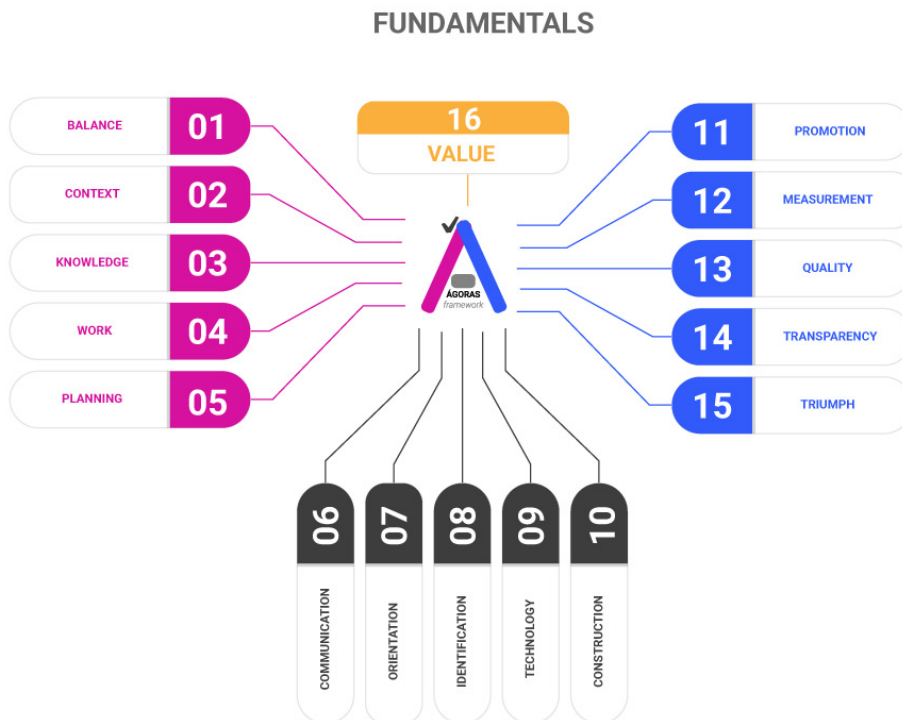# ÁGORAS

framework

V1.0 - 20223012

Fundamentals

The principles that serve as the basis of the symbolic support of the Ágoras Framework are:

- EQUILIBRIUMbetween the individual needs of the voter and public needs.
- CONTEXTof the situation and the understanding of citizen causes that allows mobilizing voters.
- KNOWLEDGEof the candidate and understanding of his adversaries as well as the voter and the campaign.
- WORKEDhorizontal, interdisciplinary, orderly and trained where the "team" is interpreted as a whole.
- PLANNING, organization and concrete actions to achieve the goals and results in the medium and long term.
- COMMUNICATIONas a dependency on the operation and development of the campaign.
- ORIENTATIONin methodologies for the formulation of public policies, thus being the campaign team as a guide.
- IDof the candidate to the voters and vice versa.
- TECHNOLOGYapplied during the entire development of the campaign. Use new technologies that bring the candidate closer to the voter, abandoning obsolete tools and resources of the traditional campaign.
- BUILDINGand professionalization of the candidate and ethical profile.
- PROMOTIONof rationality for the development of public policies.
- MEASUREMENTqualitative and quantitative constant for making the right decisions.
- QUALITYmeasured in compatible outstanding proposals.
- TRANSPARENCYthat allows efficient management of the electoral process and adds credibility to the process and the legitimacy of the result.
- TRIUMPHelectoral as a result of an intelligent and differentiated campaign.
- VALUEas delivery for a quality electoral and political campaign.

FUNDAMENTALS

Team

A campaign with Ágoras is not only carried out based on good candidates, on the contrary, the team is the one that plays the most important role, structuring the entire path that must be traveled during the election, trying to strengthen the candidate towards the electorate and thus achieve goals. Therefore, we understand that the construction of the team is made up of the following:

PSC PERFORMANCE

Teamwork is something that can be done in many ways, but not all of them can guarantee success. If the members are not actively involved and there is no commitment in the process, it is very likely that the campaign will fail and the candidate will be harmed. The importance of team performance is strongly linked to overall campaign performance.

