



Your project with Synthetron may be driven by the desire to listen attentively to a group of qualified individuals, to understand their most important ideas and opinions, to simply obtain their feedback on proposals or because you want to engage them. Synthetron will help you to take better decisions or implement change initiatives faster by collecting insights and suggestions from various groups of stakeholders (from 10 up to 1000 participants).

## Linking people for conclusive discussions



Synthetron enables organizations to obtain unbiased insights from large groups of people efficiently and economically. Synthetron is an innovative online discussion and collaboration platform, where participants can anonymously and interactively write comments, exchange and validate ideas via a structured process on a real-time basis. Synthetron also automatically consolidates the most pertinent opinions and ideas selected by participants.

### Key benefits

- Economical:** Costs drop as a consequence of the elimination of travel, accommodation, and the automation of some reporting
- Interactive:** Participants can interact, discuss and evaluate ideas in English, French, Dutch or Spanish
- Real-time:** Unlike in-person focus groups or Internet chat discussions, a session takes place for a limited duration (45 to 90 min.)
- Unbiased:** Participants type their responses creating a written record in a safe discussion space
- Comprehensive:** The sessions enable the collection of a higher and more complete volume of ideas/opinions than in-person or telephone
- Efficient:** Automatic consolidation and prioritization of participants' inputs enables quantification of qualitative inputs

### Clients use Synthetron to:

- ▶ Survey groups and sub-segments for key ideas/opinions
- ▶ Test reactions to a proposed or existing product/service
- ▶ Construct a common vision among decision makers
- ▶ Shorten the decision making process
- ▶ Obtain feedback and engagement during change projects
- ▶ Evaluate internal buy-in, e.g. for intended strategies

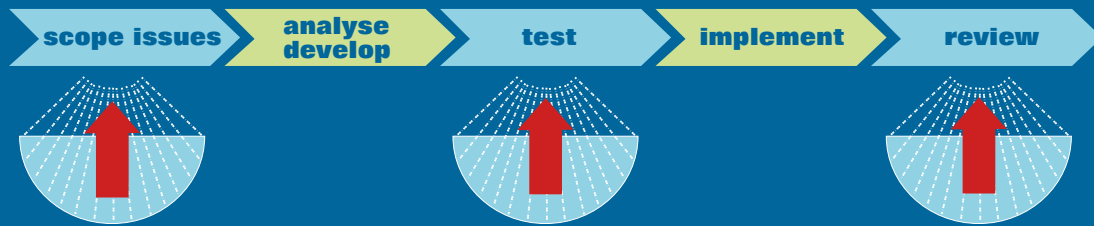
### Key characteristics

- ▶ **Anonymous:** Discussions are strictly anonymous
- ▶ **Structured:** Discussions follow a script designed to address the topic
- ▶ **Scaleable:** Discussion can include between 10 and 1000 participants
- ▶ **Easy:** Only an Internet connection and 10 minutes of training are required
- ▶ **Multimedia:** Various media can be shown to participants, e.g. websites, movies and computer simulations

### Synthetron applications

Application	What for?	Synthetron output
<b>Employees</b>	Listen to large numbers of employees. Gain relevant insights on specific topics by offering an interactive, anonymous discussion platform. Overcome geography, time zones and travel restrictions.	<ul style="list-style-type: none"> <li>▶ Measure of understanding and alignment</li> <li>▶ Identification of pressing issues</li> <li>▶ Valuable adjustments of conceived plans</li> </ul>
<b>Citizen engagement</b>	Leap over barriers of accessibility, geography, demographics, and culture. Stay in touch with concerns and expectations. Easily connect with robust numbers of individuals for fast response to issues and problem-solving.	<ul style="list-style-type: none"> <li>▶ Awareness of widely shared concerns</li> <li>▶ Success factors for implementation of new policies</li> <li>▶ Deeper insights into public response</li> </ul>
<b>Customers</b>	Unique combination of quantitative and qualitative market research. Avoid social pressure and group think. Highly cost-effective and swift technique to involve truly representative sampling of customers at national and international levels.	<ul style="list-style-type: none"> <li>▶ Authentic and candid comments</li> <li>▶ Reliable results</li> <li>▶ Increased creativity through interaction</li> <li>▶ Swift execution</li> </ul>
<b>Peer discussions</b>	Unlock views on strategies and approaches in corporations, universities, conferences and commissions by organizing anonymous discussions. Ideal for pre-conference think tanks and management discussions.	<ul style="list-style-type: none"> <li>▶ Key issues</li> <li>▶ New ideas and insights</li> <li>▶ Degree of alignment</li> <li>▶ Focused in-person meetings</li> </ul>
<b>External stakeholders</b>	Find common ground and overcome diverse goals anonymously. Quickly and succinctly summarize issues, points of concern and areas of agreement.	<ul style="list-style-type: none"> <li>▶ Ideas shared by most stakeholders</li> <li>▶ Exact formulation of viewpoints</li> </ul>

# Key opportunities to engage large groups of qualified individuals



Synthetron enables organizations to genuinely involve large groups of qualified individuals, listen to their collaborative message and sense their alignment. There are 3 key opportunities when Synthetron can facilitate your management or decision process. At Synthetron, we call this process the **management wave**.

## 1 Scope issues

- ▶ Involve large groups to understand a situation or a problem from their point of view.
- ▶ Understand organizational issues before it's too late.
- ▶ Prepare conferences so that participants focus on the right issues.
- ▶ Accelerate learning for new managers during their first 100 days.
- ▶ Understand what the real problem is, before you decide.
- ▶ Hold peer level policy discussions as input for board meetings.

## 2 Test

- ▶ An opportunity to test out propositions on target groups.
- ▶ Test robustness of a new strategy with middle management.
- ▶ Avoid rejection of marketing plan by sales.
- ▶ Reduce risks of innovation projects and new market concepts.
- ▶ Find weak spots in alignment.

## 3 Review

- ▶ An opportunity to consider progress according to your change agents, the individuals who are implementing your project or the different management levels.
- ▶ Involve the extended project team to test robustness of project findings.
- ▶ Monitor the level of alignment and resistance in change roll out.

You may be curious to see what a Synthetron discussion looks like.  
Check it out at:

<http://www.synthetron.com/animation/en>

## The process

- ▶ Set objectives for the Synthetron discussion.
- ▶ Define participants and key questions.
- ▶ Invite participants by e-mail with a link to take them straight to the discussion.
- ▶ Hold a 60-90 minute real-time Synthetron discussion that is anonymous, lively and interactive.
- ▶ Synthetron randomizes participants into small and overlapping groups of 5-8, keeping the number of interactions manageable.
- ▶ Ideas from one group are spun out to others, sharing concepts and judging level of support.
- ▶ Review the resulting ranked list of ideas that are supported by the group, the "synthetrons".

## Our service

We can manage the entire project from start to finish for you in order to obtain optimal results with careful preparation and focused analysis. The Synthetron team of experienced consultants can work closely with you throughout the project and offer follow up support as required.

Alternatively, you may choose to obtain a Synthetron license and manage the projects with your own team.



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