

Moderator

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Strategy

Marketing

Brand

- Meaning
- Role functions
- What to do
- Techniques
- Role limits

Meaning

- ✓ To moderate
- ✓ Narrow goal: to broaden the partner's vision of problem by using different tools
- ✓ More general goal: help to find the best way out for the problem

moderator



Essential aspects

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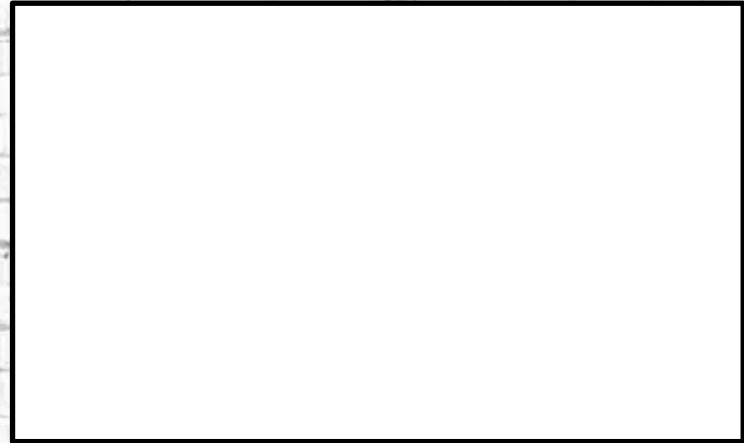
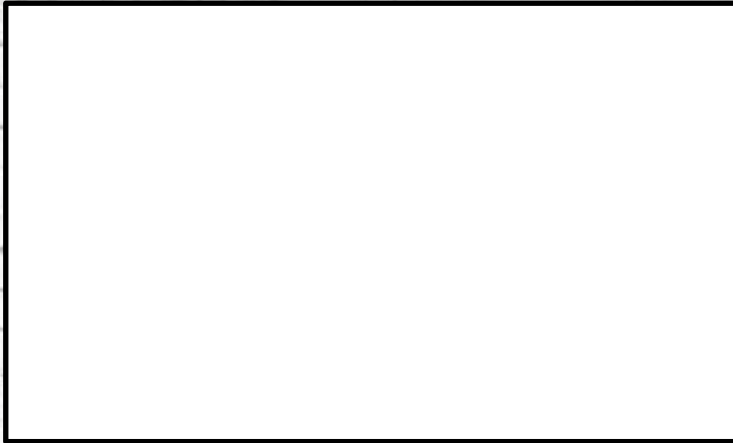
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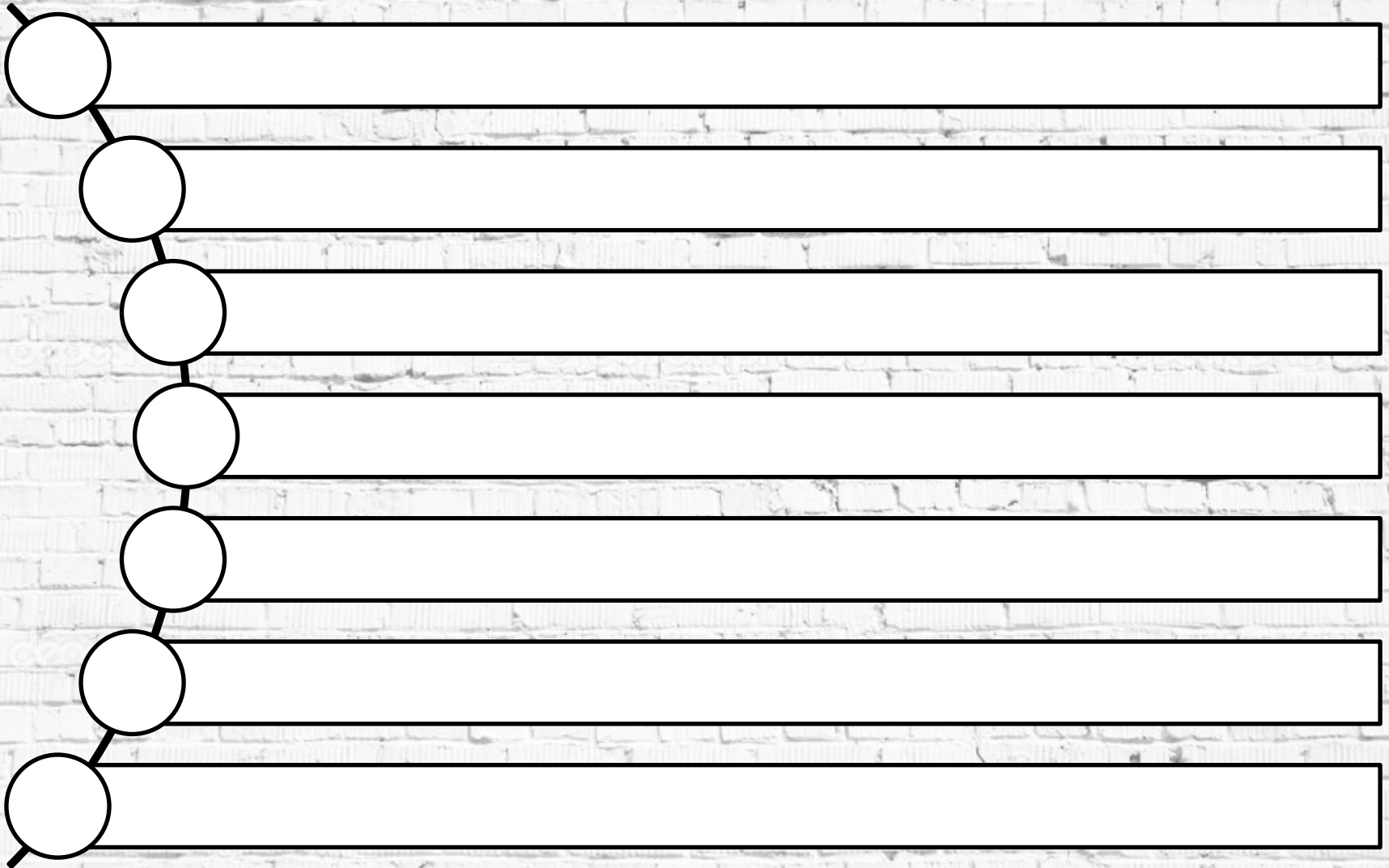
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Functional Role

