

Ketso Customer Survey 2012: Summary

Foreword

This report presents findings from the first ever survey of Ketso users. I'm delighted that the results are so positive. You have told us that Ketso is engaging, encourages participation and is fun to use.

88% of respondents agreed that “using Ketso has benefited my organisation or group”.

A key message that emerged from the survey was: Ketso “gives everyone a real voice and the opportunity to be more creative” and it “helps to give those who wouldn't necessarily have a voice a chance to participate”. This was particularly pleasing to hear, given that I was inspired to invent Ketso to give women a stronger voice in community development in Southern Africa in the mid-90s.

Customers have been using Ketso in many different environments, from universities to local councils, and from small group meetings to large consultation events. You particularly value the fact that the kit structures as well as captures information, and its strong visual and tactile appeal.

You have also made some suggestions for improvement. As a result of this survey we commissioned a [new spreadsheet](#) for capturing and analysing the results from a Ketso session. The fact that we provide learning resources, such as workshop plans, as open-source was seen as important. We have revamped our website with a new guide to help you [‘make the most of your Ketso’](#). We look forward to making your Ketso experience even better in the future.

Dr. Joanne Tippett, Managing Director and Founder of Ketso

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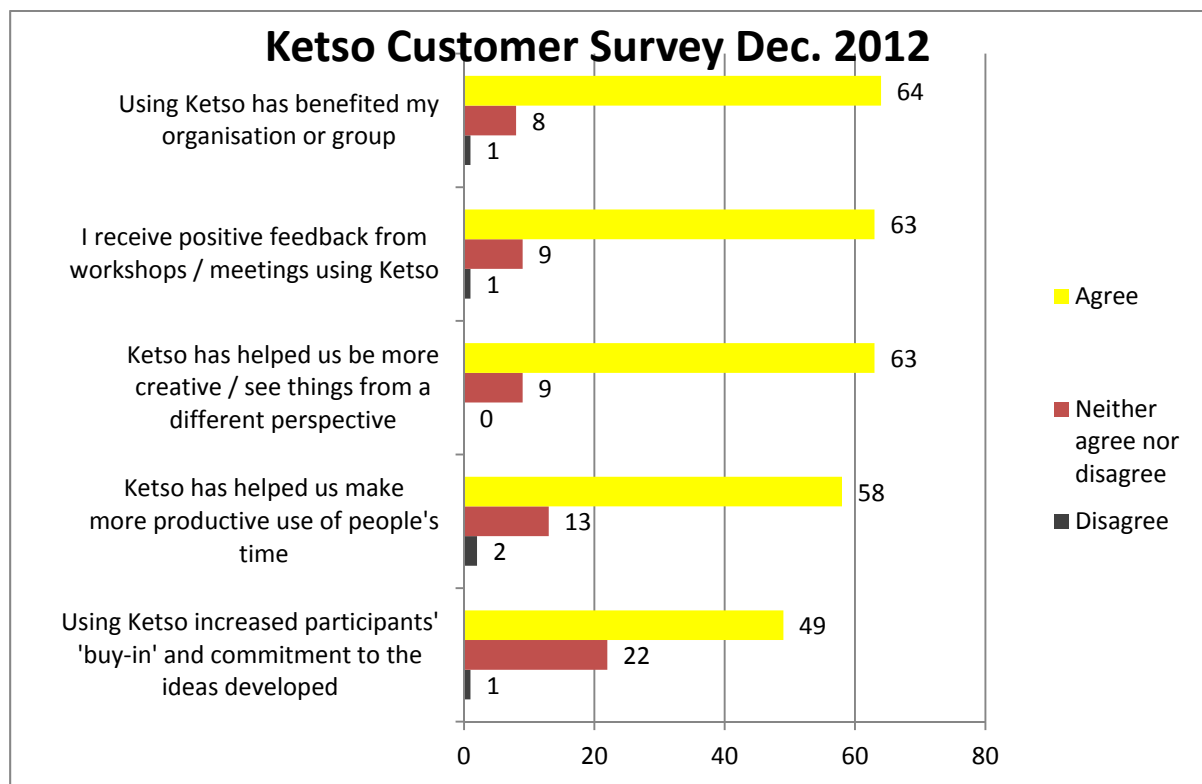
About the Survey

In late 2012, an anonymous survey of Ketso customers was carried out by Justin Lerner, a PhD student at the University of Lancaster. This was part of the [HighWire Doctoral Training Centre's Regional Challenge 2012](#), and looked at innovation and open-source.

The survey response rate of 80 responses was 29%, covering 40% of total customer organisations (some organisations such as universities have several different user groups). This report provides a summary of findings from the survey. Comments are taken directly from the survey.

