

APPRECIATIVE INQUIRY

Appreciative Inquiry is a collaborative approach to appreciating the value of the present situation in order to suggest positive directions for the future. This approach is in contrast to more conventional methods that start with a problem that needs to be fixed.



INSPIRATION

Estimated Timescale: 1 Hour

Materials: Pens, Post-Its

Who should be involved?

Different partners of mixed skillsets (cultural heritage professionals, designers, technologists etc.)

Why should you use this method?

As an icebreaker and inspiration exercise in order to uncover information about the values, practices, hopes and goals of the different participants.

STEP 1

- Divide larger groups into pairs.
- Have the facilitator deliver a clear outline of brief. For example, ask that each person describe a story about a memorable encounter with cultural heritage to their working partner.
- Provide each group with materials - pens and Post-Its

STEP 2

- Each partner to jot down on Post-Its the characteristics mentioned by the other while they are sharing the stories.

STEP 3

- Using a wall or flat surface, take turns to arrange the Post-Its according to observed patterns.
- Based on the observed patterns, create a list of factors that help make a cultural heritage site experience memorable.

STEP 4

- Each of the groups present the findings to the other groups, discussing the importance of the personal experience at cultural heritage sites.
- Allow others to contribute constructive feedback and to ask questions.

WHAT NEXT?

- The results of the Appreciative Inquiry can be used as inputs into the design of future products, services or experiences.

Tips for successfully carrying out this method

- Make sure that the brief is clear and that the facilitator is present to reinforce the objectives of the brief as the exercise progresses
- Ideally, the facilitator is not part of any pair, so the ideas are not influenced by the facilitator and each pair is supervised and supported uniformly.