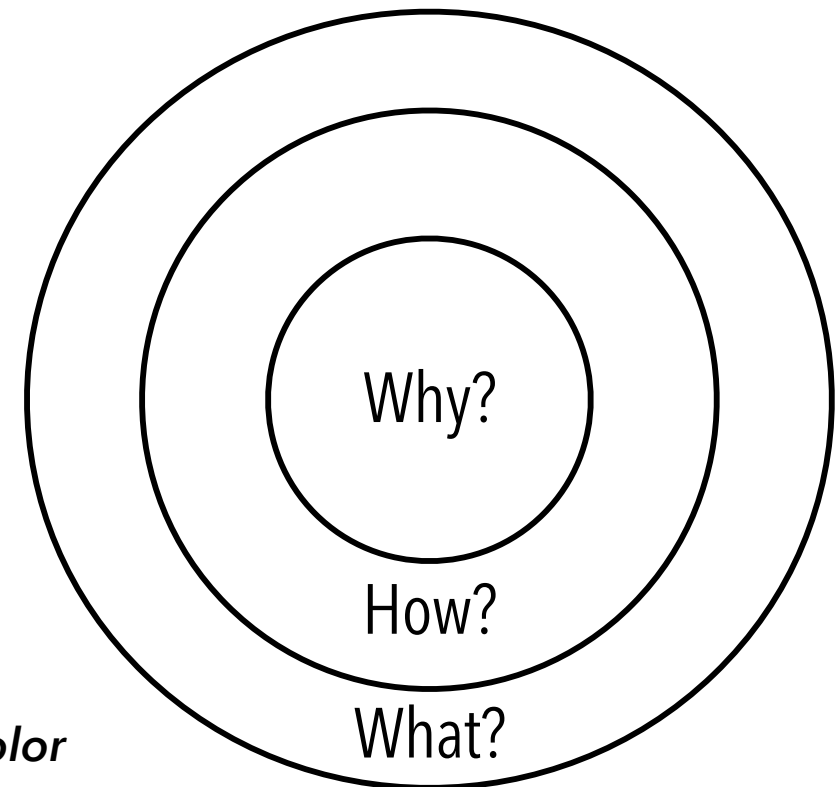
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START WITH WHY

WHAT IS YOUR COMMUNICATION STATUS QUO?

- 1) WHY? - What is the purpose of your communication? (choose only one, if there are more) (~8min)
- 2) HOW? - Which "stories" do you tell? (~8min)
- 3) WHAT? - What channels/formats do you use? (~8min)
- 4) CHALLENGES - Where are your challenges? (-5min)

*put relevant keywords on post-its in your organizations' color
position the post-it's on the circles on the wall*



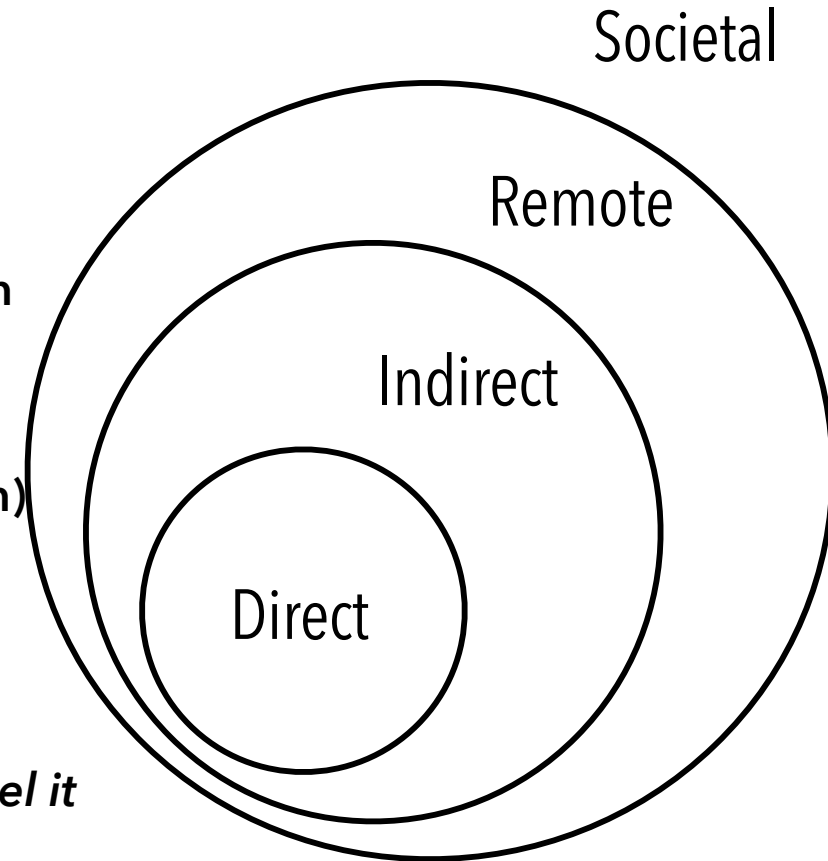
AUDIENCE MAPPING

WHO IS YOUR AUDIENCE? WHO ARE YOUR STAKEHOLDERS?

- 1) Identify your audience/stakeholders (15min) - brainstorm
- 2) Validate the map - discuss and adapt the map (10min)
- 3) Define relationships - draw and label connections (10min)

put audience/stakeholders on post-its in the relevant circle of influence (optional: use color code for priority)

show the direction of the relationship with an arrow and label it with verbs (e.g. inform, influence, ...)



AUDIENCE MAPPING

HOW TO? (FIND SOURCE/EXAMPLE [HERE](http://democrati.se/docs/Democratise.IdentifyingYourStakeholders.pdf)) <http://democrati.se/docs/Democratise.IdentifyingYourStakeholders.pdf>

The audience map works through a visual metaphor of concentric circles that identify our relationships at four levels, working from the centre out:

Direct

People or groups who directly interact with the organization/project/campaign.

Indirect

People or groups who do not directly interact with the organization/project/campaign but exercise strong influence over (or are strongly influenced/affected by) direct users.

Remote

People or groups who remain at a distance from the organization/project/campaign but could be affected/influenced by the project (or vice versa, could indirectly affect/influence).

Societal

Wider societal influences. Usually macro, they have no direct impact or influence and are themselves either not affected by or very indirectly affected by the system. This might include legislators or local authorities, quality assurance agencies or professional governing bodies and typical refers to a macro-level change or rule, law or policy has a trickle-down impact on the organization/project/campaign.

These societal influences can often be broad categories (such as 'youth' or 'community') that you know about and want to connect with better. They will almost certainly contain more nuanced sub-categories and some of these will probably appear in the inner circles of your audience map.



