SenseMaker® simply defined...

"The moments of struggle, nagging tradeoffs, imperfect experiences, and frustrations in peoples' lives—those are the what you're looking for. You're looking for recurring episodes in which consumers seek progress but are thwarted by the limitations of available solutions. You're looking for surprises, unexpected behaviours, compensating habits, and unusual product uses.

The how — and this is a place where many marketers trip up — are ground-level, granular, extended narratives with a sample size of one. Remember, the insights that lead to successful new products look more like a story than a statistic. They're rich and complex. Ultimately, you want to cluster together stories to see if there are similar patterns, rather than break down individual interviews into categories."

Clayton M. Christensen. "Competing Against Luck:
The Story of Innovation and Customer Choice" (2016), pp202-203.

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Introduction to Sensemaker®

When we give up insisting that all phenomenon fit a rationale model, we can see different organizing dynamics at work. [Heather Britt, 2011]

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Introduction to Sensemaker®   <u>Data Collection</u>

- We collect experiences, not opinions, in the form of 'micro-narrative'

○ Describe a situation at work where you or someone you heard about was deeply affected by a Critical Incident or the events that followed.

○ Recall a time when you were very concerned about the safety of a patient. What happened or didn't happen?

○ Think back to a Critical Incident where you or someone you know was either disappointed or quite pleased with the reporting process. Describe this experience.

○ Describe an experience related to the implementation of recommendations from a Critical Incident. What happened?

If the experience you shared was a newspaper article what would its headline be?
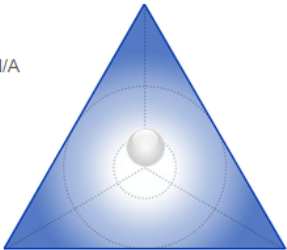
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Introduction to Sensemaker®   Data Collection

- We ask people to interpret their stories instead of us interpreting them…

Introduction to Sensemaker® Data Collection
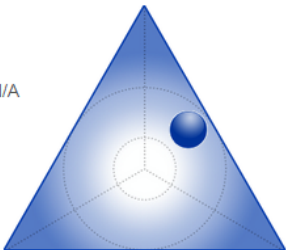
- We don't ask people to 'average' their feedback…

Introduction to Sensemaker® Data Collection
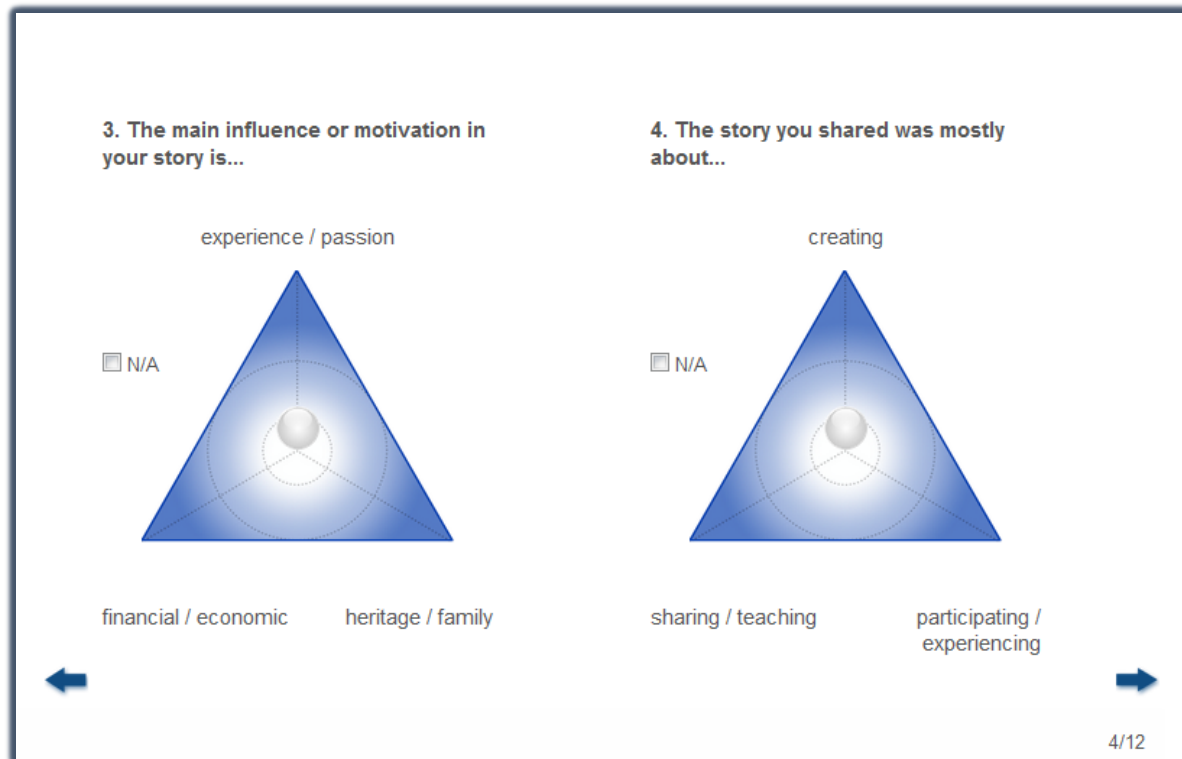
● We collect demographic information to use as 'filters'.

