

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

A large, empty, rounded rectangular box with a black border, intended for text or a diagram.A large, empty, rounded rectangular box with a black border, intended for text or a diagram.A large, empty, rounded rectangular box with a black border, intended for text or a diagram.

Essential aspects

Functional Role

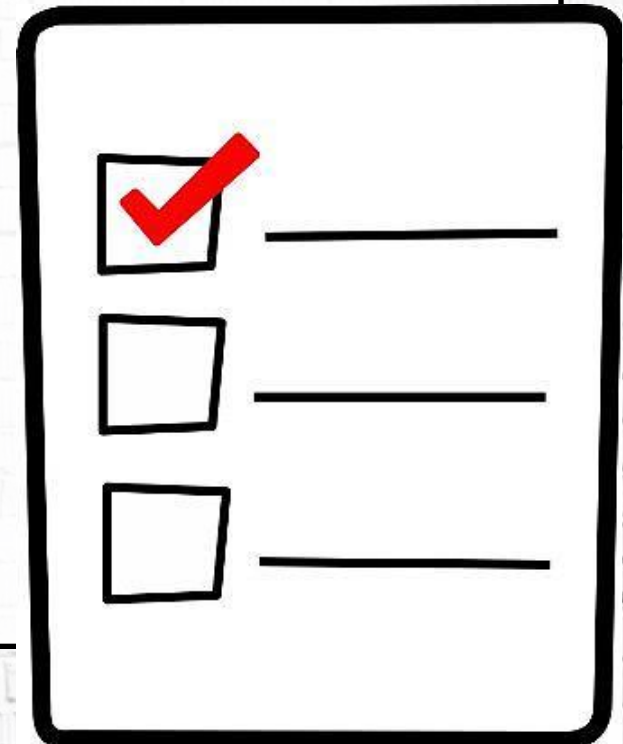


Functions

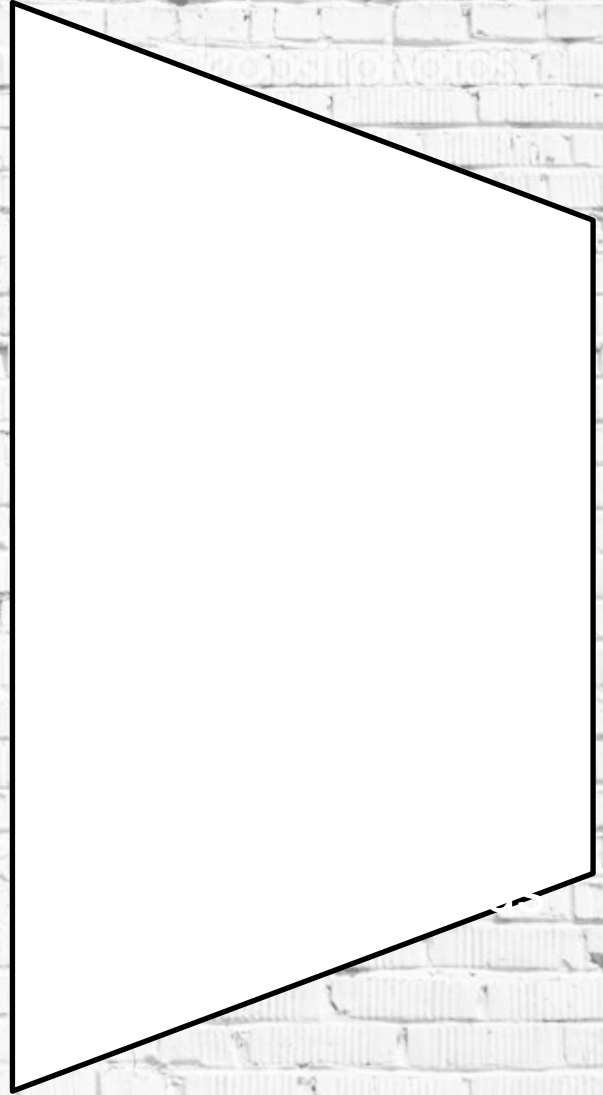
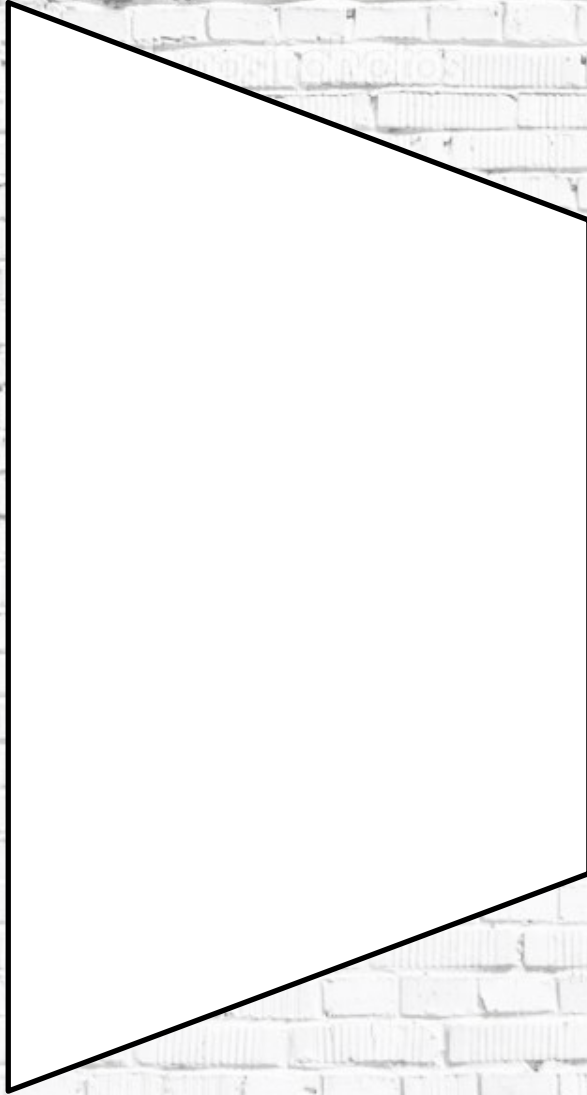
