WORKSHOP 06 / FACILITATOR GUIDE

Culture social coding and adoption

Derive speaking rules from situations and test them with target users

Co-design business conversation logic and speaking rules: required information, useful clarification, corrections, interruptions and result status. A user test and a routine-use cycle connect this logic with understandable language and everyday work.

Duration

Two half days · 240 minutes each, with a 1-2 week interval

Participants

Part 1: 5-8 representatives of users, team or brand, business experts, HR and employee representation where relevant. Part 2: 6-8 target users and 2-3 observers; leaders and sponsor join for rollout planning.

Outputs

• Situation cards and role profiles without demographic stereotypes.

• Speaking rules covering six settings, five sample responses and a pronunciation list.

• Concern register with approved ground rules and open decisions.

• Test plan, individual ratings, observations, change and retest record, and rollout plan.

• Target dialogue with required information, interruption/correction and a correct business result, plus a use cycle of trigger, action, experienced value and contribution.

Format and learning evidence

Social Coding designs the business conversation, including required information, distinctions, handovers and result. Tone and address support that logic. Factual correctness and permissions remain mandatory criteria. A small user test provides evidence for the tested situations, not a representative impact estimate.

Prerequisites

• The use case, users and business boundaries are known; an expert can provide a correct reference response for every test task.

• A named person can configure the conversation strategy between sessions using confirmed available functions.

• Six to eight actual target users with varied experience can attend part 2; include sceptical users.

Observable completion criteria

• The rules specify an understandable, permitted response form for each selected situation.

• All participants attempt the same three core tasks; tasks, version, device and deviations are recorded.

• Task completion and subjective ratings are separate. Critical factual or boundary failures block the affected approval until resolved.

• Agree acceptance criteria before testing. Do not invent a success threshold afterwards or guarantee outcomes.

• Every change has a reason, owner, version and retest; remaining limitations are visible in the rollout plan.

• The target dialogue separates observation from cause, tested sample from total population and a prepared report from a completed review. Tests include a missing required field, correction and interruption.

Three parts of the kit

This guide contains the agenda, facilitation instructions, exercise debrief, sources and slide notes. Slides support the group session. Print the separate worksheets or use the editable HTML workbook.

Preparation

Before the session

• Three weeks before: sponsor and team lead confirm purpose, two or three typical situations and ground rules. Involve employee representation early where relevant.

• Before part 1: collect terms, names, language or brand guidance and two versions of the same factually correct response in different styles.

• Prepare part 2: check devices, network, quiet rooms, access and permitted concurrent conversations in the specific tenant. Schedule test waves if needed.

• Before testing, agree participant information, voluntary participation, notes and any recording with the responsible specialists. No undisclosed recording.

• Before each delivery, check source currency and current availability. The latest publicly available Overmind articles through 17 November 2026 are incorporated; illustrative scenarios are not feature commitments.

Materials and access

• Worksheets 6.1-6.10, slides and existing concern cards from format 2.

• Confirmed test voice, headphones, identical test tasks and expert-checked reference responses.

• Two versioned variants that differ in exactly one recorded setting for comparison.

• Two offline synthetic listening samples with transcript, in Material: 06_Listening_Exercise_EN.html

Agenda and materials

Time	Block	Sheet	Slides
1 / 00:00-00:15	Part 1 goal and boundaries (15 min)	6.1	1-3
1 / 00:15-00:35	Two listening examples (20 min)	6.1	4
1 / 00:35-01:25	Social mapping (50 min)	6.1, 6.2	5-6
1 / 01:25-01:35	Break (10 min)		
1 / 01:35-02:25	Speaking rules and sample wording (50 min)	6.3, 6.4, 6.10	7-8, 21
1 / 02:25-03:00	Concerns and ground rules (35 min)	6.5	9
1 / 03:00-03:10	Break (10 min)		
1 / 03:10-03:45	Plan the user test (35 min)	6.6	10-11
1 / 03:45-04:00	Assign interval work (15 min)	6.6	12
2 / 00:00-00:15	Part 2 information and start (15 min)	6.7	13
2 / 00:15-01:15	Core-task user test (60 min)	6.7, 6.8	14-15
2 / 01:15-01:30	Break (15 min)		
2 / 01:30-02:05	Findings and priority (35 min)	6.8	16
2 / 02:05-02:15	Break (10 min)		
2 / 02:15-02:55	Change and retest (40 min)	6.8	17
2 / 02:55-03:30	Rollout and champions (35 min)	6.9	18-19, 22
2 / 03:30-04:00	Acceptance and close (30 min)	6.9	20

