

Socialize the System Narrative

Conduct field interviews with stakeholders within the system map

Description

Participants can now validate as well as deepen their insights into the mapped system by directly interviewing stakeholders within that system.

Suggested time 2 hrs participant prep (field exercise), 2 hrs presentation

Level of difficulty Moderate

Materials needed Interview guide; ppt

Steps

1

Review the Interview Guide

2

Select stakeholders

(Note: it doesn't have to be exhaustive and will likely need to take into account availability and access to the stakeholder)

3

Participants conduct interview

4

Conduct the interviews
[See examples]

5

Update the System Map

Check how we used this in WFP-X:

Mural Link: <https://app.mural.co/t/wfp20daressalaam8404/m/wfp20daressalaam8404/1599643537569/86a610b30b447e90d47c912ea9efe5083392dcab?wid=0-1599643838027>

Sample interview guide: <https://docs.google.com/document/d/1xtwPPI-RT-TyyBbWlvcMYq-ERib5Ghogy/edit>

Powerpoint of share out: https://docs.google.com/presentation/d/1f6dKes5-clOy0aljgdWVIFjQoXsZTr1CqR5KPMoAaSRA/edit#slide=id.g9698e2a58d_0_439

STEP 1

Interview scripts guidelines

A. Stakeholder Discovery

(Stakeholder-Problem fit)

Objectives

- Validate most critical stakeholder problems worth solving
- Obtain feedback on the system map

Outcomes

- Define the most critical stakeholder problems that urgently need solving, and
- Can help push you to refine your narrative and evolve your map

Important!

Capture your interviewee's comments word-for-word as much as possible, to reduce interviewer bias. When we reduce to bullet points, we inject a layer of our own interpretation and can lose the deep insights.

Introduction

1

Hi, my name is X and this is Y. Thank you for taking the time to talk to us, we really appreciate it.

2

I will be leading the interview and Y will be taking notes to ensure we capture everything you are saying in your own words.

3

It will take around xx minutes.

Set expectations

1

The purpose of today's session is to understand your perspective, frustrations and joys, pain points and needs when experiencing xx

2

This should feel like a conversation and we'll be asking open-ended questions, and asking for examples. Some questions may appear unrelated to the brief, but this is intentional as we want to understand the broader context.

3

There is no right or wrong answer. We are just keen to understand what you think works well and what frustrates you on the topics we cover.

4

The best way for you to help is to be honest and open, so please don't be shy. But if you feel uncomfortable answering any of our questions please let us know.

5

Everything you say will be treated as highly confidential and we respect your privacy. The insights we gather will be added to all the data we collate, to enable us to identify themes and patterns.

Interview body

Part A

Make the problem real and build rapport

1. Set the context and start by introducing your initiative area and how it fits into the broader mission of WFP-X.

Thank you. As you may know, I am a part of a team of innovators in the WFP-X: Dar es Salaam program dedicated to creating 100 moonshot ideas in 100 days to reshape the future of food in 2030 megacities, starting with Dar. As one of the fastest growing cities globally, the population in Dar is expected to increase 59% in 10 years, from 7 million to 12 million—a growth rate that could make it the world's third largest city by 2100. It is estimated that 5 million people might be unable to access the food they need for a balanced, nutritious diet. Meeting that demand over the next decade will require solutions beyond current capabilities or incremental improvements. That is why we are looking at future trends and re-envisioning where we want to go 10 years from now.

2. Explain the moonshot north star for our initiative.

Our shared vision is for these moonshot innovations to result in consumption of diets that are nutritious, affordable, embedded in regional culture and proximate to the poorest of DSM's consumers in periods of stability or crisis; the means of production, processing, and distribution are efficient, abundant, inclusive and gender empowering; The whole of system and its components result in a net-zero, or restorative impact on the land, water and air upon which it depends.

3. Introduce your systems inquiry, including your framing question.

As a first step, we must define the huge problems—the gap between the probable state of food security for DSM in 2030 if we do not intervene, and the preferred state (our vision). That is why I want to talk to you today, so you can help me better understand some of those huge problems in xx.

Part B

Explore the new

This is when you introduce your open-ended questions and explore your interviewee's pains, influencers, attitudes, responsibilities, current solutions, dreams and goals in-depth. Don't be afraid to deviate from the script and ask 'why'.

Example:

- Open-ended question
- Stakeholder responds and most likely goes on a tangent with stories, anecdotes while you dig deeper with your 'whys' and ask for examples
- Back to next open-ended question
- Stakeholder responds and most likely goes on a tangent... repeat until conversation exhausted
- Briefly recap what you heard to make sure you heard them correctly, and validate your interpretation
- Is there anything else I should've asked about?

Part C

System map feedback

1. Now that you have unbiased insights on the stakeholders experience and problems, share our map and corresponding findings to obtain their feedback. Before we end the interview, I would like to share with you a Dar es Salaam Food System stakeholder map that we have been working on and get your feedback.

2. Share a little about how we "listened to the system" and built our map. [take this from Craft the System Narrative session]

3. Show them a PDF image of the map.

4. Tell our core story, which is a short description (1-2 sentence) of the essence of the map. [take this from Craft the System Narrative session]

5. Then walk through the relevant value chain in a way that tells a compelling story. We traced X from source to the consumer. X is produced/grown in X, X, and X...

6. Highlight particular insights you have taken from your map. Some key insights we discovered are...

7. Probe if there are any gaps or missing stakeholders.

- What resonates with you?
- What surprises you?
- What do you think is missing?

Part D

Thank you

- That brings us to the end of the interview
- Again thank you for taking the time and sharing your views with us. It's been a really valuable conversation.

Part E

Invitation to continue to participate (optional)

If suitable and appropriate (dependent on type of stakeholder) you may want to keep the relationship warm for future questioning or testing, depending on the solutions we build.

Part F

Record and reflect

Fix up your notes immediately after the interview and highlight the comments that stood out as interesting, surprising, and particularly emotional to ensure you capture all the details while you still remember. If you ever find yourself thinking 'I'll do it later' STOP! You will lose the details and nuances even a day later.