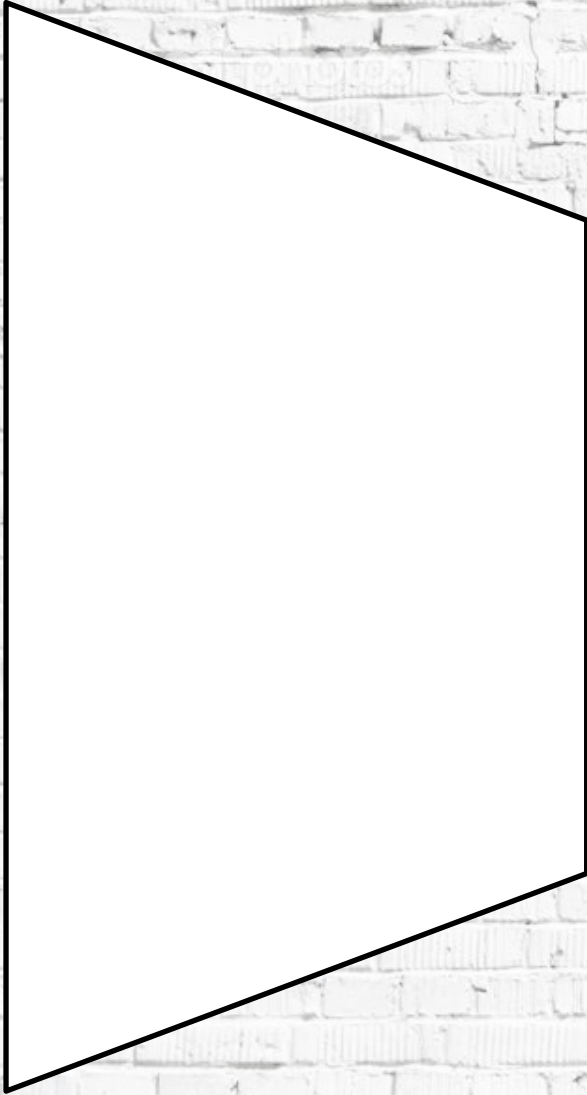
A vertical list of seven horizontal bars, each preceded by a circle, connected by a line on the left side. The circles are arranged in a vertical column on the left, with a line connecting them. Each circle is followed by a horizontal bar. The circles are white with black outlines, and the bars are white with black outlines. The line connecting the circles is black and starts from the top circle, goes down, and then branches out to the left of each subsequent circle.