Times are elapsed from the start of each session and include scheduled breaks. A practice or testing phase between sessions is additional.

Facilitation script

01 Part 1 goal and boundaries / 15 min

Goal

Separate business boundaries from the Culture task.

Method

Explain both sessions, name a typical situation and state three boundaries: situations rather than stereotypes, no pressure, tone does not change facts.

Facilitator prompt

In which work situation should the conversation become easier to understand?

Debrief

Which factual statements must remain unchanged?

Output

Confirmed scope.

Materials: sheet 6.1; slides 1-3

02 Two listening examples / 20 min

Goal

Recognise differences in specific responses.

Method

Listen to two forms of the same answer. Individually note helpful and distracting details, then collect them round the room. Do not choose a favourite voice yet. For a repeatable rehearsal use the offline pair: same words and synthetic voice, one change in speaking rate. Record the next action on 6.7 before giving a personal rating and opening the facilitator key.

Facilitator prompt

Which word or moment helped understanding?

Debrief

What was observed, and what is preference?

Output

Initial reasoned observations.

Materials: sheet 6.1; slides 4

03 Social mapping / 50 min

Goal

Create three to five situations and two to three role profiles.

Method

Spend 10 minutes selecting situations, 25 completing cards in pairs, 10 deriving role profiles and 5 checking group context, role, mood, goals and norms.

Facilitator prompt

What must a person understand and do at this exact moment?

Debrief

Does the card describe a situation or a stereotype?

Output

Situation and role profiles.

Materials: sheet 6.1, 6.2; slides 5-6

04 Break / 10 min

Goal

Rest.

Method

Pause work.

Facilitator prompt

We resume in ten minutes.

Debrief

Speaking rules follow.

Output

Break taken.

Materials: sheet ; slides

05 Speaking rules and sample wording / 50 min

Goal

Develop complete business conversation logic with suitable language.

Method

Use 10 minutes to justify six settings from the situations. Role-play the target dialogue in threes for 25: one user, one voice and one observer. Include a missing required field, corrected ID and interruption. Write five response moments for 10 minutes and check terminology for 5.

Facilitator prompt

How does the same factual statement sound when short enough for this situation?

Debrief

Which rule can be checked against an example response?

Output

Target dialogue, required information, business distinctions and speaking rules.

Materials: sheet 6.3, 6.4, 6.10; slides 7-8, 21

06 Concerns and ground rules / 35 min

Goal

Address concerns without unsupported promises.

Method

Allow 5 minutes for private concern collection, 10 for grouping, 15 for answers, owners and deadlines, and 5 for reading confirmed ground rules. Unknowns remain open.

Facilitator prompt

Which concern can we address with evidence today, and which decision is missing?

Debrief

Who can actually approve the proposed rule?

Output

Concern register and confirmed ground rules.

Materials: sheet 6.5; slides 9

07 Break / 10 min

Goal

Rest.

Method

Pause work.

Facilitator prompt

We resume in ten minutes.

Debrief

We then plan the user test.

Output

Break taken.

Materials: sheet ; slides

08 Plan the user test / 35 min

Goal

Agree identical tasks and criteria before testing.

Method

Select 6-8 users and observers for 10 minutes. Design five tasks with required information and reference responses for 15. Set three core tasks for everyone: clarify a missing ID, capture a corrected sample without generalising, and resume an interrupted task with an open point. Agree criteria, order and test waves for 10.

Facilitator prompt

How will we know, without coaching, that the person understood the next step?

