




Welcome: Measuring wellbeing in Newcastle



Introduction to conversational mapping

A conversation map is



A 'map' of a conversation
between
4-9 people

Purpose of Conversation Mapping

- Giving different perspectives on a situation
- Learning about others' and our own understanding of the situation
- Gaining insights about the situation emerging from the conversation
- Networking and benchmarking
- **Capturing** the above in the development of the conversation map



Conversation maps need a starting point

An agreed topic of conversation – the conversation “trigger”

**Measuring wellbeing in Newcastle?
(understanding wellbeing?
Measurement tools and indicators?
Implications for policy?)**



Do this now.....

- In the middle of the sheet one person draws the following:

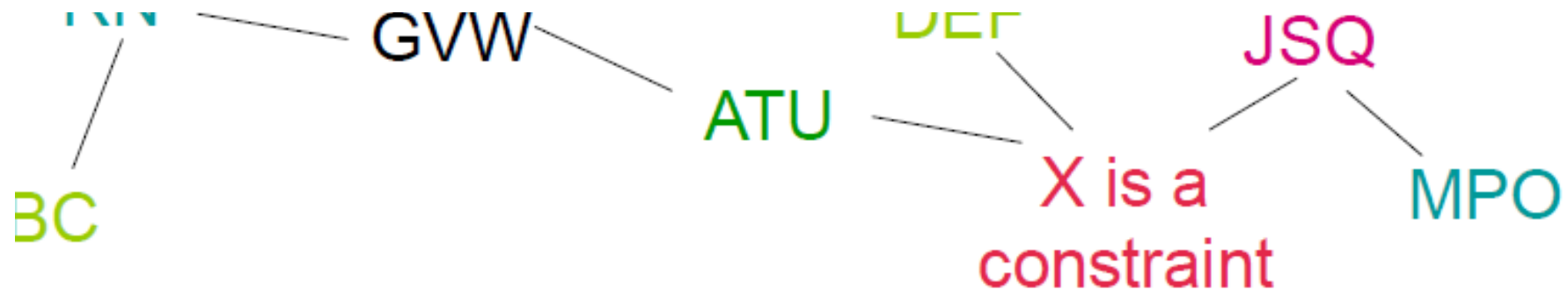
**Measuring wellbeing in Newcastle?
(understanding wellbeing?
Measurement tools and indicators?
Implications for policy?)**



Conversation Maps

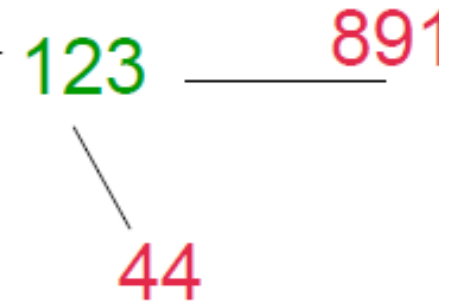
1. Each person has a different coloured pen to use
2. In conversation:
 - One person starts by recording their view about an aspect of the central ‘trigger’
 - Another person describes their response and writes their views relating to this, linked by single line branching out.
- Keep going until the theme is explored fully
- Begin a new theme with a new branch from the trigger





Please use short phrases not single words if possible

Measuring Wellbeing in Newcastle?



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Avoid doing the following....

Process:

- **Only one person writing**
- **No-one listening / side conversations**
- **Talking and not writing**
- **Writing in biro / small text**
- **Being out of the conversation**
- **Sitting down**

Content:

- **Joining up ideas across themes**
- **Forcing a pattern on the map or ideas**
- **Jumping to obvious conclusions**
- **Being constrained by the edges (we have more paper)**





Wrapping up

At the end of the workshop

From divergence to synthesis

- What does your map tell you about your perceptions/understanding of the trigger?
- What do the different strands/themes of the conversation tell us in relation to the trigger?
- What are the emerging patterns/insights arising from large parts of the conversation map?



Moving forward in Newcastle

- What are the key issues for us moving forward?
 - Write them on post-it notes
- What can you offer into the ongoing work?