

# Moderator

Klyass Maria  
Zhestereva Elena  
Lysenko Anastasia

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Strategy

Brand

Marketing



- 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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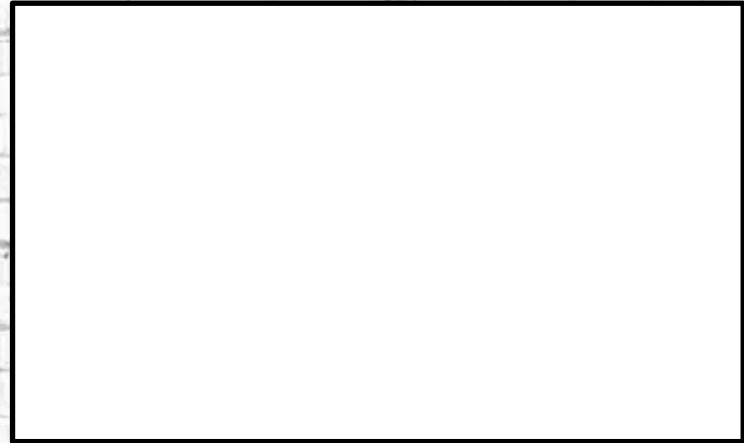
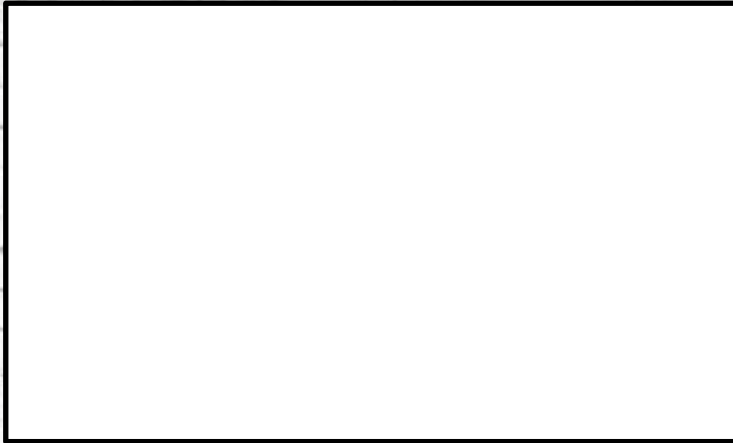
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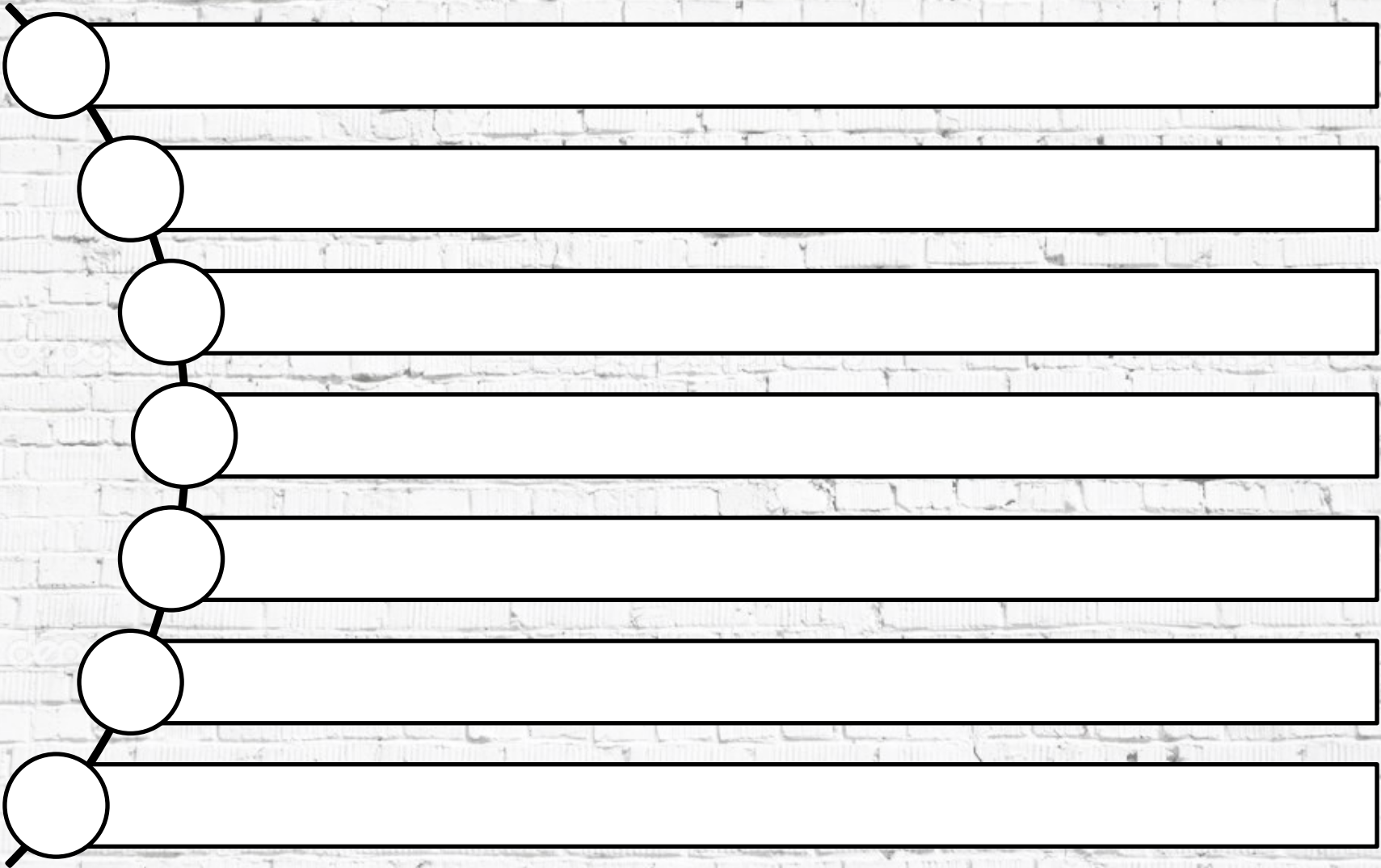
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# Functional Role