Overview

The overwhelming majority of customers found that using Ketso benefited their organisation. This chart gives an overview of how Ketso benefits the people using it.



As can be seen, with Ketso, we really are more creative, productive and committed.

Comments from customers included:

- It breaks traditional boundaries and encourages creativity
- Outside partners have described our meetings as fun and highly productive
- Helps equalise / democratise participation across stakeholders
- We feel Ketso empowers students in our organisation
- Ideas are never wasted as everything can be voiced and made known... no one is excluded
- Flexible enough to engage with stakeholders, develop a plan, explore new ideas and create action plans

One customer commented:

“Ketso is useful because it helps to ensure more equal participation and make recording consistent. We used it in a forum which brought together the leaders of public services with junior staff and third and community sector people, it helped create a warm collaborative atmosphere, excellent debate, clear priorities and an excellent record of the process and results.”

Ketso compared to other methods

If they weren't using Ketso, 62% of respondents said they would use 'flip charts and/or post-it notes', and 38% would use traditional meetings and workshops or dialogue techniques, such as world café.

When asked what makes Ketso different to these other techniques, comments included:

Value for facilitators

- Ketso is unique, it's easy to explain how it works and what people have to do
- It does the work for me! I love it because I can focus on the questions and instructions - set it up and off the session goes
- Easier to visualize how different aspects of projects interconnect. Also easier to carry the mats away to document results of a Ketso session
- Its artefacts help organize and manage information, and play an important role in documenting the debates
- The info/idea capture, development and eventual translation are so much more structured than simple discussion
- Looks professional and is reusable
- You can pick it up and take it with you, people get excited about using it
- Cheaper and easier to set up. Less time consuming and requires less forward planning and resources
- More cost-effective. More participatory. Stops loud people dominating proceedings. Allows introverts the time to think and have their say
- The Ketso kit is cost saving in terms of reduced flip-chart paper use

Value for participants

- It's more inclusive and helps people to communicate, take in one another's ideas, see connections - gives a voice to the quieter individuals and balances the contributions of the more vocal
- Ketso is participative and pulls in rather than pushes. People who take part can all have a slice of the action; there is not a single person who scribes everything.
- Students tend to get more involved and visually see things start to make sense
- Structure, yet flexibility Sets a session up as a 'legitimate' activity, rather than just 'oh no it's some more brainstorming'
- User driven, automatic recording, interactive, breaks down the barrier between the researcher and participants, collaborative
- The opportunity for reflective comment via use of the ! icons and the other symbols and the fact that it is visual and hands on, so it suits active teaching and learning
- Ketso is more dynamic, systematic and fun

What makes Ketso special?

- It feels 'special' to use a kit like Ketso, making the whole process feel more valuable and more permanent in a way. Using bits of paper that get lost/scribbled on for something else/tea stained can make the process feel less worthwhile
- Good for the tactile and spatial dimension - gives a 'play' element which I think enhances people's recall.
- Past participants of my workshops always smile when I ask them about the workshops!
- Reusable, tactile, more interesting, all participants can work on their ideas at the same time - all have leaves and a pen!
- Visually attractive and stimulating, provides structure for ideas, produces 'product' which can be re-organised
- The colour theme of the leaves is useful, and the suggested processes for running different styles of workshops
- It combines the principles behind parallel thinking (six hats), appreciative enquiry, etc. in one simple, accessible and low-tech process, encourages better participation, and leaves you with outcomes recorded in participants' own words.
- The research and gorgeous design and the open-source intellectual property
- It is the whole package, it is very versatile. It also has extra appeal of looking and feeling beautiful, so people are more likely to want to get involved.
- It can do a lot of different things but in a very simple way