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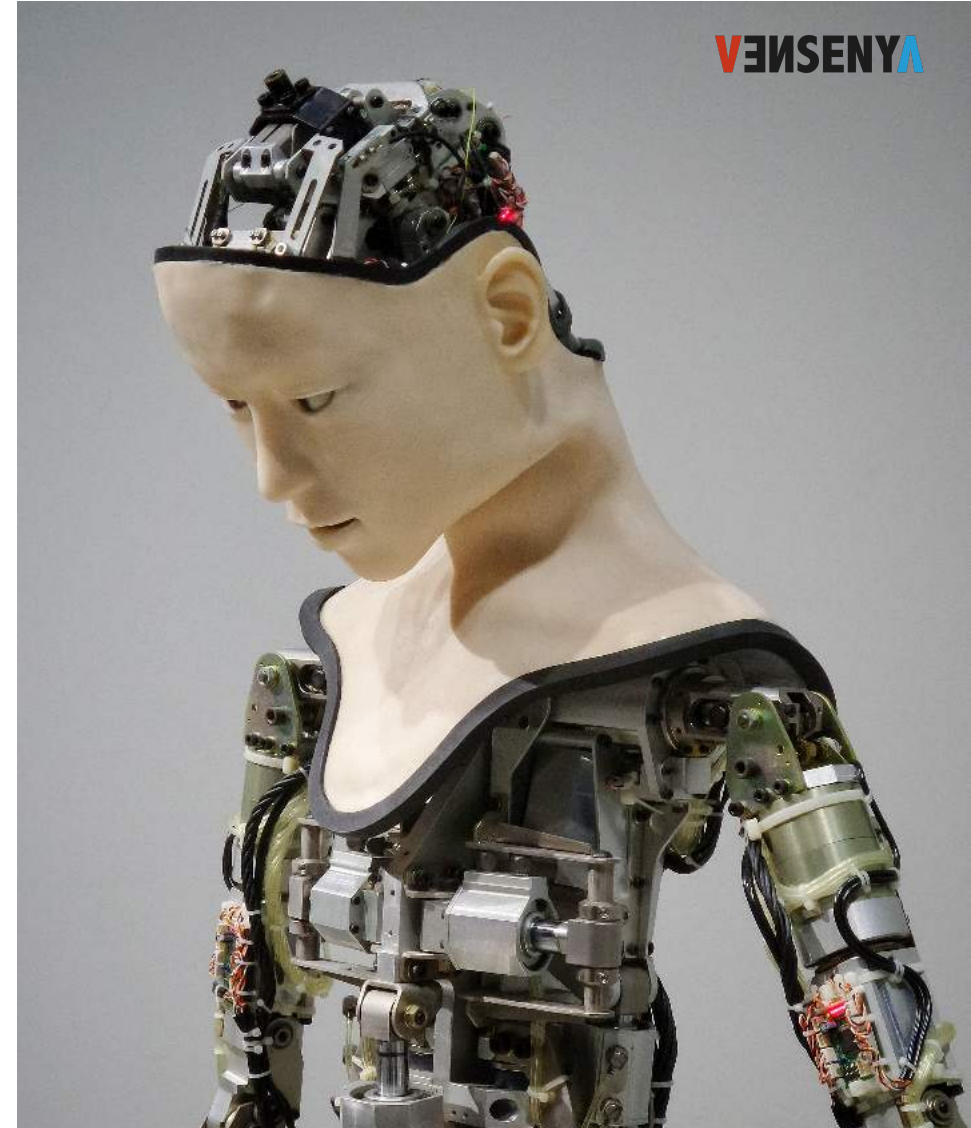
TARGET AUDIENCE VS. TARGET PROFILE

WHY A REAL PERSON IS BETTER THAN A PERSONA

The concept of target audience is misleading because while audiences may appear to be similar, their individual needs may vary wildly.

Stories and emotion comes natural with a real person whereas addressing the needs of a real person with a dummy persona likely feels unnatural.

The hidden insights you'll get from talking to a real person are priceless.



CREATING A TARGET PROFILE

OVERVIEW OF ALL STEPS

- 1) Start with the demographic of your audience (e.g. *people who like coffee, have kids, ...*)
- 2) Choose a real person from that demographic
- 3) Speak to that person and find out their list of problems (with regard to your product/service)
- 4) Choose one problem then expand it
- 5) Use a real person to get feedback

MAKE SURE THAT YOU RECORD AND TRANSCRIBE THE INTERVIEW - EXACT WORDING IS VERY IMPORTANT



TARGET PROFILE INTERVIEW ANALYSIS

GUIDELINE TO GET INSIGHTS AND CONCLUSIONS

1) What is the PROBLEM?

Write down the exact wording that the interviewee used to describe the issue itself, why it is an issue and the consequences if it is not being solved in the exact wording.

What about the emotions? Which feelings came up in the interviewee when she was talking about her two biggest issues?

Use the words from the interviewee to write a message of the issue directly addressed to the interviewee.

2) What is the SOLUTION?

Write down the perfect answer to the issue described.

3) What are the OBJECTIONS?

Write down a list of all objections to using/approaching/... the product/service/... using the phrases from the interviewee.

4) What makes you UNIQUE?

Write down what would be unique of your product/service/... for the interviewee in exact wording.

The information should be used for your messaging on your website, emails, social media, flyer, etc. to address your target audience.

5) Analyze the different aspects. Did you feel the emotions of the interviewee? What were your insights from the interview? What could be the sweet spot to focus in your communication - that's your EDULAB challenge!



TARGET PROFILE INTERVIEW (SIMULATION: HOTEL MANAGER-CUSTOMER)



CHALLENGES IN SOCIAL MEDIA

YOUR HOMEWORK TASK FOR DAY 3 COLLEGIAL CASE ADVICE

- 1) Find a case of one concrete challenge you have in communication with social media.
- 2) Prepare a short oral presentation (5min) of that case.