Following the observations of [1]Mark Jenkins in his book, if a member of the Pit Stop team fails, it can injure the driver and consequently cause the driver to lose the race. That is why the importance of people being together, involved and in harmony is essential for successful performance.

The expression "2 + 2 = 5" is metaphorically considered as the positive effect that a team has when the potential of each one of the members is used. That is why it is important that each individual share the same interest in the campaign and that each of them has something to contribute.

The relevance of the roles and responsibilities of campaign team members is just as important as that of a Pit Stop Crew. Ágoras reinterprets these observations in a team with a horizontal vision, made up of committed members who are characterized by:

- Share a common goal.
- Have a holistic view of society and the political world.
- Be organized and responsible.
- Understand the importance of working together.
- Possess skills that contribute to the team.
- Identify weaknesses that harm the campaign.
- Be communicative, with respect but without censorship.
- Being able to understand each other's responsibilities.
- Be willing to work in an interdisciplinary environment.
- Find solutions for conflicts internal and external to the team.
- Make decisions based on qualitative and quantitative data.
- Take advantage of technological resources and digital tools for communication.
- Get to know the candidate, share his ideological vision and causes.
- Be empathetic with the voter and know how to communicate.
- Understand about public needs.

ROLES AND PROFILES

The balance of the team is essential to be able to develop the campaign. For this, it is necessary to know each of the members and understand more about their abilities, behaviors and ideas. The development of insight as a construction tool and the way that individuals relate to each other, contribute to the team's performance increasing effectively and achieving results.

The characteristics of the individuals as a quality factor is not enough if the quantity does not have a direct link. The relationship between the two is not inverse but direct. A group made up of many people, only some of whom fulfill a certain role, turns the team into a sterile and disorganized structure.

The early identification of the profiles of each member allows the strengths and weaknesses of the team to be known and later to be able to organize it in such a way that a balance is maintained that goes beyond a list of tasks to be fulfilled.

By virtue of the aforementioned, we define an organizational structure as follows:

1-CANDIDATE

The candidate is the person running for political office in an election. He is the main protagonist during the electoral campaign.

2-CAMPAIGN DIRECTOR (CM)

The Campaign Director reports directly to the candidate and has the responsibility of building the team together with the candidate.

Identifies the characteristics of individuals, diagnoses skills and defines the roles of each of the team members.

Keeps the team organized and monitors the evolution of the campaign's performance towards voters and the candidate.

Layout the DV Canvas next to the CSL to set initial values.

3-CAMPAIGN STRATEGY LEADER (CSL)

The Campaign Strategy Leader is responsible for managing the timing and planning of the electoral campaign. It works as support for the organization of the campaign together with the CM for communication, field and logistics operations.

It contributes with the validation of planning times, suggestions for decision making and analysis of metrics.