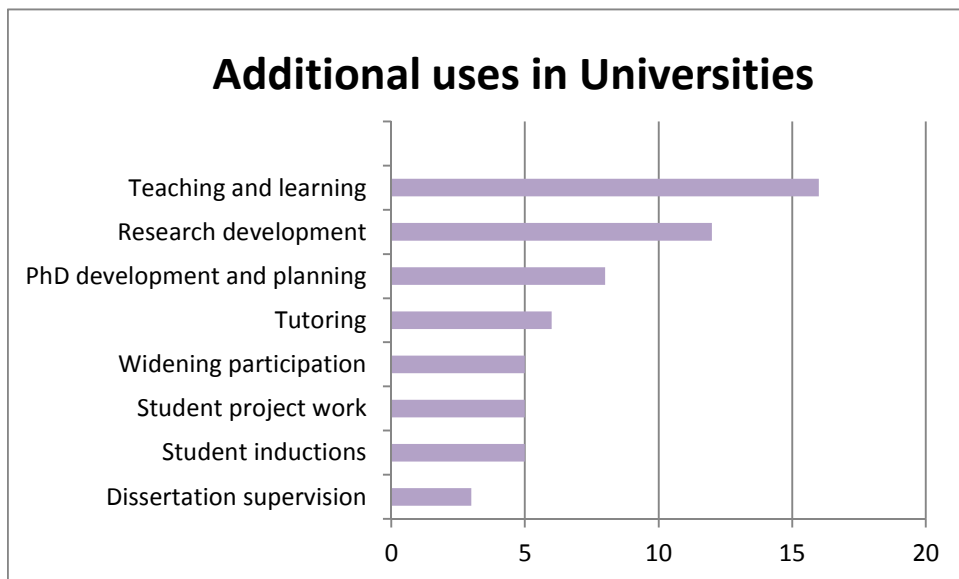
What does Ketso help our customers do?

Ketso has over 230 customers, is in use in over half of UK universities and in a variety of sectors in 24 countries on every continent (except the Antarctic). Ketso is being used for community development, environmental planning, health and wellbeing, enterprise development, skills development and teaching at all levels.

The following chart summarises the different ways that respondents are using Ketso.



This second chart graph shows some additional ways University customers are using Ketso.



Customers were asked to 'give examples of any changes that have come about from using Ketso'. Our favourite response was: *"My team won an award for best community development program in the Provincial clean and green campaign"*.

We have found out more. The ["Bontle ke Botho"](#), or Clean and Green Campaign, award was given for the best community development program in Gauteng, one of South Africa's nine provinces.



Kobedi (Dee) Pilane, Assistant Director Environmental Awareness and Policy integration in the Environmental Management Department of the City of Johannesburg (on the left in this image) says:

"Using Ketso in our work with communities helped us to win this prestigious award. Ketso encourages the involvement of everyone, willingly."

I love the fact that Ketso means action in my own language – and it has helped us to take real action to improve the environment. We are proud to be the first city in South Africa to use Ketso in our community work."

Other changes that have come about from using Ketso included:

- An ineffective Student Council has transformed itself and is now very active and engaged!
- The results of an issue identification session were much more coherent and organized than if we used other methods
- Effectively re-balanced workload between team members; resulted in problem areas rising to the surface (coming into focus); identified list of future tasks that need to be addressed
- We identified key areas of staff development and amended our training programme accordingly. It has also been used for team building within new teams, which has explored issues and helped to improve performance

- A new guide to involving people in commissioning services
- Change in viewpoint about an issue
- Innovative research questionnaire designed by multiple participants
- Developments of services, and feedback to public bodies re. developing equality outcomes
- Increased community buy-in from practice-based medicine patient support
- Successful funding applications
- Used as one of a number of approaches in a project it helped to invigorate and re-develop a scrutiny liaison committee that serves a number of councils

A note of caution was raised as well: *“Ketso is only a technique (a good one); the changes which come about are because of people’s inputs and thoughts not because of Ketso. At the most, Ketso can instil more creative thought and interest in the topics worked on.”*

A key finding from the survey was:

“Ketso has proved a valuable tool for dealing with difficult situations and people, as it provides a structured process, enabling people with an agenda to see other points of view and promoting acceptance of group conclusions.” (HighWire Regional Challenge Placement Report, 2013).

An example from the survey illustrates this finding:

“Ketso helped me to avert a potentially very disastrous meeting. I had one participant who was against the ideas behind the meeting, and by following the steps in Ketso; it helped him and others to focus on key areas. As a result I had documented feedback from the team that I would not have gotten had I had a "normal" meeting.”

Who else should be using Ketso?

When asked who they would recommend Ketso to, one customer commented *“the whole of Scotland, because it works and it’s brilliant”*. Other suggestions included:

Anyone who....