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DAY 2 - STORYTELLING



DAY 2 - STORYTELLING

TRAINING DAY 2

STORYTELLING

Storytelling SUCCEsS

Uniqueness

Brandscript



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**URBAN LEGEND
(INJECTION NEEDLE WITH HIV MATERIAL
WHILE CELEBRATING CARNIVAL)**



DAY 2 - STORYTELLING

STICKY MESSAGES

THE SUCCES FRAMEWORK - OVERVIEW

S IMPLE

U NEXPECTED

C ONCRETE

C REDIBLE

E MOTIONAL

S TORY



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FIGHT THE CURSE OF KNOWLEDGE (CLAPPING THE HAPPY BIRTHDAY TUNE)

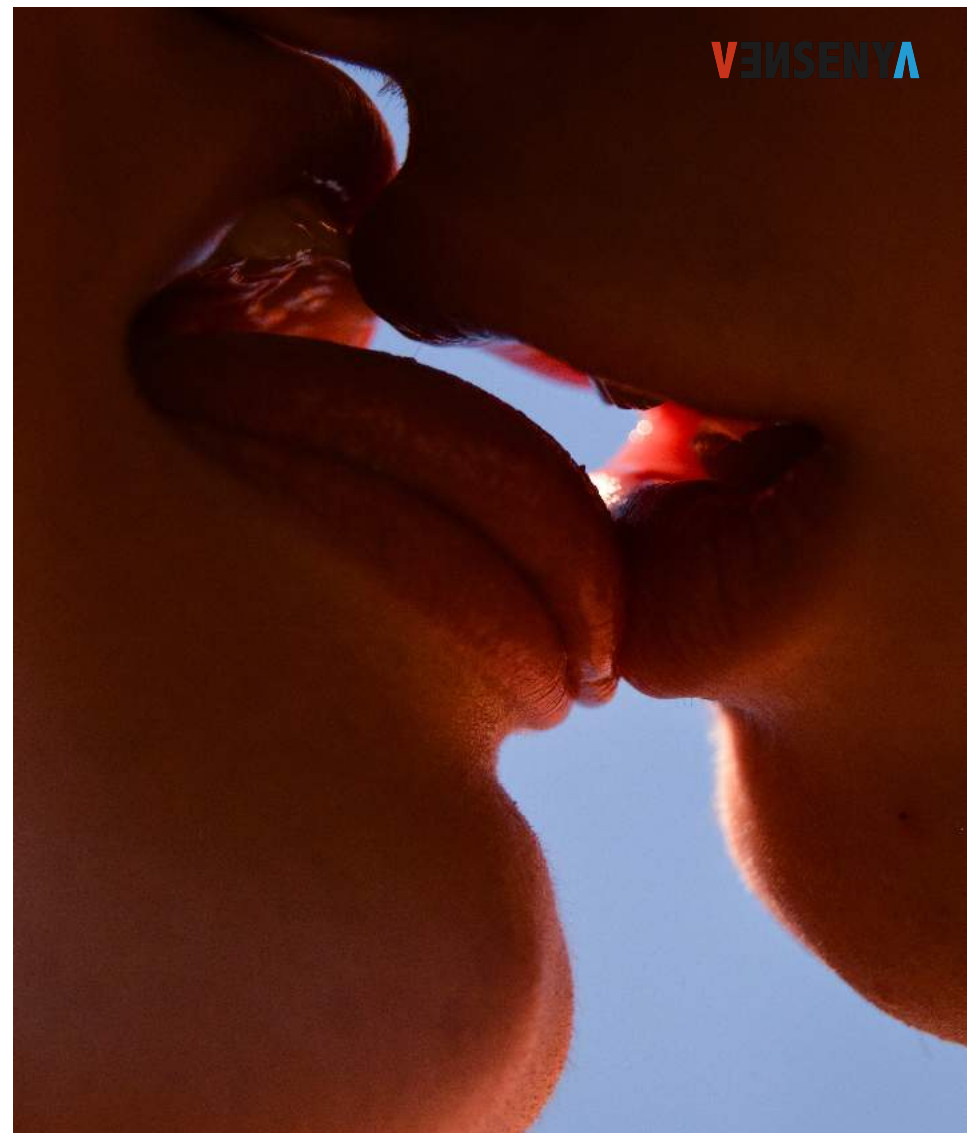


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SIMPLE

KISS - KEEP IT SHORT AND SIMPLE

Try to follow the acronym KISS (keep it short and simple) as sticky messages are simple and short. They are distillations of complex ideas into a single core that is easy to get and that can be embodied in a sentence.



DAY 2 - STORYTELLING

„HOLLYWOOD PITCH“

HYSTERIA

Four midthirties on the quest of being the perfect woman are put on a crucial test about the ‚kids issue‘.



Vier Mitdreißiger auf der Suche nach dem perfekten Frauenbild machen die Zerreißprobe beim Thema Nachwuchs.

HYSTERIA



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UNEXPECTED

CREATE „A HA“ MOMENTS

In order to grab the attention of your audience it is important to integrate something that surprises your audience. Try to grab the attention by defying the expectations of the audience and keep the attention by teasing their curiosity. Make your message interesting.



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CONCRETE

APPEAL TO THE FIVE SENSES

If you want your idea to be grasped and remembered later by your audience you should use language, images or examples that make your message concrete.



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CREDIBLE

PROOF BY EXAMPLE, NUMBERS, AUTHORITY/ANTI-AUTHORITY, TESTIMONIALS, INVITATION TO PROVE

To make your message credible you can use proof by example, statistics, experts, influencers or testimonials from the audience itself that make your audience believe what you say is true. Or invite the audience to proof it for themselves.



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DAY 2 - STORYTELLING



https://www.youtube.com/watch?v=Y_56BQmY_e8



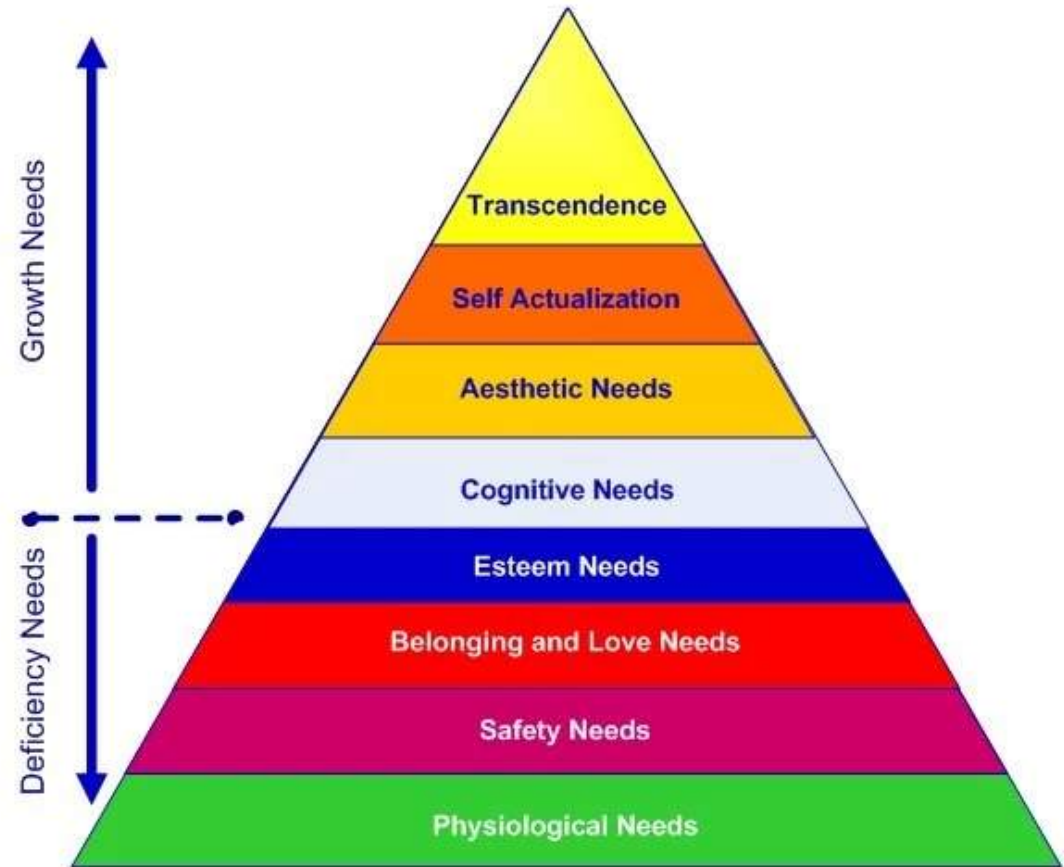
<https://www.youtube.com/watch?v=S0fJyeW3v4o>

