

Exercise 4

PUT MYSELF IN YOUR SHOES

In a nutshell:

'Put myself in your shoes' is a variation on 'Your problem is our issue'. You can use this exercise if you feel that there is too much hostility among participants to allow them to air their grievances and identify other actors who contribute to their problems.

When to use this exercise:

This exercise is suitable to help market actors build on Milestone 1 and progress towards Milestone 2 in the participatory market mapping journey.

How it works:

This exercise works in the same way as 'Your problem is our issue' but instead of representing their own positions, participants are given the role of a different participant in the room and are asked to imagine themselves in their shoes.

Assign participants with a different role within the market chain. Pay attention to the different roles assigned – it may help to assign them to the role which they are in conflict with, but there is also a risk that that could further escalate tensions. Then use the same steering questions and process used in 'Your problem is our issues', described above.