



Annex 6 – Services for expats – Matrix Analysis Methods and Guidelines for Workshop

Carl-Johan Åkerblom

Turku Science Park Ltd

November 2012

Project Number CB55
Project Title Expat-project: Innovate Services for International Talents – Easier Access to the Central Baltic Sea Region
Title of Deliverable Services for expats – Matrix analysis methods guidelines for work shop
Work-package contributing to the Deliverable WP2 Social Network Development
Author(s) All partners
Abstract NA.
Keywords service development, soft landing services, Central Baltic Sea Region, participatory methods

Background to document

The Expat-project, is as such, a very practical project, were the project group has promised to deliver something concrete at the end of the project, December 2013. In order to assure this, the project has taken a very user centric approach in its intention to fulfill its promise.

Please find the method to be used for the Expat matrix analysis part of the local workshops below.

Have a good workshop!

Services for expats – Matrix analysis workshop

The intention of this workshop is to:

- ✓ assess the services identified and categorized based on the Maslow's theory of needs, by the Expat-project group. Does the service Matrix reflect the actual situation?
- ✓ identify missing services, i.e. services that expats use,
- ✓ identify new services, i.e. novel initiatives on services that do not yet exist, but would be useful for the expats,
- ✓ rate all the identified services. This in order to find out; which services are good, which are used and which need considerable improvement.

Material needed:

- ✓ Expat service Matrix – blank matrix
- ✓ Local services identified on individual post-it or other equivalent paper/sticker
- ✓ Post-it, or other equivalent paper for missing and new services
- ✓ Stickers for rating services, three different ones (good, neutral (=have used service), bad)
- ✓ Pens for participants

The method used is designed for groups up to 10 persons. Work should be done in pairs. The workshop is divided into 4 steps.

Step 1- introduction and assessment of matrix – 5 min

In this step the group is introduced to the service matrix, is divided into groups of two and is given the opportunity to adjust the matrix, if necessary.

Output:

-verified matrix

- 1) The group leader welcomes each participant and have them seated in a round or square table.
- 2) A brief introduction to the service matrix and the method used is explained to the group.
 - The services identified is the output of mainly desktop research by project staff.
 - The services have been categorized according to the Maslow's theory of needs. The same categorization has been used in the project for a web-query.
 - The matrix reflects the view of the project.
- 3) The group leader puts up the identified services on the blank expat service matrix, in the column "Existing series" and on the right place according to Maslow. The group leader says the name of the service and shortly what it is about.
Example: Boost, a university based creative network for entrepreneur minded students.
- 4) The group is paired up and is given about 1 minute to think about the services and can comment on if the categorization is ok for the services. If not, the matrix can be adjusted accordingly. However, if adjustments are made, there needs to be arguments for this. This should also reflect the view of the whole workshop group.

Step 2 – Missing and new services – 10-15 minutes

In this step, workshop participants are working in pairs and identify relevant/important services they have used, that the EXPAT project has not identified. The pairs are also encouraged to think of new service that would be good and needed!

Outputs:

- *find out missing services*
- *find out new services*

- 1) Each pair is given 3-5 minutes to think of services that the Expat-project has not identified but are relevant and have been used by the expat. Each service is written down on an individual post-it
- 2) Each pair should think of some new services! Each service is written down on an individual post-it. This also 3-5 minutes.
- 3) Collection of missing and new services 5-10 minutes. After identification of missing and new services, the group will present and put up their notes with services on the expat service matrix.
 - In turn, each pair will say one of their identified missing service and one new service. The services are put onto the matrix as follows: the missing service in the “existing services” columns, and the new service in the “new service” column. After this, the next pair will do the same.
 - The procedure goes on, circulating by each pair, until there are no more post-its or when time runs out.
 - Similar ideas can be put on top of each other.

Step 3 – Rating the identified services – 5 minutes

During this step, workshop participants work individually. The objective of this step is to rate the services that have been identified, both existing and new.

Output:

- *find out which services are good*
- *find out which services are bad*
- *find out which services are used and not used*

- 1) Each participant is given a set of 9 stickers and are being informed of their meaning:
 - 3 “happy smileys, ☺” / or green sticker = these represent a good service (can be good as an idea or a good service that has been used)
 - 3 “neutral smileys, ☹” / or a yellow sticker = these represent a neutral feeling to a service that has been used (not good/not bad)
 - 3 “sad smileys, ☹” / or red sticker = these represent a bad experience or useless service

- 2) Each individual marks out, by putting their stickers/votes on the identified services. Only one vote per service!

Step 4 – Ending of workshop – 1 minute

Thank all participants for their active involvement and valuable input! Please advise the participants of next step.

Document the result, by taking a picture of the new, updated service matrix.

Congratulations, you have now hosted a hopefully good workshop!

About the Expat-project

Expat-project (2012-2013) was co-financed by EU Central Baltic Interreg IVA Programme 2007-2013. Its ultimate aim is to make the Central Baltic Sea Region a more attractive destination, a more welcoming region to settle in, and a home to stay for international talents.

Human capital is one of the decisive factors that contribute to the high competitiveness of the Central Baltic Sea Region. In an interdependency world economy today, the regions and cities need to cultivate its human capital and to best retain the international professionals available at place in order to maintain and to increase its global competitiveness.

While Europe is a relatively attractive destination for highly skill immigrants, the Central Baltic Sea regions are not benefit fully from the international talents moving in and living here – nor are the internationals benefit from the opportunities the region should have on offer. The Expat-project addresses the factors that hinder the expats' smooth arrival and good quality of life in the Central Baltic Sea Region and developed methods and solution to improve the identified challenges, serving this way the interests of both the expats and the region as a whole.

The Expat-project conducted various research activities, includes best practice of soft-landing service models in Hague, Amsterdam, Stockholm and Toronto; three field studies on soft-departure services available in sourcing country in Shanghai, Seoul and Tbilisi; an online questionnaire on the internationals' opinion of their quality of life and a pilot development of a virtual service platform for internationals. The project results are presented in a series of reports providing aforementioned benchmarking results, analysis and policy recommendations.

Expat-project partners:

- Uusimaa Regional Council, Finland (Lead Partner)
- Culminatium Innovation Ltd, Finland
- Laurea University of Applied Sciences, Finland
- Turku Science Park Oy LTD, Finland
- Regional Council of Southwest Finland, Finland
- City of Uppsala, Sweden
- Riga Planning Region, Latvia
- University of Latvia, Latvia
- Institute of Baltic Studies, Estonia
- eGovernance Academy, Estonia

More information:

www.expatriotproject.info

Terminology:

Expats refers to international knowledge workers, students and their families and spouses.

Contact	Carl-Johan Åkerblom
Organisation	Turku Science Park Ltd.
Address	Lemminkäisenkatu 14-18 C 20500 Turku
Phone	+358103218867
Email	Carl-Johan.Akerblom@turkusciencepark.com
Website	http://www.turkusciencepark.com

This report reflects the author's views and managing Authority of Central Baltic INTERREG IV A Programme 2007-2013 cannot be held liable for the information published by the project partners.