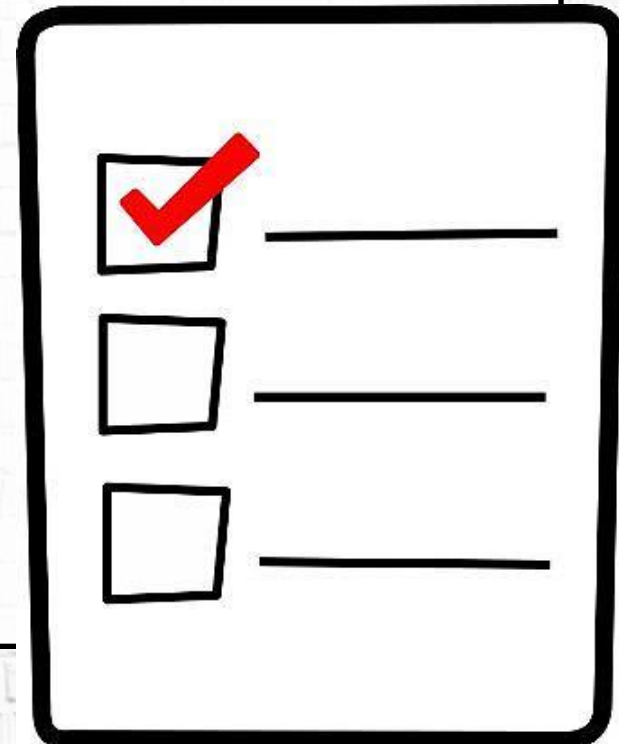


Functions

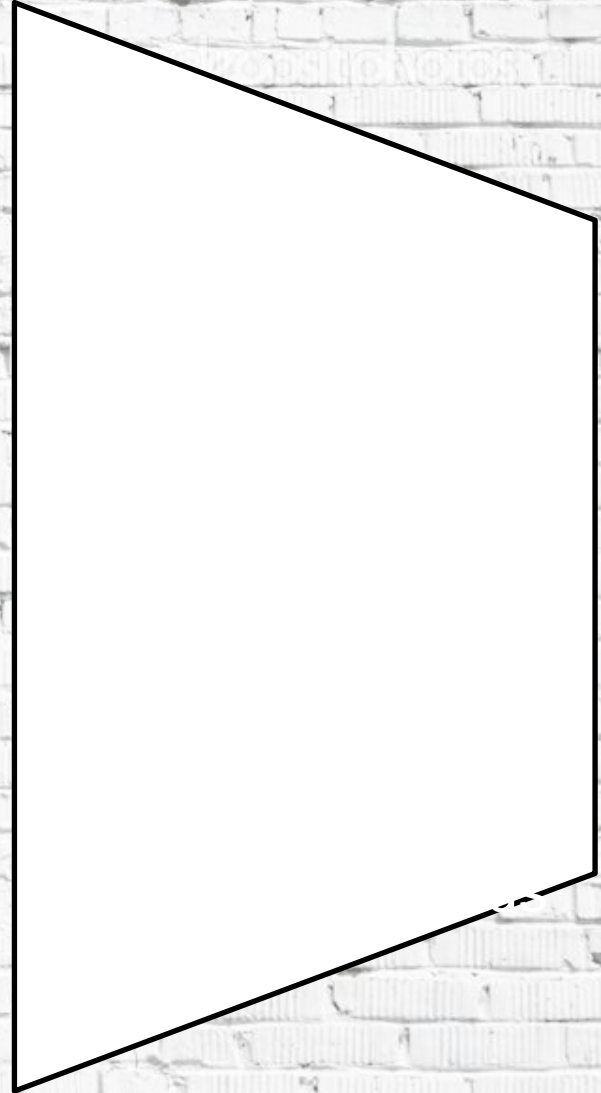
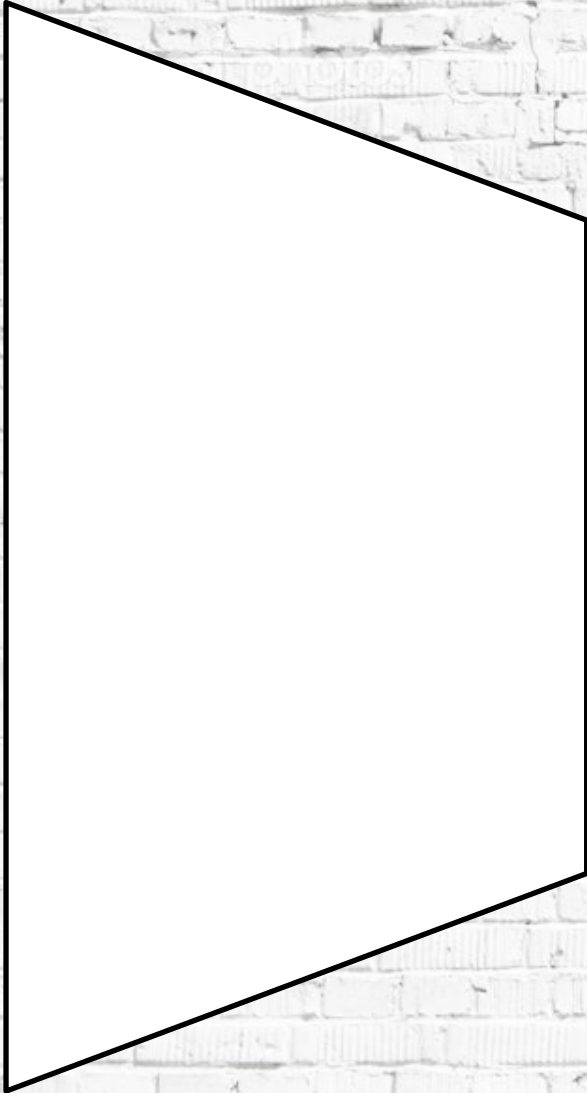