What to do

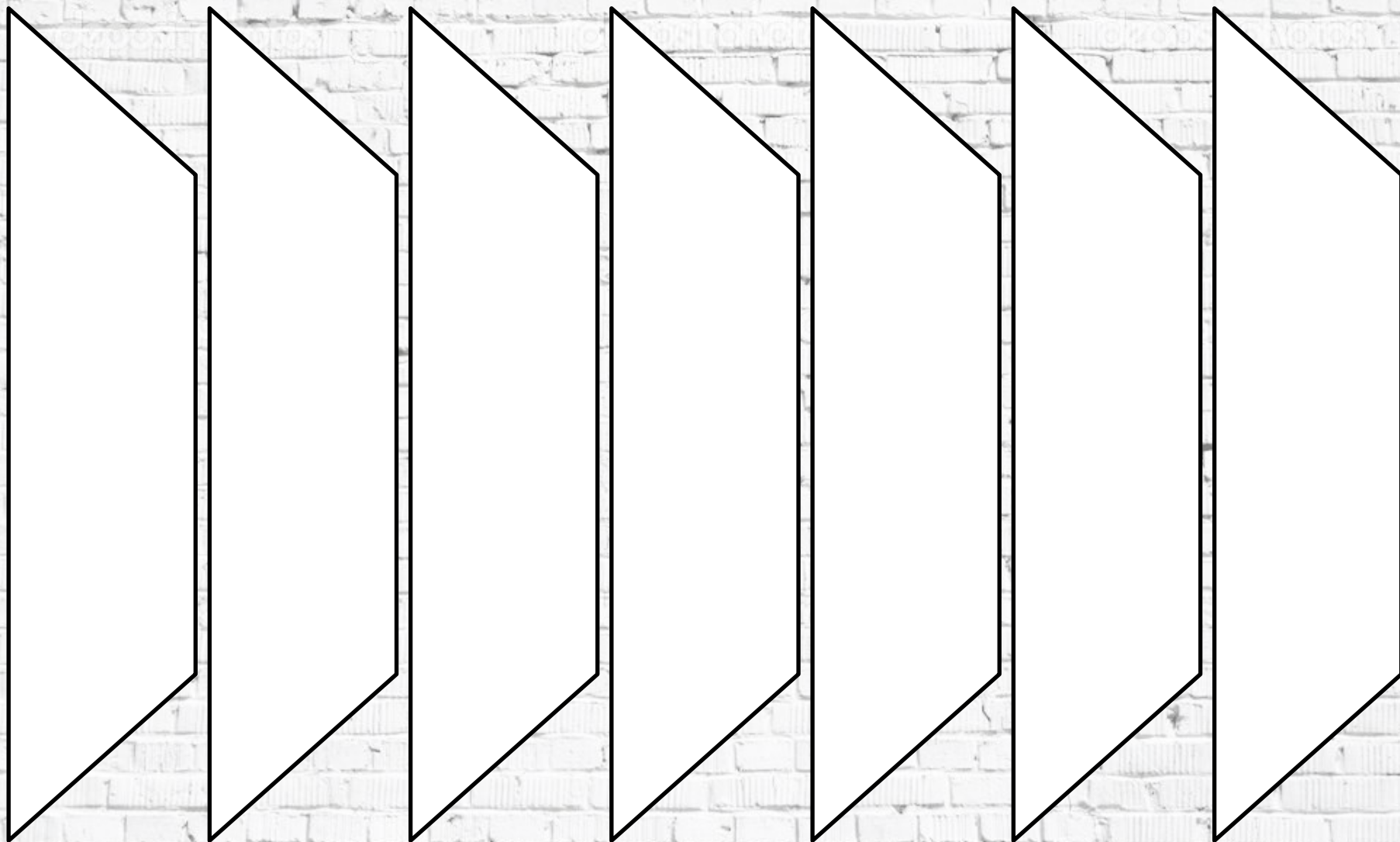
- Use questioning procedures and problematization techniques
- Use visualization
- To be a good listener
- To be a good communicator



