

Stop – Start- Continue

What is it?

This is a very effective collaborative tool to gain feedback from a group or team on a specified area of activity. It can also be used at an individual level to gain personal feedback. The end result is an understanding of what is working well now, what needs to be improved and ideas on how to improve. The end goal is to have an action plan to take forward.

When to use it?

This tool can be used in a variety of scenarios, from gaining customer perspective on the service you offer, (see also <https://focus.admin.ox.ac.uk/files/vocpdf>) to a more internal focus within a team on how they are operating. In all contexts it will flush out where improvements need to be made, and also give an opportunity for people to express their ideas on how to improve.

Benefits at a glance....

- Easy to run a structured collaborative session, and works particularly well in an online setting
- Gives a voice to people to express their views on what could be improved and any ideas they have
- In a team setting, builds cohesion and a shared sense of working together to improve.



How to use it?

Setting the Scope Firstly set the scope of what topic you are covering and confirm the objective of the session. This will allow people to focus their thoughts and contribute appropriately. Eg

Customer example - *“We want to know your views on the reporting and associated guidance that we provide for you so that we can improve our service offering.”*

Internal team example – *“We want to know your views on how we communicate as a team so that we can improve team morale and the service we offer to our customers.”*

Plan session Then plan the following:

- who to invite
- how to run the session/s. If you are working remotely, you can run the session in several different ways. (see tips) If you are office based, book a room with whiteboard, or flip charts and bring Post-its and pens for people to contribute their ideas.
- set up an invitation with the clear statement of objective, and saying it will be run as a Stop-Start-Continue session (include a link to this guidance sheet if helpful)



TIP: Running remotely

Option one - The University has authorised use of the **Miro** tool for online collaboration. This allows users to write on virtual “Post-it notes” on a shared board. There is a template for [Start Stop Continue Template & Start Stop Continue Retrospective \(miro.com\)](#). Sign up for free using your University email.

Option two – Set up a Teams meeting, and ask people to use the Chat function to record their input. Alternatively share a spreadsheet and ask someone to scribe and transfer the comments into the appropriate section.

Prepare for the session

- Work out your timings so you know how long to spend on each section. Remember to give time also to introduce the session and to wrap up at the end with next steps and actions.
- Prepare your introduction to set the scene, and encourage all contributions
- For remote sessions, check out your technology option using a dry run with colleagues. The Focus team themselves find this invaluable, and gives you confidence on the day
- For in person sessions, prepare your resources, book coffee etc.

Running the session

- Welcome the participants and introduce the topic, and the purpose of the session. Encourage all contributions – all feedback is valuable, and state what the feedback will be used for.
 - Begin the feedback part of the meeting. If a comment is ambiguous, do seek clarification but otherwise do not comment or influence the input.
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TIP: Order of play - feel free to change the order of Stop-Start-Continue. Eg. Begin with “Continue”, for example, so that the session starts with some positive feedback, or “Start” if you want to encourage innovation.

- When you have covered all three themes, give the participants an opportunity to make any other comments. They may have some useful ideas on other areas that you could capture.
- Action planning: this may be more appropriate with you own team rather than a customer group, but start to consider what actions you need to undertake in order to respond to the feedback and take things forward.
- Thanks the participants for their contributions, and confirm next steps.

After the session

Review the input from the session/s you have held and see where there are common themes. Use the template to summarise the feedback and complete the action plan. Circulate this to the participants and ask for any further feedback. Then start to progress your agreed actions, ensuring you communicate this.

TIP: Action planning - think about Impact and Effort when considering the action plan. What actions would have the most benefit or impact and how easy are they to achieve? What Quick Wins have you identified?