EMOTIONAL

MAKE US FEEL SOMETHING - AND IN DOING SO
MAKE US CARE

If you evoke emotions and make the audience feel something you make them care. You could do this by either address what people already care about or create an association between your idea and something they care about.

MASLOW'S MOTIVATION MODEL



Source: https://en.wikipedia.org/wiki/Maslow%27s_hierarchy_of_needs



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STORY

HUMANS MAKE SENSE OF THEIR WORLD VIA STORIES

Statistics may be dire, but stories inspire. Regarding your messages storytelling is very important because people are wired to see their world through actual stories. Create messages and a storytelling where people can relate to - a story beats a thousand facts and figures.

10 Storytelling Principles

----- *This makes your story authentic* -----



Be yourself!

You are unique. Show yourself as a human being, vulnerable and brave, with strengths and weaknesses, dreams and doubts.

> You create a connection between you and the listener



Tell the story as if you talk to a good friend!

This is true everywhere, no matter who are you or who is your audience.

> Helps you to be authentic and creates empathy with your listeners.

----- *This gives structure to your story* -----



Keep to the red thread!

Decide on one theme, one message, one story - and keep to that red thread.

> Gives your story a main topic and sends a clear message.



Catch your audience - from the beginning!

Make your audience curious from the beginning! Maybe use a question or a surprise, a contrast or a personal moment.

> Curiosity creates openness in your audience - it prepares them to listen.



Define the frame!

Define time, place, setting and context at the beginning. Be short and precise.

> Gives the audience orientation, so that they can put it in perspective.



KISS - Keep it short and simple!

Less is more. Use short sentences, get to the point.

> Prevents wandering off, repetition - and boredom of your audience.



Create an arch!

Create an arch and refer to a higher context of your story at the end (why I'm telling you this?) and place your core message.

> Ankers your key message and makes your story „whole“.

----- *This makes your story vivid* -----



Use one gleaming detail!

The essence of your story can be grasped in a few key moments. Find this „gleaming detail“ and expand it. And then let it speak for itself.

> Makes your story come to life and transforms abstract to concrete.



Appeal to the senses!

Only when you appeal to the senses, the audience can immerse into the story.

Describe the key moments like scenes in a film in all facets.

> Lets the audience truly „relive“ your story.



Share your emotions!

How were you feelings? Fear, joy, disappointment, hope, insecurity, ...

> Your openness creates openness and trust - and persuasion.

gathered from Mayte Kappel and Simon Turschner



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STICKY MESSAGES

THE SUCCES FRAMEWORK - OVERVIEW

S IMPLE: KISS - keep it short and simple

U NEXPECTED: Create ,A HA' moments

C ONCRETE: Appeal to the five senses

C REDIBLE: Proof by example, numbers, authority/anti-authority, testimonials, invitation to prove

E MOTIONAL: Make us feel something - and in doing so make us care

S TORY: Humans make sense of their world via stories



ANALYZE YOUR MESSAGES

ARE THEY STICKY (ENOUGH)?

Analyze own social media/homepage/marketing material

- find good/not so good examples
- find alternatives if possible
- present your results



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THE BENJAMIN

A HOTEL ALL ABOUT SLEEP

Top ten curated pillow menu

On Demand Meditation

Sleep masks, ear plugs, blackout curtains, noise machines, and a lullaby music library

24/7 Sleep Team

Winks' Kidzzz Club for our youngest guests

Work-down and wake-up calls

Rest & Renew menu for best sleep solutions

Source: <https://www.thebenjamin.com/de/>



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UNIQUENESS

WHAT MAKES YOU UNIQUE? JUST INVENT IT.

- 1) List all the factors that could make your business unique.
- 2) Use weighted ranking to decide on one factor.
- 3) Flesh out the uniqueness to create more clarity.



CREATE YOUR BRANDSCRIPT

TELL THE 'STORY' OF YOUR BRAND

- 1) Frame the audience as the lead character in their story, and clearly identify what they want.
- 2) Understand their challenges and how the organizations's product/service is a solution.
- 3) Position yourself as the audience's guide by demonstrating empathy and authority.
- 4) Develop a clear plan for your audience to follow leading them to fulfill their need.
- 5) Promote call to action that encourages the audience to take action.
- 6) Demonstrate what success and failure look like if they take/don't take action.



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BRANDSCRIPT WORKSHEET

[HTTPS://WWW.MYSTORYBRAND.COM](https://www.mystorybrand.com)



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DAY 3 - DISTRIBUTION



DAY 3 - DISTRIBUTION

TRAINING DAY 3

DISTRIBUTION

Get, keep and grow your audience

Social media - collegial case advice

Influencer



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SALES IS A NUMBERS GAME



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CUSTOMER RELATIONSHIPS

GET, KEEP AND GROW CUSTOMERS

Acquiring and activating customers online is a two part process and will come with a cost (in most cases). This cost is called the "customer acquisition cost" (CAC). This cost is calculated by adding up all the costs required for the acquisition (ads, press etc.) divided by the number of customers that actually bought or signed up for your product.

Keeping customers in a digital channel is basically the same as in physical channels. You'll want an active blog keeping them engaged, a great newsletter, contests, meetups, social engagement - again, the reason to keep them is that it's more expensive to acquire new one.

