Tuesday
People first. Systems second.

FREE RESOURCE

The Five Conversations

Five conversation starters

to help you better understand the experiences of the people involved in your organisation.



Before we begin...



The people closest to something often know it best.

It's something I've always believed. Whether we're talking about volunteers, staff, donors or the people accessing a service, their everyday experiences can tell us things that reports, spreadsheets and processes simply can't.

That's where **The Five Conversations** comes in.
Five simple conversation starters designed to help you listen, understand and see things from different perspectives.

Not because something is necessarily wrong. But because there's always value in understanding how something works for the people experiencing it.

How to use this resource

01

Choose your focus

Pick one activity you'd like to understand better. Keep it specific, whether that's volunteer onboarding, donation acknowledgements or appointment booking.

02

Invite different perspectives

Share the five questions with a range of people who experience the activity in different ways. They can respond independently or through an informal conversation.

03

Explore what you've heard

Bring the responses together, look for common themes and consider what they tell you. There's no expectation that something needs to change – it's about gaining a clearer understanding.

Our Focus

Which activity are you exploring?

Our Focus

What is our chosen activity?

Conversation 01

What is your experience of *this activity?*

There are no right or wrong answers.
We're interested in your experience.

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Our Focus

What is our chosen activity?

Conversation 02

What do you think works particularly well *about this activity?*

There are no right or wrong answers.
We're interested in your experience.

Our Focus

What is our chosen activity?

Conversation 03

Is there anything about this activity that *you think could be easier?*

There are no right or wrong answers.
We're interested in your experience.

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Our Focus

What is our chosen activity?

Conversation
04

Is there anything that would help you feel better supported *in this activity?*

There are no right or wrong answers.
We're interested in your experience.

Our Focus

What is our chosen activity?

Conversation 05

Is there anything else you'd like to share *about this activity?*

There are no right or wrong answers.
We're interested in your experience.

Common Themes & Observations

What are we hearing?

Use this page to capture the key themes, patterns and insights from your conversations. This might include things that came up more than once, different perspectives, surprising observations or areas to explore further.

Our Focus

What is our chosen activity?

What's working well?

Common challenges

(if any were identified)

Ideas and suggestions

Key themes and insights

Different perspectives

Surprising observations

Areas to explore further

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Where Next?

Turning insights into possibilities

This page is a chance to think about what you might want to do with what you've learned from your conversations. There is no pressure to make changes – sometimes the most valuable outcome is discovering that something is already working well.

Our Focus

What is our chosen activity?

Ideas to consider

Your conversations might highlight a range of opportunities. Here are some examples to get you thinking. This list isn't exhaustive, and you may have entirely different ideas.

Build on what's working

If people are having positive experiences, how can you make more of what's working well?

Make small improvements

Are there any quick wins that could make things easier or more effective?

Explore ideas further

Are there suggestions that could be developed or tested in a small way?

Review or update processes

Do any of the insights suggest changes to how things are delivered or managed?

Involve people

Would further conversations or involvement with specific groups be helpful?

Leave things as they are

If everything is working well, it's important to recognise that too. No action might be needed right now.

What will we do next?

Based on what you've learned from these conversations, what (if anything) would you like to do next? This might include actions, further exploration, or simply noting that things are working well as they are.

Sometimes the most valuable outcome is discovering that something is already working well.