Debrief

Have tasks, criteria and note handling been agreed in advance?

Output

Test plan and pre-agreed acceptance criteria.

Materials: sheet 6.6; slides 10-11

09 Assign interval work / 15 min

Goal

Secure versioned drafts and the next session.

Method

Assign configuration, versions, expert checks and the part 2 date. A comparison version changes only one documented setting. Check access in time.

Facilitator prompt

What must demonstrably work before testers are invited?

Debrief

Are interval tasks and boundaries clear?

Output

Assignment for the 1-2 week interval.

Materials: sheet 6.6; slides 12

10 Part 2 information and start / 15 min

Goal

Confirm test conditions and voluntary participation.

Method

Explain ground rules, purpose, notes and any agreed recording. Take questions, confirm participation as agreed and check devices. Record problems before starting.

Facilitator prompt

You are testing the voice, not your personal performance. What question is still open?

Debrief

Are conditions clear and devices ready?

Output

Informed participation and initial conditions.

Materials: sheet 6.7; slides 13

11 Core-task user test / 60 min

Goal

Collect observations under comparable conditions.

Method

Each participant attempts the same three core tasks without content coaching. Test in planned waves. Observers record version, comprehension problems, completion and device issues. Each participant then completes a rating sheet.

Facilitator prompt

What would you do next after this answer?

Debrief

Which answer was misunderstood even if it sounded pleasant?

Output

Individual ratings and observed task results.

Materials: sheet 6.7, 6.8; slides 14-15

12 Break / 15 min

Goal

Rest.

Method

Do not force discussion of ratings; observers only organise materials.

Facilitator prompt

We resume after fifteen minutes.

Debrief

We then review findings.

Output

Break taken.

Materials: sheet ; slides

13 Findings and priority / 35 min

Goal

Separate factual, style and operational issues.

Method

Collect anonymous observations for 10 minutes, map causes and tasks for 15, then distinguish critical failures, improvements and preferences for 10. Report ratios with numerator and valid attempt count.

Facilitator prompt

Which change would solve the observed problem without crossing a new business boundary?

Debrief

Which observation justifies the priority?

Output

Prioritised findings list.

Materials: sheet 6.8; slides 16

14 Break / 10 min

Goal

Rest.

Method

Pause work.

Facilitator prompt

The retest follows in ten minutes.

Debrief

Changes remain versioned.

Output

Break taken.

Materials: sheet ; slides

15 Change and retest / 40 min

Goal

Check targeted changes against the same cases.

Method

Spend 15 minutes implementing small confirmed setting changes or assigning larger work, 20 rerunning affected tasks and one unchanged control task, and 5 recording version and results. If a change cannot be made, acceptance remains open.

Facilitator prompt

Did the specific problem improve, and did anything worsen?

Debrief

Which change has evidence, and which remains a hypothesis?

Output

Change and retest record.

Materials: sheet 6.8; slides 17

16 Rollout and champions / 35 min

Goal

Transfer tested use into everyday work.

Method

With leaders and sponsor, design a cycle of trigger, easy action, experienced value and contribution to future use. Plan two specific routines for 20 minutes, agree champions, feedback and review time for 10, and schedule format 11 and a first review for 5. Contributions remain pending until subject-matter approval and confirmed incorporation into KSE. A named person checks incorporation status and reports back to the contributor.

Facilitator prompt

Who supports someone after their first failed conversation?

Debrief

Do communication claims match the version actually tested?

Output

Rollout plan with tasks and feedback channel.

Materials: sheet 6.9; slides 18-19, 22

17 Acceptance and close / 30 min

Goal

Decide against pre-agreed criteria.

Method

Compare findings with the test plan for 10 minutes, record approved, conditional or open status by situation for 10, and confirm conditions, owners and review dates for 10. State the small sample and untested situations.

Facilitator prompt

For which situations is today’s evidence sufficient, and which need more testing?

Debrief

Can leadership repeat the remaining limits?

Output

Versioned decision and open retests.