Participate as a conductor in group and individual ceremonies, Road Map and other team dynamics.
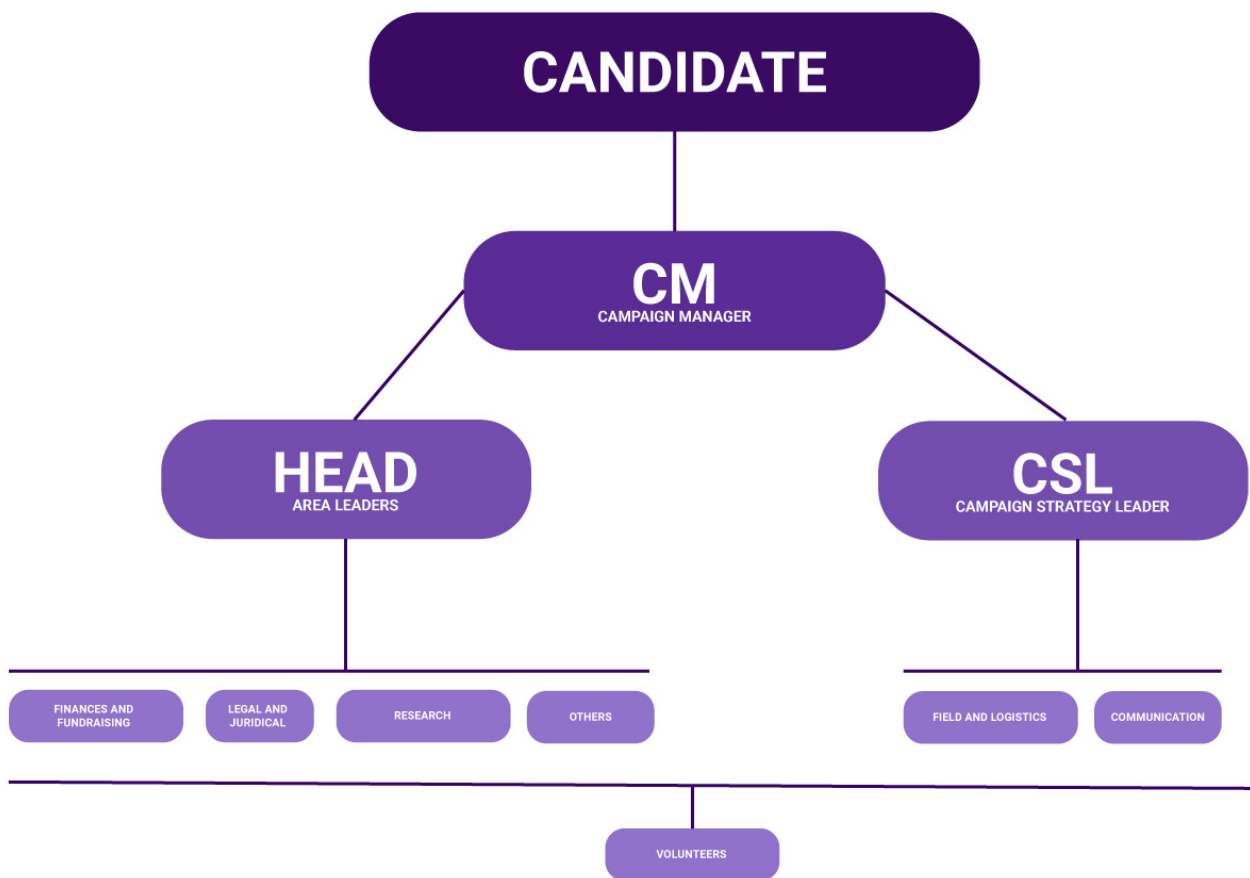
4-HEAD

He is a leader responsible for a specific area: Finance and fundraising, legal and juridical, research and others.

5-VOLUNTEERS

They represent the democratic ideal of citizen action. They are people who feel sympathy, either for the candidate or for the party, for which the support is legitimate. Among them it is possible to classify them as Electoral Representatives known as Canvasser, Militants, Pollsters, among others.

The functions and responsibilities of each one is delegated by the CSL or an area Head.

TEAM STRUCTURE

CANDIDATE

CM
CAMPAIGN MANAGER

HEAD
AREA LEADERS

CSL
CAMPAIGN STRATEGY LEADER

| FINANCES AND FUNDRAISING | LEGAL AND JURIDICAL | RESEARCH | OTHERS |
| FIELD AND LOGISTICS | COMMUNICATION |

VOLUNTEERS

BEHAVIORS

The way a team is built and organized is not simply by following a list of task instructions, but also by understanding the importance of individuals interfacing in a certain way with others. The way each person behaves before the opinion of another and the importance of interpreting communications requires daily monitoring and analysis of how this influences the team's performance.
Classifying behaviors contributes to a better understanding of how team members relate to each other and how to achieve better results when segmented by results, whether positive or negative.

- KINDLY
  It shows tranquility, sympathy and harmony. Try to help others and stay in a neutral environment avoiding conflicts.
- FIGHTER
  Seek the initiative and kick off. Demonstrates interest in evolving in their roles and responsibilities. Try to know the team's strengths and weaknesses.
- LOGICAL
  Prioritize the search for information and clarification of doubts. He is analytical and methodical. Analyze steps and procedures. Seeks organization in the team and avoids disorder.
- INDIVIDUALISTIC
  Make own decisions without being subject to rules and procedures in a group environment that requires otherwise. Think and act independently of others creating disorder.

