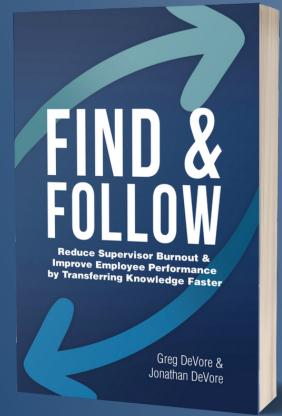


FIND & FOLLOW Book Club



Welcome to the *Find & Follow* book club! We are excited that you've decided to read and discuss *Find & Follow* with your team.

The book club is broken down into three separate discussions, but you can break the book club into the reading sections that will best support your team.

To help you get the conversation started, here is a list of possible discussion topics and questions. Enjoy! If you have any questions about *Find & Follow*, [reach out to our ScreenSteps experts](#) and they can help.

For additional *Find & Follow* resources, visit screensteps.com/find-follow-book/resources.

WEEK 1: CHAPTERS 1 – 8

PART I – SOLVING THE KNOWLEDGE TRANSFER PROBLEM

Chapter 1: Defining the Pain

- Review the case studies of Kim, Dan, Jack, and Jen. Which one resonates most with your current situation and why?
- Identify three major knowledge transfer challenges your organization is currently facing.
 - How are these challenges affecting your organization's performance and growth?
- On a scale of 1-10, rate your organization's level of complexity and rate of change.
 - How do these factors contribute to your knowledge transfer challenges?
- How might reframing your organization's learning problem as a knowledge transfer problem open up new potential solutions?

Chapter 2: You Have Already Experienced Find & Follow

- Reflect on a time when you used the Find & Follow approach in your personal life (e.g., cooking a new recipe, assembling a piece of furniture, etc.). How did this experience differ from traditional learning methods?
- Think about a task or process in your organization that could benefit from the Find & Follow approach. Describe the task/process and how Find & Follow could be applied.



PART II – KNOWLEDGE OPERATIONS

Chapter 3:

Measuring Where You Are At—The Knowledge Ops Maturity Model

- What stage is your company at on the Knowledge Ops Maturity Model?
 - What current practices indicate that your company is at that stage?
 - (You can take the Knowledge Ops Maturity Grader to [discover which stage you are at on the Find & Follow resource page here.](#))
- Discuss your organization's current training practices.
 - Are they more aligned with the Train Stage or a lower stage?
 - What changes could be made to move towards the Train Stage?

Chapter 4:

The Benefits of Moving Up the Knowledge Ops Maturity Model

- How prepared is your company for change?
 - How easy is it to adapt with big and small changes?
 - Do you have to pause operations in order to implement changes?
 - Or do operations slow down?
 - Discuss specific situations. How might this readiness improve if your organization moved to a higher level of the Knowledge Ops Maturity Model?
- Review the case studies provided in the chapter. Discuss how these organizations benefited from moving up the Knowledge Ops Maturity Model. How might similar benefits be realized in your organization?
- Identify key metrics that your organization could track to measure the impact of moving up the Knowledge Ops Maturity Model. Discuss how these metrics might change as your organization progresses through the model.



PART III – The Find & Follow Framework

Chapter 5: Three Core Beliefs of the Find & Follow Framework

- Discuss the core beliefs.
 - Do you have any doubts about the core beliefs?
 - What is holding you back from believing the core beliefs of Find & Follow?
- Looking at the role of digital guides in the Knowledge Ops Flywheel, how would creating digital guides impact your organization? How would it change your operations?

Chapter 6: The Four Systems

- What impressions did you have of the four systems?
 - It there anything that stuck out to you?
 - Why do those four systems make sense in that order?

Chapter 7: What You Need for Find & Follow

- Why is executive sponsorship so critical in order to succeed with Find & Follow?
- What does your executive team/leaders need in order to buy into Find & Follow? What information do you need to gather for a successful presentation?
- Think about your Find & Follow team. Who in your company would be part of the Find & Follow team?

Chapter 8:

How Will Find & Follow Be Different Than What You Are Doing Now?

- What Find & Follow benefits would make the biggest impact on your business?