In this scenario, you need to worry about maintaining a low "churn" rate. Churn, or attrition, is the monthly rate of customers that stop using your product/service.

Growing customers for the web/mobile channels is very similar to physical channels. Can you up-sell, cross sell, gain referrals from your existing consumer base. In this part of the funnel, you need to focus on customer lifetime value (LTV). After you've focused on acquiring them, keeping them engaged (low churn rate), you then want to figure out how to get more value out of them - your LTV should be higher than the customer acquisition cost (CAC) at the front of the funnel.



AUDIENCE RELATIONSHIPS

GET, KEEP AND GROW AUDIENCE

Acquire

What are your distribution channels?

Activate

What is your ,activation'?
(e.g. sign up, donation, ...)

Keep

What are actions to keep your audience engaged'?

Grow

What are actions to get referrals, grow your impact or ,sell' more to your audience?

COLLEGIAL CASE ADVICE

Time	Phase	Presenter	Advisors	Rules
5'	Definition of roles	Feedback: Add another phase of Questioning for the presenter (5') and maybe add a coffee break (5') to give the presenter some time to reflect on the proposed solutions.		who is adviser, presenter, moderator?
5'	Presentation	describes the situation and frames the challenge	listen and take notes	no questions yet
10'	Questioning	answers clarifying questions	ask clarifying questions	only information, no interpretations
10'	Hypothesis	goes out of the circle - only listens!	discuss situation, form hypotheses	no solutions
5'	Opinion	comes in - adjusts and complements	listen and adjust assumptions	no discussion
10'	Proposed solutions	goes out of the circle - listens and takes notes	everyone says what she would do	no discussion
10'	Decision	chooses solution(s) and explains choice	listen	no discussion
5'	Exchange	talks about feelings, reflects learnings	reflect learnings	

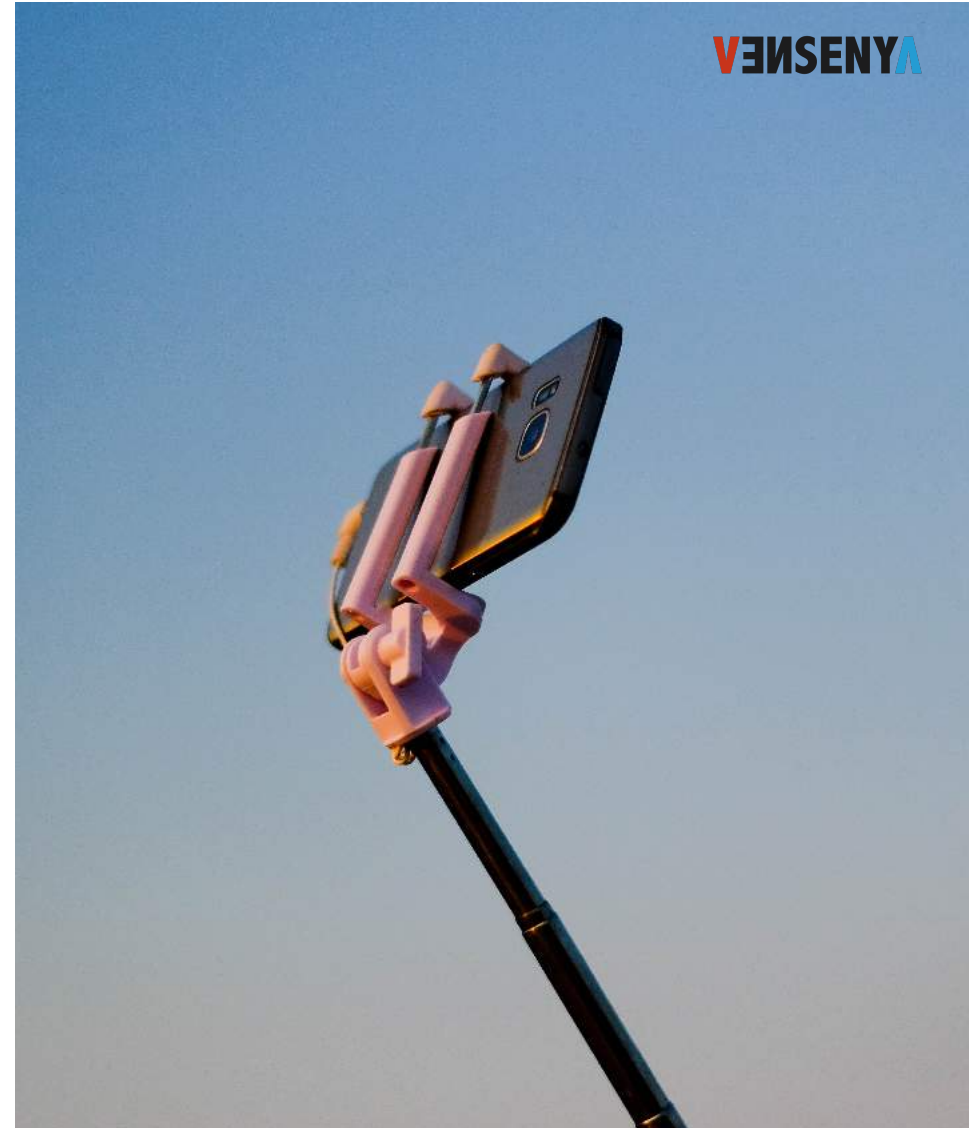


INFLUENCER MARKETING

WHAT IS AN INFLUENCER?

Someone who has the power to affect the decisions of others because of her authority, knowledge, position, or relationship with her audience.

Someone with a following in a distinct niche, with whom she actively engages.



INFLUENCER MARKETING

WHAT IS AN INFLUENCER?

Celebrities

Social-Media-Influencer

Blogger

Politicians

Journalists

Experts

...

Mega-Influencer (>1.000.000)

Macro-Influencer (50.000-1.000.000)

Micro-Influencer (10.000-50.000)

Nano-Influencer (<10.000 Follower)

[Friends & Family]

Food

Travel

Fitness

Fashion

Beauty

Games

...

INFLUENCER MARKETING

WHAT IS AN INFLUENCER?

	Mega	Macro	Micro	Nano	Friends & Family
Reach	Very high	High	Medium	Low	Very low
Engagement	Low	Low	High	Very high	Very high
Cost	Very high	High	Medium	Low	-
Professionalism	High	High	Medium	Low	Low



INFLUENCER MARKETING

WHY INFLUENCER MARKETING?

Access to and influence of target audience

Authenticity and credibility

Production of content



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INFLUENCER MARKETING

HOW TO MEASURE SUCCESS?