TO-DO

- Observe and analyze the behavior of each member.
- Categorize the behaviors.
- Meet briefly once a week with each team member.
- Identify antecedents and consequences of the behavior.
- Develop a plan and suggest changes based on successful role models.
- Monitor results of evolution and impact on the team through the Table ofAverage Yield.

AVERAGE PERFORMANCE TABLE (APC)

Currently there are various ways to evaluate the performance of team members, so much so that over time new aspects related to people's performance have been added. Through this evaluation, conduct, skills and productivity are objectively and comprehensively measured. In a few words, it is used to understand how the person behaves, does and achieves things within the campaign team.

Following the aforementioned, we designed an Average Performance Table with ten suggested ²Soft Skills:

- Quality
- Consistency
- Communication
- Autonomy
- Time management
- Teamwork
- Initiative
- Creativity
- Honesty
- Potential

The leader rates each soft skill on a scale of 1-10 and the data from this assessment is displayed in columns to later obtain the final average. Each row reflects an identifier and the columns represent separately evaluated soft skills. This performance evaluation is carried out once a week and the customization of soft skills is subject to the leader's discretion.

Rating scale
1-2: Well below average
3-4: Below Average
5-6: Average
7-8: Above average
9-10: Well above average

RATING SCALE - APC

1-2	3-4	5-6	7-8	9-10
FAR BELOW AVERAGE	UNDER THE AVERAGE	AVERAGE	ABOVE AVERAGE	HIGH ABOVE AVERAGE

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CEREMONIES AND DYNAMICS

> One-to-One
This is a brief meeting carried out by the leader with each of the team members separately. Its purpose is to detect errors that affect their performance as well as the relationship with other members. Suggest possible results and expectations of change.

Participants: Leader or Head + team member.
Frequency: 1 time per week.
Time: 15-30 minutes.
Privacy: Only between those involved.

> Sync
This is a brief meeting between the leader and his team members. Its intention is to know among all the opinions and comments on situations, activities, unforeseen events, collaboration between members and the search for results. It does not reflect reports and reports on the status of tasks (PS Log).

Participants: Leader or Head + all team members.
Frequency: Daily.
Time: 30 minutes.
Privacy: Public for the team.

> Checkpoint
This is a meeting between all the members that make up the team including the candidate. Its objective is to review the evolution of the PS Log tasks of each member in a ceremony conducted by the CSL. Monitor performance metrics and make future decisions based on past experience.

 Participants: Leader or Head + all team members.
 Frequency: Daily.
 Time: 30 minutes.
 Privacy: Public for the team.

Currently there are different types of teamwork dynamics and include different systematized procedures that adapt to the needs of the campaign, which is why their use is subject to the criteria of each leader.

CEREMONIES AND DYNAMICS

WEEK

| ONE-TO-ONE | | | | CHECKPOINT | | |
| SYNC | SYNC | SYNC | SYNC | SYNC | | |
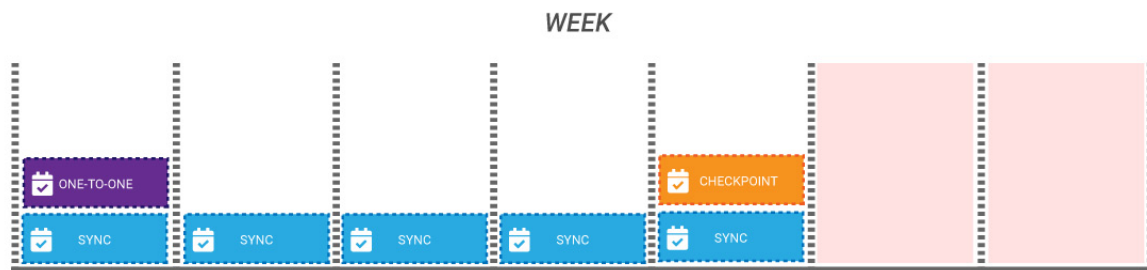
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[1] Book "F1, Performance at the limit" by Mark Jenkins. Mark Jenkins is Emeritus Professor at Cranfield University.
[2] Soft Skills are behavioral abilities related to the way in which the person deals with the other or with himself in different situations.