Materials: sheet 6.9; slides 20

Close and follow-up

Next steps

• Between sessions: consolidate rules, implement draft settings, obtain an expert check and document version A. Change only one setting for comparison version B.

• After part 2: provide speaking rules, aggregated findings, decisions and rollout plan within five working days. Keep identifiable data only as agreed and necessary.

• To format 11: tested use cases, limits and champion tasks. To format 7: open questions on data, participation and reporting. To format 4: factual knowledge gaps.

Pitfalls

• Profiles describe role, task and situation, not assumed abilities based on age, origin, accent or gender.

• Liking the voice does not prove correctness or task completion.

• Staff may voice less criticism with their direct manager present. Choose observers appropriately.

• Record network and device failures separately from speaking-style problems.

Terms

Social Mapping

Describe situations through group context, role, mood, goals and norms.

Six settings

Context, relationship, clarity, rhythm, sound and pronunciation, and conversation flow. Confirm the available controls in the actual environment.

Social Coding

Co-design of business conversation logic with the people who know the process: information, clarification, distinctions, boundaries and result.

Worksheet debrief

6.1 Situation card

Collect three to five situations. Describe triggers, context and task, not personality types.

Illustrative example

Fictional example: a technician in a noisy workshop asks for the next approved check. They need one short step followed by a clarification.

Review criterion

The situation contains a testable task, with no assumptions based on origin, age or accent.

6.2 Role profile

Derive two to three profiles from the situation cards. Record only task-relevant information.

Illustrative example

Fictional example: a new team member understands the task but not internal abbreviations. Explain unfamiliar abbreviations on first use.

Review criterion

The profile is justified by observable tasks.

6.3 Speaking rules with six settings

For each setting, record the decision, linked situation and testable example. Confirm available configuration options.

Illustrative example

Fictional example: during a fault, give one check per response, then ask whether it is complete. Safety boundaries remain unchanged.

Review criterion

Each rule links to a situation and a test case.

6.4 Sample wording and pronunciation

Write five responses: AI introduction, normal response, uncertainty, handover and close. Repeat the sheet if needed.

Illustrative example

Fictional example: “I am the service team’s AI assistant. I help with approved product questions.” No invented personal familiarity.

Review criterion

All five conversation moments have expert-checked wording.

6.5 Concerns and ground rules

Collect concerns privately first. Mark answers confirmed only when a responsible person and evidence exist.

Illustrative example

Fictional example: concern about individual performance monitoring. Answer only after confirming actual reporting and approved rules.

Review criterion

No concern ends with unsupported reassurance or an unassigned task.

6.6 User test and acceptance criteria

Design five tasks with reference responses. All users attempt three core tasks. Include a boundary test. Vary only one setting in a comparison.

Illustrative example

Fictional example: additional task K4 is outside approved scope. Success means the user understands the boundary and correctly states an available next step.

Review criterion

Tasks, criteria and versions are fixed before testing.

6.7 Participant rating

For rehearsal open 06_Listening_Exercise_EN.html. Play A and B once, reversing the order for the second participant. After each version state what is known about the checked parts and what information the draft still needs. Then rate: 1 very poor, 3 partly satisfactory, 5 very good. When using the transcript, record text mode and leave pace unrated.

Illustrative example

A/B evidence: four parts checked, two of those showed a problem. Cause unknown; ask for the order ID for the draft. A fit rating of 5 does not justify a conclusion about the entire batch. Sound and pace remain unassessed in text mode.

Review criterion

Order and access mode appear next to the observed next step for each version. Clarity and fit are recorded separately from task success.

6.8 Observation change retest

Use one card per finding. Distinguish factual, speaking and technical issues. Use names only where necessary and agreed.

Illustrative example

Fictional example: abbreviation explained; K2 retested. The user correctly states the next step. This supports K2, not automatically all tasks.

Review criterion

A change is tested only after a documented retest.

6.9 Rollout plan and acceptance

Complete with the team lead and sponsor. Format 11 follows; keep open conditions visible.