Reach (Reach of all followers of the Influencer in a campaign)

Impressions (potential views)

Views (actual views)

Interactions / Engagement (likes, comments)

Clicks (link)

Sentiment analysis (measures the sentiments of a post)

Conversions (e.g. from visiting a website to sign up for service)

Content-quality (production value)

ROI (Return on investment)

...



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INFLUENCER MARKETING

FORMATS

Post (with Hashtags, Links, ...)

Story (short videos, posts in stories)

IGTV (longer videos)

Unboxing (products are presented while unboxing them)

Contests

Tutorials

Live Events (influencer shares her impressions about the event)

Discount codes

Account Take-Over (Influencer takes over account of a brand and creates posts from her perspective)

Brand Ambassador (becomes „face“ of the brand)

...

Instagram

Youtube

Tik-Tok

Facebook

LinkedIn

Blogs

Podcasts

Twitch

Pinterest

...



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INFLUENCER MARKETING

WORKING TOGETHER WITH INFLUENCERS

Transactional
(short term contracts with influencers)

- direct contact
- influencer agency
- influencer platforms

Relational
(building long-term relationships)

Strategic Co-Branding
(investing in influencers like little startups)

CPM (cost per thousand - e.g. thousand views, ...)

CPE (cost per engagement - e.g. like, comment, click, ...)

Affiliate (defined conversion e.g. click, buy, sign up, ...)

Fixed price (e.g. daily rate, full package, ...)

Buy-Out (content rights, licensing)

Effort-based (based on actual effort - e.g. blog-article)



INFLUENCER MARKETING

EXERCISE

Research for influencers in your areas of impact.

Think about how they can be of value to create more impact.



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DAY 4 - AUDIENCE BUILDING



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DAY 4 - AUDIENCE BUILDING

TRAINING DAY 4

AUDIENCE BUILDING

Growth Hacking Mindset

Superfans

Final Feedback



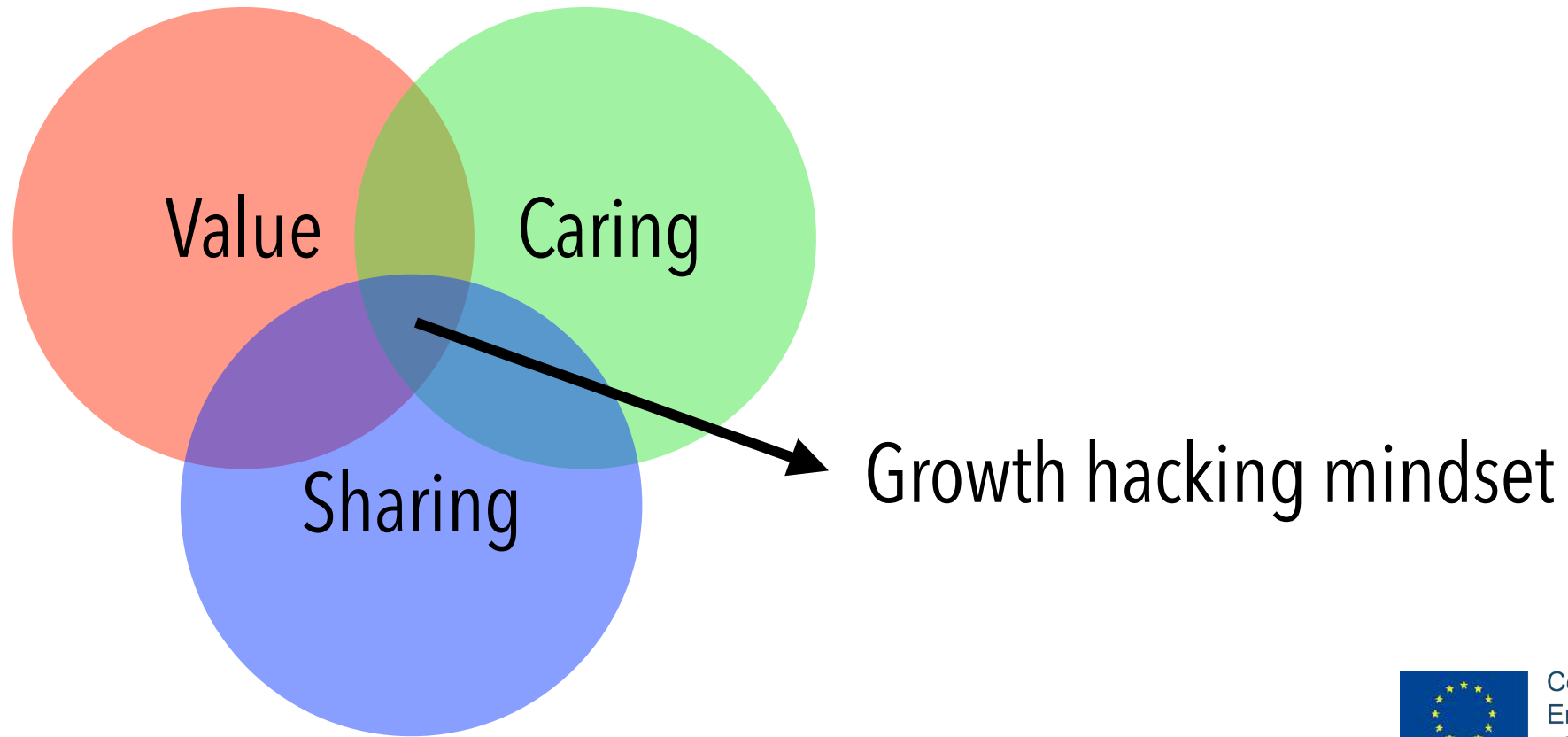
VEMSENYA



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GROWTH HACKING MINDSET

COMBINE GREAT VALUE WITH CAREFUL CARING AND PROMOTE SHARING



MAIN IDEA

The name of the game in business today is to create "superfans" – highly engaged customers who will go out of their way to buy and use everything you create. If you can create a tribe of superfans around the world, you future-proof your business.

SUPERFANS ➔ **SF**

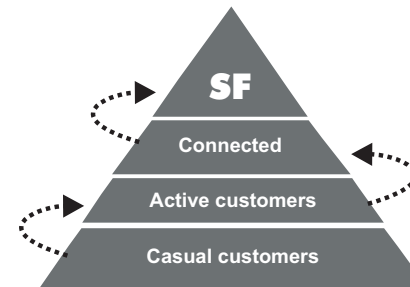
It's common to assume that superfans only exist for musicians, sports teams, and celebrities, but the reality is pretty much every business can create energized superfans. You just have to create a migration path for customers to move from being casual to active, active to connected, and then connected to superfans.

