

Value Proposition Mapping Workshop

I like...

Exchange of ideas

At the concept of value mapping to get people talking.

the interactive interaction during the workshop

Exchange ideas

Bringing people together

To learn about new methods

the idea of using the concept for future degree programmes

Introduction of VMP

I like...

The mindset shift

I like hearing about new ideas to collect people's opinions.

The concept

The mindshift of vpm putting students at the center

The topic and the focus of the concept.

The group discussion

brainstorming with colleagues from all over the university.

bringing together people of different departments to discuss

I like...

the workshop format

Meeting people from
other universities

Idea of Exchange
students, staff,
Professors

The idea of coming up
with key points

The idea of initiating a
shift in mindset

The structured
discussion

The facilitation

I had more time to think
about strategic topics
during my normal workday.

I wish...

I wish everyone had more time to exchange ideas.

we would introduce this method regularly

I could use it in my team

We had the time and resources at the University to implement this concept permanently

it would be easier to express my thoughts in English

More details on the method

We could do this for the programme I work for.

Everyone would be motivated to use it.

I wish...

To get the idea of results
a concret, practical
value workshop.

Rachel bring that idea
to the QZ 😊

More exchange about
experience at other
universities

it would be done in
programme
development

this is established as
regular part of all QZ
and the like

university colleagues would
be more open to discussion
rounds and working groups

There would be a space
for try and error

We had more capacities
to re-think ways we are
doing things

I wish...

I had more time to think
about strategic topics.



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I wonder...

I wonder if it will be possible to implement this in my field.

If I'd able to use this concept in the future (hopefully!).

Whether someone would be available for moderating

How we can better motivate the faculty to participate

How using the method would change student Recruitment numbers

Who buy the Drinks & snacks

Whether the academic staff at our programme would get on board

About the time ;)

I wonder...

how people can be made to implement it at my university

...If I can implement IT.

How difficult it is to bring all stakeholders together

If this concept will help to improve discussions.

wether value mapping could be putting some colleagues from other areas than economics off because of the 'marketing touch'

if there could be a project to try the concept for our study program communication

if we can offer staff or faculty further incentives to join workshops like these.