



# TOKENOMICS

## MAPPING QUESTIONS

### OUTLINE

Asking the right questions can make all the difference in understanding what makes your organization tick. Here we've assembled a few examples to give you a sense of how to find the information you didn't know you needed, along with some tips for how to collect useful data.

### EXAMPLE QUESTIONS

**Who do you talk to in the organization who knows more people than you do?**

Questions like this are used by network scientists to identify hubs in social networks. Knowing who the hubs in your organization are enables you to know who to watch to see opinions and social changes propagating through your organization. It also enables you to target culture change measures effectively to those individuals most likely to make a difference.

**What's the best thing about the organization, and one thing you'd change if you could?**

Asking for balanced negatives and positives from employees, and also requiring that constructive input be supplied, can open the door to opinions that might otherwise not be expressed.

**If you could wake up tomorrow and have the organization be perfect, what specifically would it be like and how would that feel?**

By encouraging members of the organization to visualize specific goals and to articulate them, you help them visualize and articulate the change that they want to see. This is not only likely to spur employee behavior, but also provide a concrete positive picture of what to move towards.

### DATA COLLECTION TIPS

- Make the questionnaires anonymous by default but provide the opportunity for people to leave their name. If people feel like their privacy is respected, they're more likely to voice concerns. However, if people do add their name, it gives you an opportunity to thank them later, and recognize them for their contribution. This can help foster a culture of openness.
- Make filling out questionnaires voluntary. You want the contribution of data to be driven by intrinsic motivation, not extrinsic. Then, thank everyone for helping later. Getting your community to collect transparency tokens can smooth the road to change.
- Don't be afraid of giving people an opportunity to vent, or having your data collection process be distorted by a minority of malcontents. Enabling people to feel like they're being heard can alleviate tension on its own. Also, if people in your organization are complaining via questionnaire, chances are they're already doing it vocally somewhere else. Identifying isolated tribes and individuals collecting victim tokens can tell you who you need to be reaching for your change measures to gain traction.
- Note that real values are often more clearly revealed when not asked about directly. None of the questions above mention tokens even though finding token systems is the objective.