What to do

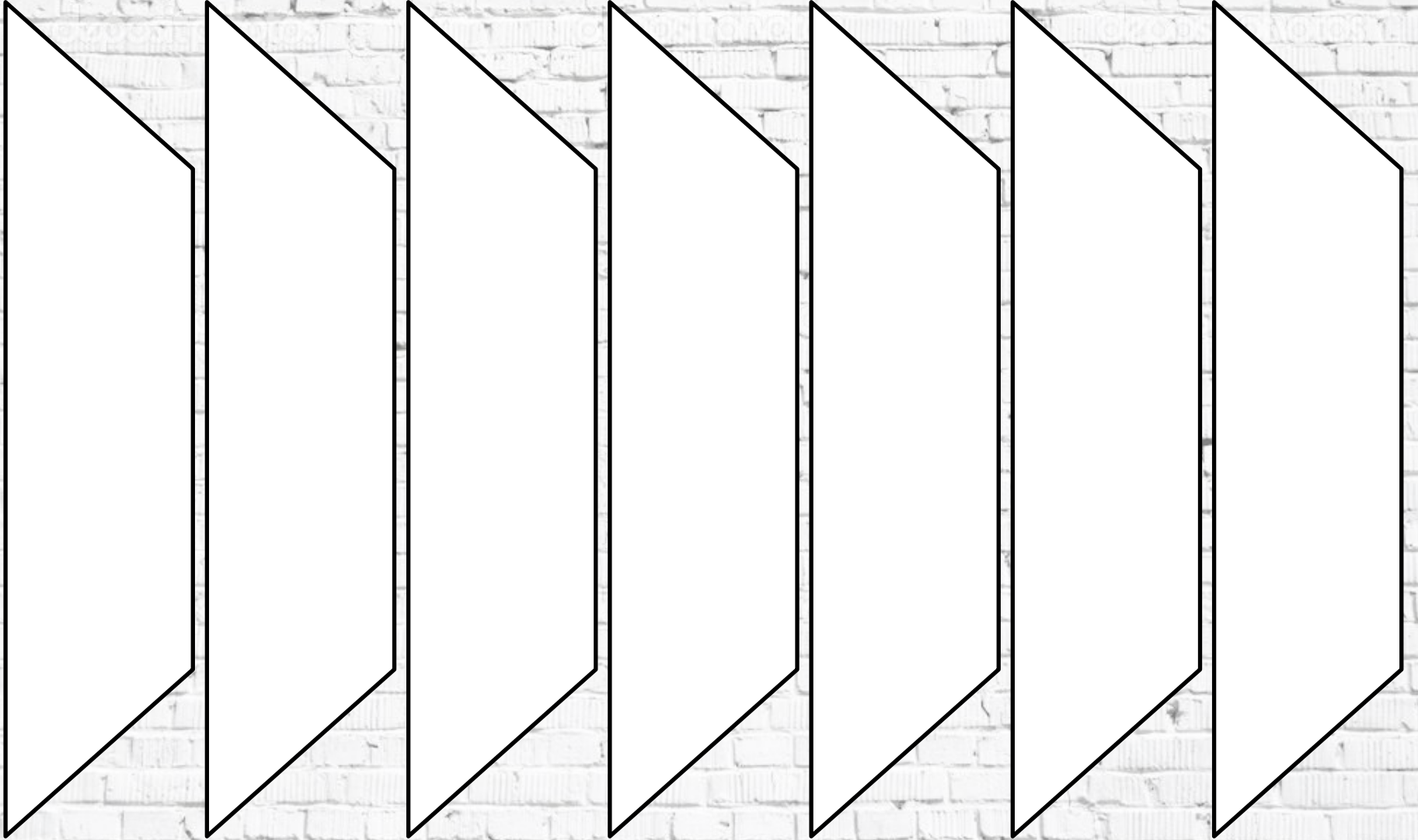
- Use questioning procedures and problematization techniques
- Use visualization
- To be a good listener
- To be a good communicator



What to do



Cont'd



TECHNIQUES



WWW

idea 45% is SALE!

25% time

TEAM

internet

MARKETING

SUCCESS

CLOUD

Routine work in group

Preparation	<ol style="list-style-type: none">1. Taking the group size and target into account2. Getting the material ready3. Preparing the posters in advance
Beginning	<ol style="list-style-type: none">4. Greeting5. Name badges6. Presentation / introduction round7. Establishing Agenda / Time span8. Keeping the minutes (record)
Discussion	<ol style="list-style-type: none">9. Leading the discussion
Decision	<ol style="list-style-type: none">10. Making of decisions11. Lightning
Conclusion	<ol style="list-style-type: none">12. Final feedback

Problem processing

Beginning of the deeper problem-processing of the illustration	<ol style="list-style-type: none">1. Explain the procedure and the rules of the illustration2. Equire card contents3. Arranging of cards4. Introducing small groups
Definition and analysis of the problem	<ol style="list-style-type: none">5. Affinity diagram for problem analysis6. Chronological analysis of problem
Setting the target	<ol style="list-style-type: none">7. Creating a target diagram
Search for solution	<ol style="list-style-type: none">8. Brainstorming
Decision making	<ol style="list-style-type: none">9. PMI method
Planning and checking measures	<ol style="list-style-type: none">10. Plan of activities

Role limits

- Lack of clarity on the matters
- Moderators need to take out the time and be motivated to find answers to the questions while preparing for the moderation sessions



THANK YOU FOR ATTENTION!