WEEK 2: CHAPTERS 9 – 14

Part IV – Implementing the Find & Follow Framework in Your Business

Chapter 9: Build Your Knowledge Ops Team

- What are the benefits of having all of these different roles on your Knowledge Ops Team?
 - Why do you need each of these roles represented in a Knowledge Ops Workshop?
- Identify key team members to fill these roles on your Knowledge Ops Teams.

Chapter 10: The Prepare System Part 1 – Align + Define

- How have your training and operations teams been misaligned in the past?
- What is the purpose of a Find & Follow Workshop?
- Why is a Find & Follow Workshop critical to your success? Why can't you skip this step?

Chapter 11: The Prepare System Part 2 – Design + Refine

- What is the difference between actionable and foundational knowledge? Why do you need to identify which one it is before creating a guide or foundational course?
- What is the purpose of creating digital guides that are repeatable?
 - Why do you want employees using digital guides every time they perform a procedure, even if they've been with a company for a long time?
- What is the purpose of User Acceptance Testing?
 - Why do you need it before publishing your digital guides?



Chapter 12: The Train System

- Share a personal experience or anecdote about a training program you went through. How would the concepts in this chapter have improved that training experience and made it more efficient?
- Find & Follow training recommends spending 10-20% of your time on foundational materials and 80-90% of your time on practice activities. This is dramatically different than traditional training methods.
 - What are the advantages of having more hands-on training experiences?
 - How would this help your employees be more prepared to start their jobs post-onboarding?

Chapter 13: The Empower System

- How will you change your company culture to get employees to start relying on digital guides? What mental blockers do you have from adopting this approach and being all in?
- How would supervisors have to use their time differently?
- What is the difference between a “knowledge spender” and a “knowledge investor”?

Chapter 14: The Adapt System

- What are some common events that introduce minor changes?
 - How would the Adapt System help us address those changes?
- What are some upcoming initiatives or events that would introduce major change?
 - How would the Adapt System help use navigate that change?



WEEK 2: CHAPTERS 15 – 24

Part V – Applying Find & Follow to Real Problems

Chapter 15 – 19:

From chapters 15-19, analyze each customer story provided in the chapter. What were the key factors that contributed to their success with the Find & Follow Framework? Which situations stuck out to you? What is motivating about the changes in those situations? How could you see this working in our organization?

- **Chapter 15:** Decreasing the Load on Tier 2 Reps
- **Chapter 16:** Scaling Your Contact Center
- **Chapter 17:** Starting a New Contact Center or Bringing on a BPO Partner
- **Chapter 18:** Losing Key Employees
- **Chapter 19:** Saving a Failing Contact Center

Part VI – Tips for Launching Find & Follow

Chapter 20: Choosing Where to Start

- Think through the different launch approaches for ScreenSteps:
 - a. A task-focused launch
 - b. A role-focused launch
 - c. A department-focused launch

Which approach would you recommend to your team for implementing Find & Follow in your organization? Why?

- Why is a product-focused launch or software-focused launch a poor approach?



Chapter 21: Addressing the Fears

- What fears or concerns do you have about implementing Find & Follow?
- Who in your organization would have to change the way they work if you adopted Find & Follow?
- What fears do you anticipate them having?
- What tips from the book could help you address those fears?

Chapter 22: Doing an 80% Launch

- Why is it better to launch Find & Follow with an 80% Launch instead of waiting for all your guides to be written?
 - What are the benefits and impacts on your business?
- What would a successful 80% Launch look like to you?
- How much time would your organization save if you had Find & Follow guides that applied the issues or tasks that cause 80% of the problems?

Chapter 23:

Optimizing Your Knowledge Operations After Launching Find & Follow

- Why is optimization so important?
- Why can you not launch your knowledge base and implement Find & Follow and then leave your system to work on its own?
- Why is employee feedback an important part of optimizing your digital guides?

Part V – Applying Find & Follow to Real Problems

Chapter 24: Confidence, Consistency, and Independence:

- Share your final thoughts on Find & Follow.
 - How would it help your company?
 - Should you adopt this knowledge transfer method?