- Anyone wanting to use an interactive ideas generation tool. I have recommended this to several people and everyone has loved using it
- I would recommend Ketso to charitable organisations, community groups, cooperatives, small businesses and teachers. The Ketso kit empowers everyone to have a voice and say in decision making
- Anyone working with relatively large groups where there is a need to get a lot of information 'on the table'
- Those planning a conference, we found it very useful in structuring both ideas and ultimately the day
- Any individual, group or company wishing to carry out brainstorming exercises. Ketso is an excellent, user friendly way of quickly gathering evidence

People doing external engagement and work with the community

- Groups who wish to gain participation from hard to reach groups to give those who wouldn't necessarily have a voice a chance to participate
- Those working with community groups, patients/ service users, an easy way of breaking down institutional barriers and creating a level playing field from which to look at a project
- Youth work network - better engagement than flip chart - also eco friendly
- We did this with Deaf, Deafened and hard of hearing people and they loved it
- Social researchers and managers in social services
- All colleagues within and outside of the Council. Inclusive consultation tool that ensures that everyone can have their say. Simple to use
- All local authorities, community groups, third sector organisations for budget, workload planning and most importantly consultations. It is a great toolkit promoting not only groupwork but also time to individually identify ideas. Ideal for diverse community groups and different levels of abilities

People working in learning and development

- Everyone who works with the development of people in any format, in a formal working environment or community group. Ketso is adaptable to any scenario
- To Learning and Development and Human Resources practitioners

One customer commented:

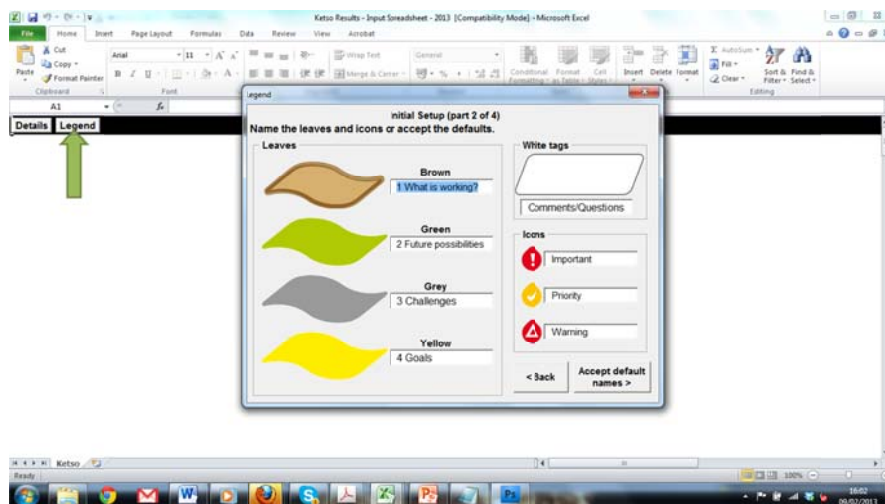
"I would recommend it to all trainers and staff developers and academic staff who teach. I would especially recommend it for novice trainers/developers/teachers as it is an excellent method for running a session whereby the attention is not entirely on the facilitator but focused on the activities. I have given staff entirely unfamiliar with Ketso a quick hour introduction and a bit of coaching and they have run their own sessions with it."

Several customers would like to see Ketso in more use within their own organisations. One would like to see their colleagues use Ketso: "At present our meetings are quite haphazard and unproductive. **Ketso can definitely help.**" Another respondent answered:

"Personnel in the company where I work. Specifically project managers who plan, budget for and forecast both large and small repair and maintenance projects, as well as capital projects. I believe if they used Ketso they would gain a more comprehensive overview of the work that needs to be done, and the resources needed (i.e. labour, materials and time)."

Improvements to Ketso as a result of the survey

We gained valuable insights into improvements for Ketso and better ways to support our customers. In particular, there were comments that our spreadsheet for entering data was unwieldy. We have subsequently taken these comments on board, and commissioned a [new spreadsheet](#). After several rounds of testing, we are pleased to announce that it is now ready for use! We think it makes data entry a lot easier, and the 'Charts and tables' function is great for viewing the data in different ways. A screen shot showing a new data entry form is shown below.



We have also developed [FAQs](#) on data entry and how to capture information from Ketsos – from a quick snapshot of key points to an in-depth write up.

We learnt that our customers would like to engage more with us via social media, so, as you can see at the top of our website; you can now follow us on [Twitter](#) and [LinkedIn](#), and like us on [Facebook](#). We will be adding user groups soon. Stay tuned.

We became aware that our customers really value the fact that our learning resources are available open-source, so that they can be used and adapted. Of course, we are keen to get feedback on them so we can improve them – that is part of the advantage of making them available open-source.

We have recently revamped our resources, with an overview page guiding you through how to ['Make the most of your Ketso'](#). We have added a comments section at the bottom of each our [free workshop plans](#) – to encourage people to tell us how they are using them and hopefully to hear about more improvements that we can make.

Endnote

Thank you to everyone who filled in the survey, it has been very useful for us. We are pleased with the positive feedback, and have gained several great ideas for improving Ketso. We look forward to hearing more from you, and to even more learning and inspiration from new and existing customers.

Acknowledgments

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