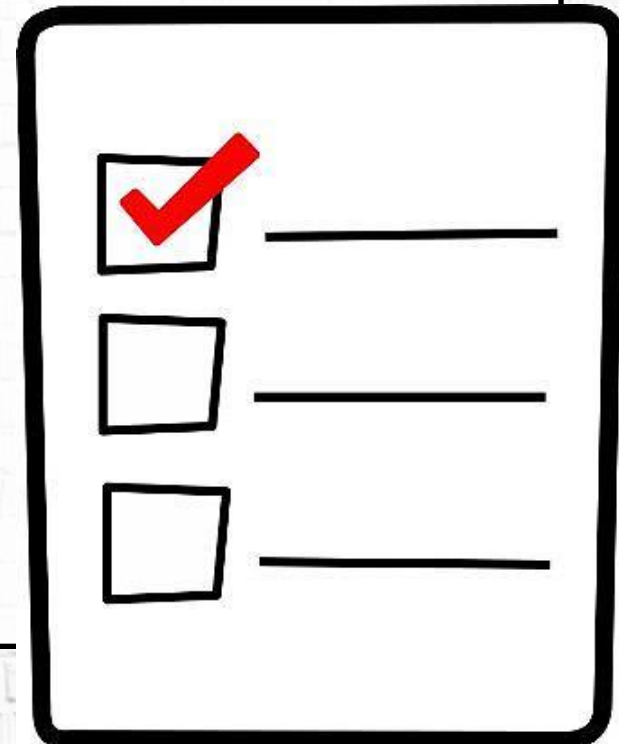


# Functions



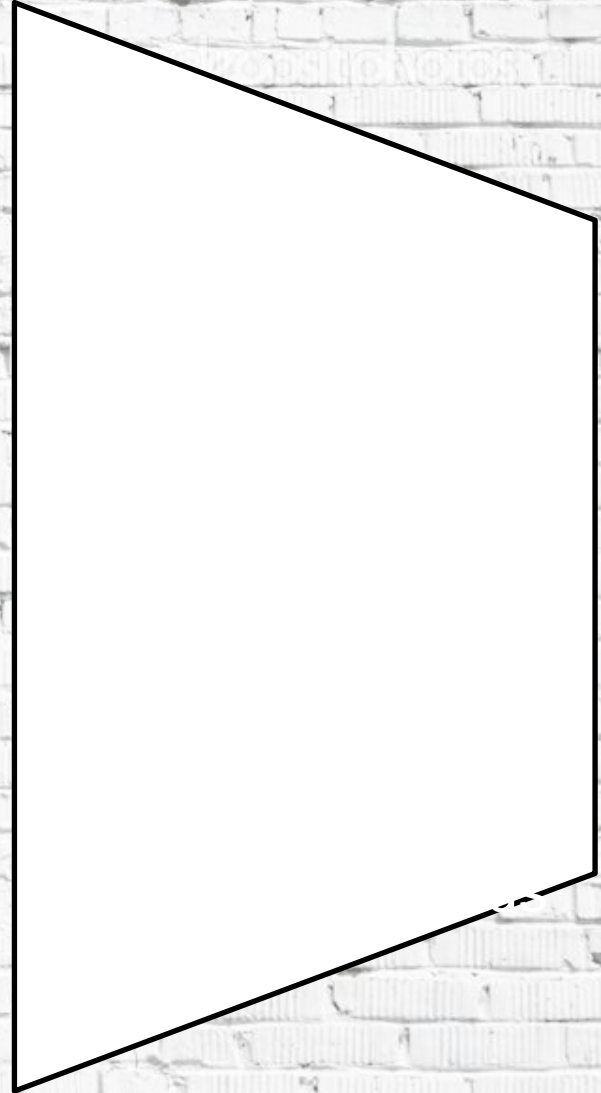
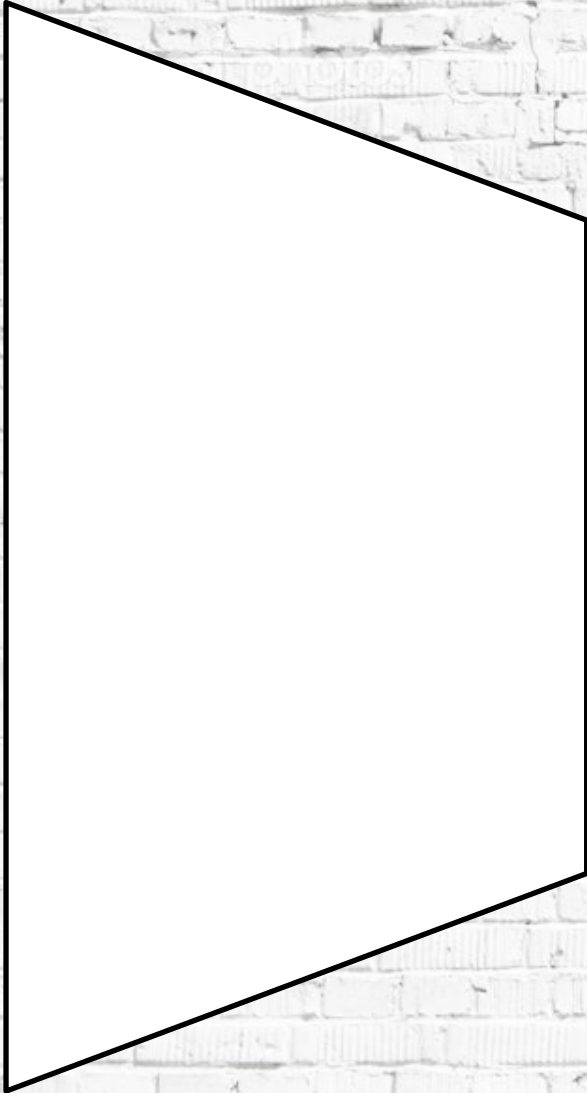
# What to do

