Brainstorming for Stakeholders

- LaunchPad / LaunchPod Team Members
    - Professionally (as staff)
    - Personally (as an individual/community member)
- LaunchPad Members
    - Decision Makers / Founders / Sponsors
    - Team / Staff
    - Guest / Visitors
- LaunchPod Customers
    - visiting LP as a showroom to see existing / shortlisted pods
    - visiting LP and discover new 'products' or 'experiences'
    - Roles include Site Managers, Security Personnel, Installers
- LaunchPad Suppliers / Service Providers / Couriers
- Local Community / Drop-in visitors / Neighbours
- Local Businesses
- Local Government / Politicians / Head of Associations / Interest Groups / Councils
- Other Coworking Operators
    - Friendly
    - Competitive
- Associations / Industry Bodies / Local movements (i.e. Kangan)

Brainstorming Strengths

- Curiosity (Tram) - audacious (How did you bring a tram in here?)
- Creativity
- Diversity
- Risk taking
- Quirky
- Accommodating / Inclusive / Available / Approachable
- Hip / Trendy
- Knowledgeable
- Community feel
- Mentorship / Experience worth sharing
- Connections / Networks / Ecosystem / Connected
- Dynamic / Progressive / Hungry

Appreciative Inquiry

- Flexibility / Adaptability / Friendly
- Affordable / Not expensive
- Reliable / Trust
- Generosity / Magnanimity (time and available for others)
- Alumni (goodwill)

PROJECT	MEMBERS
Stakeholders	Jeremy, Laksha, Rose
Questionnaire	Onyx, Tuan, Jason
Stories / Compilation	Erica, Dave T, Rob

Ideas for Stakeholders

- Think about how many groups and how many individuals we should approach (practicality)
- Consider stakeholders who will be able to share stories, so they need to be people who have either had a deep, meaningful encounter, or someone who has interacted with us often
- Consider stakeholders who have had either a deep connection with a specific team member, or someone who have had interactions across a few departments, disciplines or both to get a comprehensive perspective
- Talk to other team members to put names to the stakeholders before shortlisting - Remember, you will be asking a specific person, so it's not a company survey
- Don't over-reach - decide how many total interviews - make it practical and do-able

Ideas for Questionnaire

- Think about how to structure the questions - how many, and whether they will be categorised
- Will there be a different set of questions for different stakeholders? Weigh the pros and cons
- Refer to examples and past experience (Hallmark) to see what the end product could look like
- Think about the logistics - how will the interview be done (phone, email etc) - and frame accordingly

Appreciative Inquiry

- Determine how much time the interview will take, so you get optimum results from the respondents
- Talk to other two teams to make sure everyone understands the limitations and boundaries

Ideas for Stories / Compilation

- Look at experience (Hallmark) to determine the best templates to efficiently capture and present the results
- Determine how far you want to go in digesting and categorising the potential results (i.e. themed, comparative analysis etc)
- The biggest challenge would be how to take the interview results and put them in a format that is not overwhelming and unstructured
- Outcome could include sharing the results a week or two before the next workshop, so everyone has time to read the stories - depends on the strategy
- Talk to the other two teams to be aware of how you will need to process the results when they come in.