WORKSHEET 1: OUTLINE COBWEB METHOD

step 1  Identifying possible identity features
        Options:  Using a pre-defined list
                 Asking participants
                 Combination

step 2  Prioritizing identity features
        Every participant chooses the eight most important features
        Compute the number of times a feature is mentioned
        Use the eight most prominent features

step 3  Judging the actual and desired score of the department on each feature
        Every participant gives two scores for each identity feature:
        The actual score of the department (1=negative - 5=positive)
        The desired score of the department (1=negative - 5=positive)
        Mean scores for the actual and desired situation are computed for each ide

step 4  Results are presented in a cobweb diagram
        The discussion focuses on:  Relevance of he identity features
                                     Discrepancies between actual and desired situation
                                     Possible solutions