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

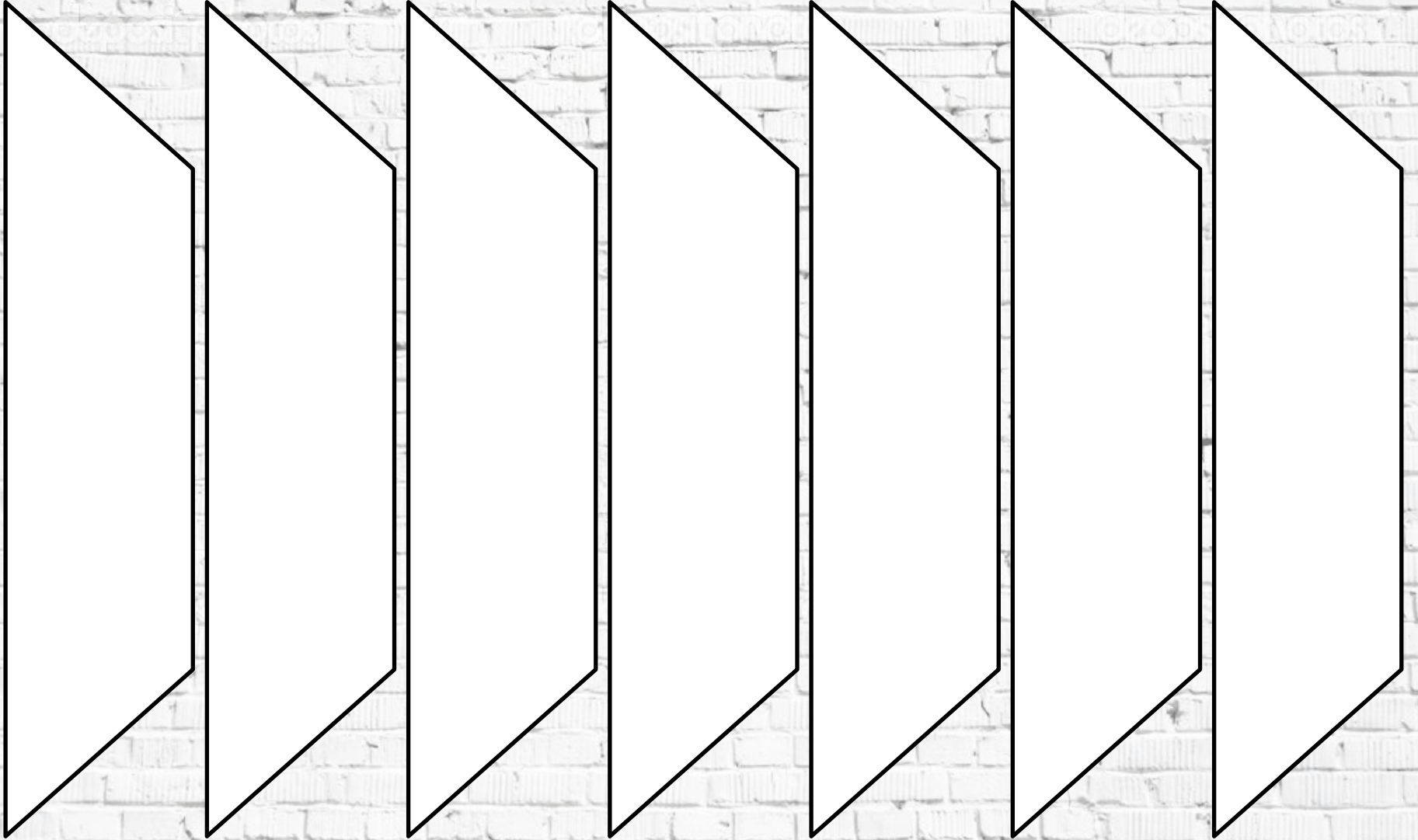




# What to do



Cont'd



# TECHNIQUES



WWW

idea 45% is SALE!

25% time

TEAM

internet

MARKETING

CLOUD

SUCCESS

# Routine work in group

Preparation	<ol style="list-style-type: none"><li>1. Taking the group size and target into account</li><li>2. Getting the material ready</li><li>3. Preparing the posters in advance</li></ol>
Beginning	<ol style="list-style-type: none"><li>4. Greeting</li><li>5. Name badges</li><li>6. Presentation / introduction round</li><li>7. Establishing Agenda / Time span</li><li>8. Keeping the minutes (record)</li></ol>
Discussion	<ol style="list-style-type: none"><li>9. Leading the discussion</li></ol>
Decision	<ol style="list-style-type: none"><li>10. Making of decisions</li><li>11. Lightning</li></ol>
Conclusion	<ol style="list-style-type: none"><li>12. Final feedback</li></ol>

# Problem processing

Beginning of the deeper problem-processing of the illustration	<ol style="list-style-type: none"><li>1. Explain the procedure and the rules of the illustration</li><li>2. Equire card contents</li><li>3. Arranging of cards</li><li>4. Introducing small groups</li></ol>
Definition and analysis of the problem	<ol style="list-style-type: none"><li>5. Affinity diagram for problem analysis</li><li>6. Chronological analysis of problem</li></ol>
Setting the target	<ol style="list-style-type: none"><li>7. Creating a target diagram</li></ol>
Search for solution	<ol style="list-style-type: none"><li>8. Brainstorming</li></ol>
Decision making	<ol style="list-style-type: none"><li>9. PMI method</li></ol>
Planning and checking measures	<ol style="list-style-type: none"><li>10. Plan of activities</li></ol>

# 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!**