What to do



Cont'd





Routine work in group

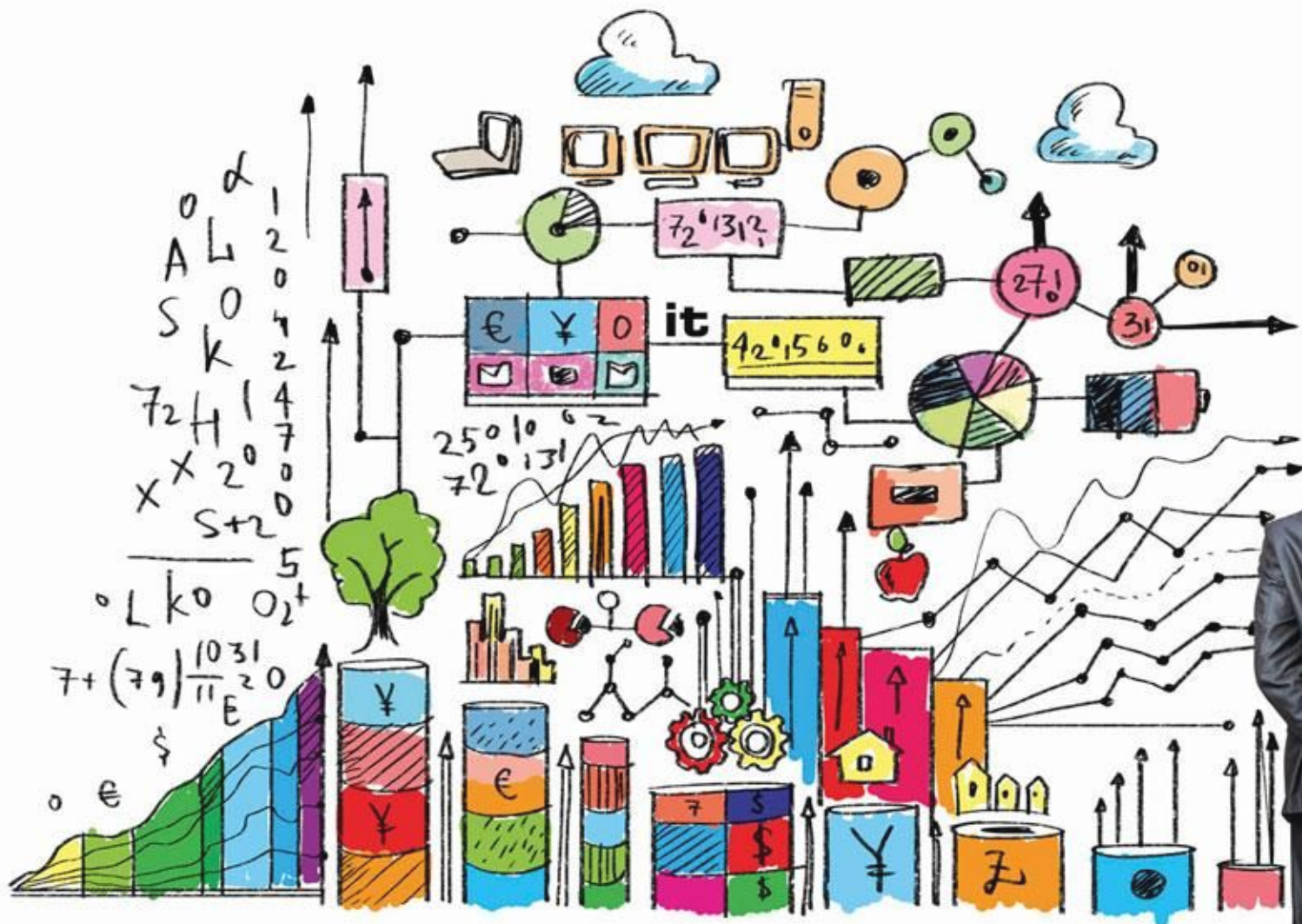
Preparation	<ol style="list-style-type: none">1. Taking the group size and target into account2. Getting the material ready3. Preparing the posters in advance
Beginning	<ol style="list-style-type: none">4. Greeting5. Name badges6. Presentation / introduction round7. Establishing Agenda / Time span8. 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!