"Build a set of superfans, and no matter what happens, they'll always be there for you. Instead of spending money on ads, spend more time on people. Instead of worrying about the latest growth hacks and strategies, worry about identifying and addressing the biggest pains and problems in your target audience. Instead of figuring out how to optimize your conversion rates, figure out the rate at which you're able to connect authentically with your audience and make them feel special. Fans are important, but superfans are everything."

– Pat Flynn

"All you need is 1,000 true fans. They will drive two hundred miles to see you sing. They will buy the super deluxe re-issued hi-res box set of your stuff even though they have the low-res version. They have a Google Alert set for your name. They bookmark the eBay page where your out-of-print editions show up. They come to your openings. They have you sign their copies. They buy the t-shirt, and the mug, and the hat. They can't wait till you issue your next work. They are true fans."

– Kevin Kelly, senior editor, WIRED magazine, 2008



THE SUPERFAN JOURNEY

Phase 1 – Casual customers ➔ Active customers Pages 2 - 3

Your casual audience is the largest segment of your customer base. These are people who buy your product or service at least once because of the value you provide. Your goal with this group is to create a trigger which signals they are in the right place, that there's something special for them, and that they should become part of your active audience – so casuals come back and do more business in the future.

Phase 2 – Active customers ➔ Connected customers Pages 4 - 6

Your active audience know who you are and what you offer. Every time you create something new, they pause and make a decision whether or not to buy. They like your stuff – which is a great start – but they need convincing to act. Your goal with your active audience is to help them become part of your connected community.

Phase 3 – Connected customers ➔ SUPERFANS Pages 7 - 8

Customers in your connected community hear from you regularly and also have conversations with each other. Community members start identifying with your mission, and generate the bulk of your comments, feedback, and survey results. These people love what you're doing, and will validate new ideas which will help your business excel and grow. Your goal with your connected community is to fan the flames of their interest so they voluntarily make the transition to superfans.

SUPERFANS ➔ **SF**



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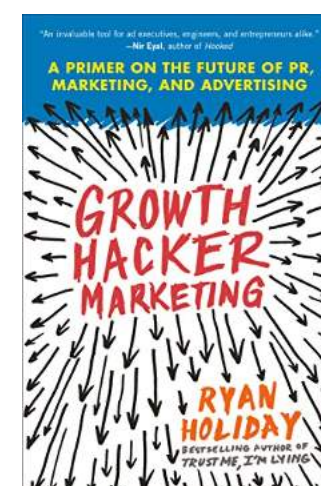
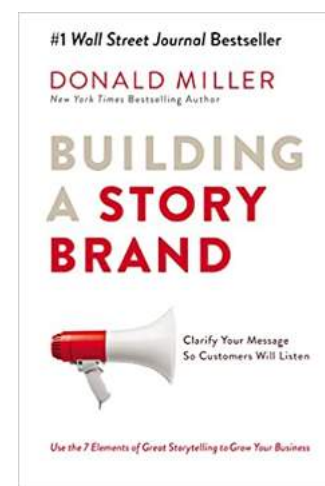
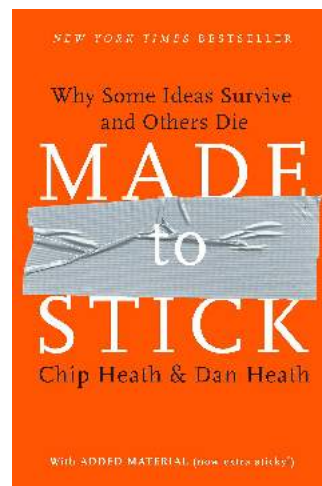
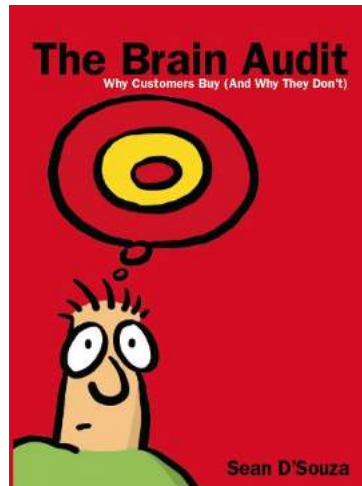
ORIGINAL SOURCES

Ideas, Concepts, Frameworks



WORKBOOK

HOW TO IDENTIFY, UNDERSTAND
AND CONNECT WITH THE RIGHT
STAKEHOLDERS FOR YOUR
CAMPAIGNS AND PROJECTS



Pictures



and other sources indicated on slides

FINAL FEEDBACK





LTTA Liverpool July 2022



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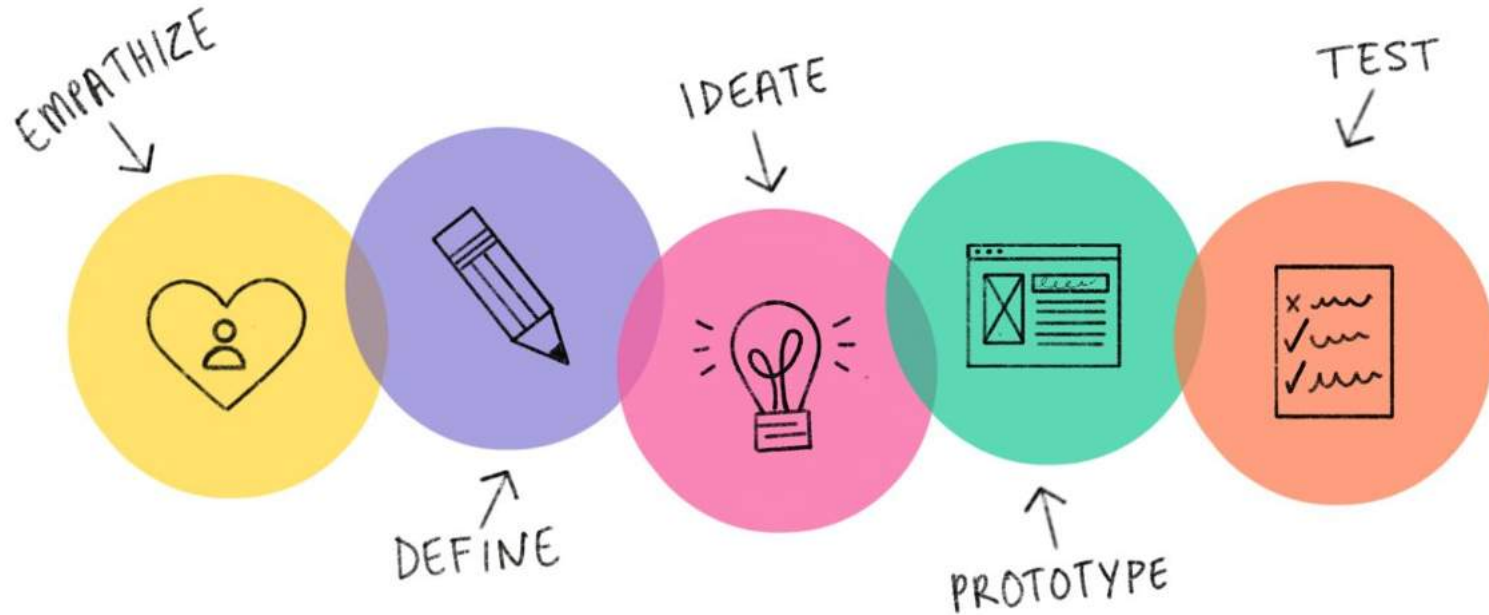