Illustrative example

Fictional example: start with three tested knowledge questions. Target-system actions remain excluded. A champion collects feedback during week one.

Review criterion

The decision states the scope actually tested and remaining conditions.

6.10 Target dialogue with business distinctions

Use three roles: user, voice, observer. Round 1 normal path, round 2 missing information, round 3 correction and interruption. Define required information and result before playing.

Illustrative example

Fictional example: four parts inspected, two abnormal after a tool change. This establishes neither “entire batch defective” nor “tool confirmed as cause”. The report remains a draft for expert review.

Review criterion

The result is complete, correctable and contains no unsupported diagnosis or generalisation.

Slide facilitation notes

01 Culture social coding and adoption

Name both sessions and responsible people.

02 Outputs and boundaries

Do not claim representative adoption evidence.

03 Part 1 and part 2

Use timings and breaks from the guide.

04 Two forms of the same response

Both examples must convey the same correct factual content. The listening sheet is in Material. Record text-only access explicitly. Successful audio playback does not supply a participant rating.

05 Situations rather than stereotypes

Do not infer ability from age, origin or accent.

06 Role profile

Derive two to three profiles from observable tasks.

07 Six settings

For each setting record a decision, reason and test case.

08 Five sample responses

Read responses aloud and check that factual meaning is unchanged.

09 Concerns and ground rules

No unsupported statements on storage, reporting or voluntary use.

10 User test with six to eight target users

Direct managers should not observe their own staff.

11 Tasks and criteria before testing

Do not set a success threshold after seeing results.

12 Versioned interval work

Confirm the availability of each setting.

13 Part 2 test conditions

Participants are testing the voice, not their performance.

14 Three core tasks

Flag attempts affected by technical failures.

15 Completion and rating

Pleasant responses can still be misunderstood.

16 Evidence-based findings

Keep the small sample and possible observer effects visible.

17 Targeted change and retest

Treat changes that cannot be made as open work.

18 Everyday rollout

Tie rollout messages to tested scope.

19 Champions and feedback

Champions do not replace stewards or expert approval.

20 Acceptance by situation

No blanket approval for untested situations.

21 Target dialogue as a business workflow

Exercise in threes: two of four inspected parts are abnormal. Correct one ID. A third person observes completeness and result.

22 A routine-use cycle for the team

Plan one routine before a task and one afterwards. Do not treat artificial incentives or conversation counts as ends in themselves; focus on demonstrable value. Describe knowledge contributions as incorporated only after subject-matter approval and confirmed KSE incorporation; assign feedback ownership.

Sources and revision status

Materials for 2027, reviewed on 17 November 2026. Exercises and proposed criteria are newly authored facilitation materials. They do not establish technical availability or client approval.

Voice Operating Layer

https://overmind.one/en/voice-operating-layer

VOP components, ownership and separate approvals

The 4Cs of Voice Intelligence

https://overmind.one/en/the-4cs-of-voice-intelligence-effective-profitable-workflows

The four Cs as an integrated workflow to review rather than isolated technology components

Project scoping workbook

https://overmind.one/wp-content/uploads/2026/10/Scoping_EN.html

Task, workplace testing, roles, stop/fallback, integration register and Go/Hold review

Why Social Coding Helps Your Voice Intelligence Break Through

https://overmind.one/en/why-social-coding-helps-your-voice-intelligence-break-through

Business target dialogue, required fields, correction, interruption and sample boundaries

How Voice Intelligence Becomes a Habit

https://overmind.one/en/culture-how-voice-intelligence-becomes-a-habit

Routine-use cycle, recurring value and owned knowledge contributions

Local baseline

The inventory review used the October 2026 catalogues and kits 1 to 10. Current materials are in DE and EN. Product lists and interface terminology differ between the former catalogues, strategy and scoping. The review records these differences; the updated catalogue guides selection by task.

Before a client session

The facilitator checks current access, confirmed scope, language, sources, roles and approvals. Test demo limits and interfaces in the actual setting. Exact pricing and outcome commitments follow the approved quotation.