Multi-Choice Questions:

15. Gender

○ male
○ female
○ I prefer to identify as

I prefer to identify as

[   ]

16. Age

○ 30 or under
○ 31-40
○ 41-50
○ 51 to 60
○ 61 and over

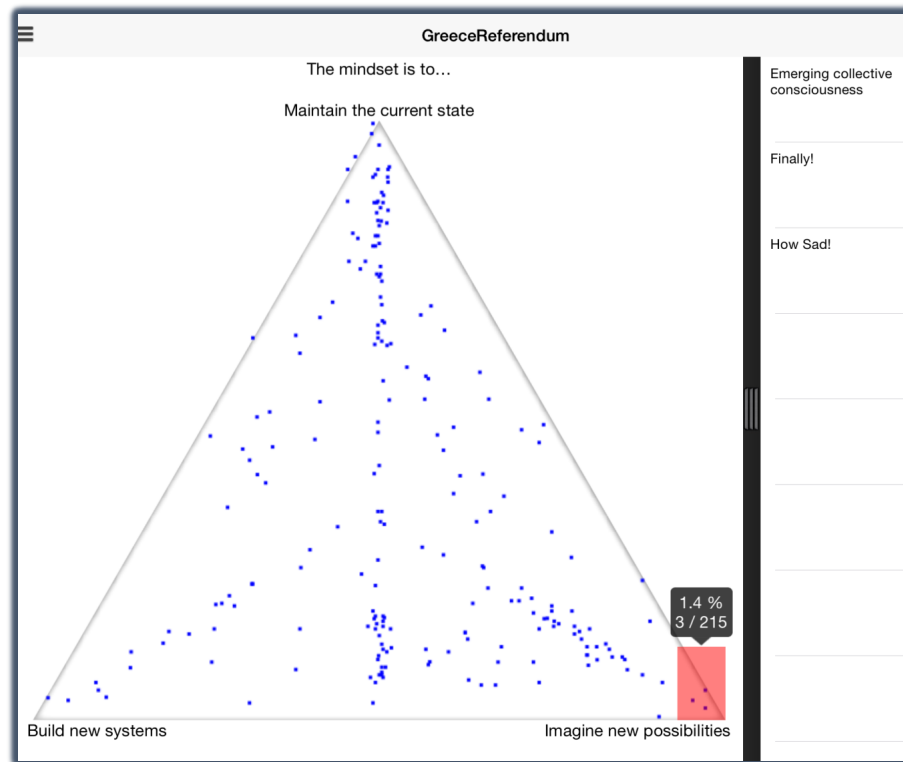**17. Do you identify with any of the following communities? (Please check all that apply)**

☐ First Nations
☐ Gaelic
☐ African Nova Scotian
☐ Acadian
☐ Other

Other [   ]

☐ N/A

← →

10/12

Change **L**ab **A**ction **R**esearch **I**nitiative

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- Quantitative analysis leading to relevant clusters of micro-narrative

C h a n g e   L a b   A c t i o n   R e s e a r c h   I n i t i a t i v e

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Sensemaking

- ..leading to complex facilitation,
  we call 'sensemaking'

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?

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