



Stakeholder Feedback for Opportunities

Seeking stakeholder perspectives is a valuable way to identify transformation opportunities. Useful techniques include:

Direct Observation

Watch users interacting with business services and processes firsthand. Observe pain points and breakdowns. Look for manual workarounds. Time activities for analysis.

One-on-One Interviews

Conduct in-depth interviews with key stakeholders and process experts. Probe on frustrations, challenges, and desired improvements. Cover processes end-to-end. Document findings.

Focus Groups

Facilitate focused discussions with groups of 6-8 users and managers. Encourage sharing of perspectives and ideas between participants. Can yield richer insights than 1-on-1s.

Surveys

Broadly gather feedback through online surveys. Get ratings and written input on processes across the organization. Enable statistical analysis of results across large samples.

Kano Modeling

Categorize and prioritize feedback using the Kano model. Identify dissatisfiers to improve now, satisfiers to meet expectations, and delighters to excel. Focus resources on key gaps.

Journey Mapping

Visualize end-to-end experiences that customers and users have. Identify pain points and moments of truth. Fix roadblocks and enhance value at key moments.

Benchmarking

Compare performance and capabilities against industry leaders and top competitors. Assess current state capabilities versus "best-in-class" as input to transformation roadmaps.

Soliciting stakeholder perspectives provides invaluable ground truth. Continuous feedback forums keep leaders connected to evolving needs. Voicing feedback also boosts engagement during transformation journeys.