Image: <https://medium.com/swlh/how-to-use-design-thinking-in-the-ux-design-process-e33c4f11a6be>



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VENSENYA CHANGING
MINDSETS

Session 1. Homework Reflection



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10:30-12:00 Unpacking the Target Profile Interview



Session 2. Defining PoV & HMW?

12:00 - 12:30 Problem Statement/Point of View and 'How Might We?' question

Frame the challenge from a human perspective

- ▶ Define the team's Point of View (POV)
- ▶ Clarify:
 - ▷ who you are solving the challenge for
 - ▷ what you think they need
 - ▷ why you think so



Session 2. **Step 1: Defining PoV**

You articulate a POV by combining these three elements – **user, need, and insight**.
You can articulate your POV by inserting your information about your user, the needs and your insights in the following sentence:

User . . . (descriptive)

needs . . . (verb)

because (insight. . . (compelling)



Session 2. **Step 2:** How Might We question..

The HMW question uses a special language that helps to switch to a different way of thinking.

“How” implies that there are more possible ways to solve the question.

“Might” creates a safe space in which we know that a potential idea might work.

“We” reminds us that we solve the problem as a team.



Session 2. PoV -> HMW?

Let's take example of Pet Owner who want their pets to socialise but find it difficult to do so.

Example of a POV: **Pet owner (USER) need** to find friends for their pets (users need), **because** pets need to socialise to stay active and happy (insight)

Example of a HMW question: **How might we** help pet owner to find friends for their pets, so that they socialise and stay active and happy?



Session 3. Ideation

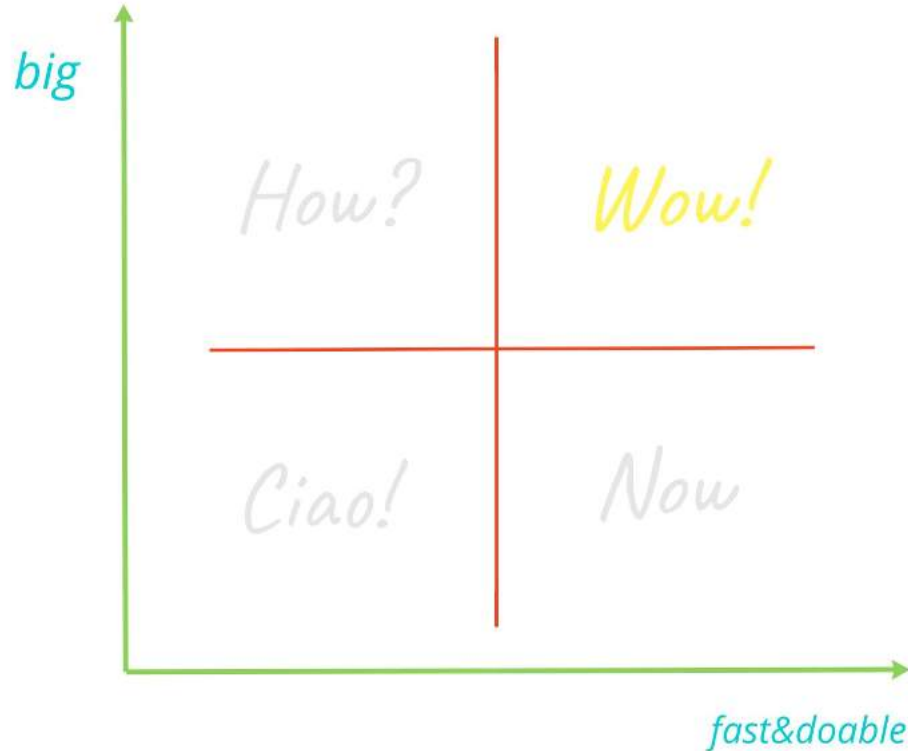
14:00 - 15:00 Explore a number of ways to deal with the challenge

- ▶ Silent brainstorming & Build on the ideas of others
- ▶ Each individual, pick 3 inspiring ideas and move them onto “How-wow-now-ciao” to make final Selection (1 How, 1 Wow)

Session 3. Ideation



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VENSENYA CHANGING
MINDSETS

Session 4. Prototyping



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10:30 - 12:30 Each partner will create a first draft of their Action Plan

Each partner will create an action plan for their organisation based on the methodologies already explored and the previous work

Session 5. Testing



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14:-14:30 Feedback/Testing

Peer review and feedback. Each partner will test their action plan with the group allowing peer review and feedback.

Session 6. Iteration



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14:30-15:00 Iteration

Each partner takes notes and adapts their action plan accordingly (if appropriate)

TARGET PROFILE INTERVIEW ANALYSIS

GUIDELINE TO GET INSIGHTS AND CONCLUSIONS

1) What is the PROBLEM?

Write down the exact wording that the interviewee used to describe the issue itself, why it is an issue and the consequences if it is not being solved in the exact wording.

What about the emotions? Which feelings came up in the interviewee when she was talking about her two biggest issues?

Use the words from the interviewee to write a message of the issue directly addressed to the interviewee.

2) What is the SOLUTION?

Write down the perfect answer to the issue described.

3) What are the OBJECTIONS?

Write down a list of all objections to using/approaching/... the product/service/... using the phrases from the interviewee.

4) What makes you UNIQUE?

Write down what would be unique of your product/service/... for the interviewee in exact wording.

The information should be used for your messaging on your website, emails, social media, flyer, etc. to address your target audience.

5) Analyze the different aspects. Did you feel the emotions of the interviewee? What were your insights from the interview? What could be the sweet spot to focus in your communication - that's your EDULAB challenge!



Source: Brain Audit by Sean D'Souza



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