Roadmap

OVERVIEW

The Ágoras Framework Roadmap is a visual and objective guide that indicates the paths that must be taken for planning and a high-level perspective view for the delivery of campaign results. It is coordinated and managed by the CSL in parallel with the CM and any strategic change is subject to the criteria of both.

ROADMAP
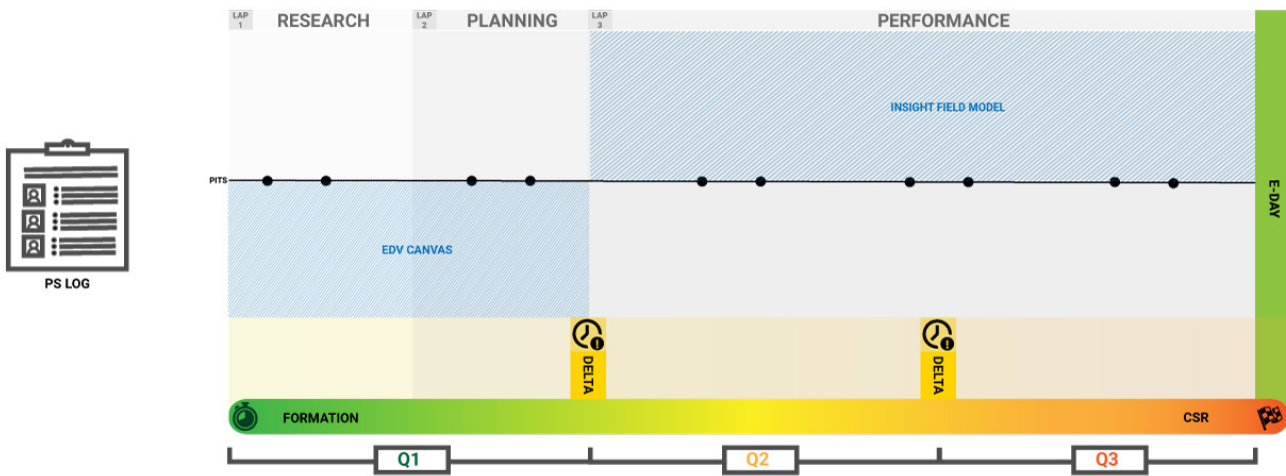
Like the Team Structure, the Roadmap is designed following the PSC Performance vision on a map that has a starting point and an end point through 3 Laps that represent the 3 most important phases for electoral campaign planning: Research, Planning and Action.

The total time expressed in the Roadmap is equivalent to the total time from the beginning of the assembly of the campaign until the day of the election "E-Day". Following a perspective of a high strategic level and by relevance of each one of the phases, the times are managed as follows: 25% of the total for Q1 (Research and Planning) and the remaining 75% for Q2 and Q3 (Action).

For greater effectiveness of the campaign management processes, the delegation of functions is necessary and this consists of assigning tasks to each of the team members to be executed permanently or temporarily. Each of these tasks are listed in a document called the PS LOG.

As mentioned above, while strongly linked, PSC Performance is not the same as campaign performance. The first contributes to optimizing the performance of the members of one or more teams, and the second comprises the performance of the campaign as a whole. Due to the latter, the results are measured in a unit of time, so that values are obtained that allow monitoring both performance and performance.

Once the PS LOG is documented, the tasks are graphed on the Roadmap according to the effort that each of them requires. The non-conclusion or delay in the execution of a task generates a delay that negatively impacts the planning times and delivery of results. The delay impacts the later phases by adding more tasks to execute in less time. This is called DELTA and is measured at the end of Q1 and Q2.

VALUES FOR DELTA:

- 0 = Execution of tasks on time, organized and without pending.
- -1 = Execution of tasks out of time. The remaining time proportional impacts the next phase.
- -2 = Some tasks were not executed and are pending. The proportional amount of remaining time impacts the next phase, generating more effort with less time.
- -3 = None of the tasks were executed and 100% pending. The total effort time of one phase impacts the next one, generating more effort with less time. Requires parallel validation of PSC Performance.
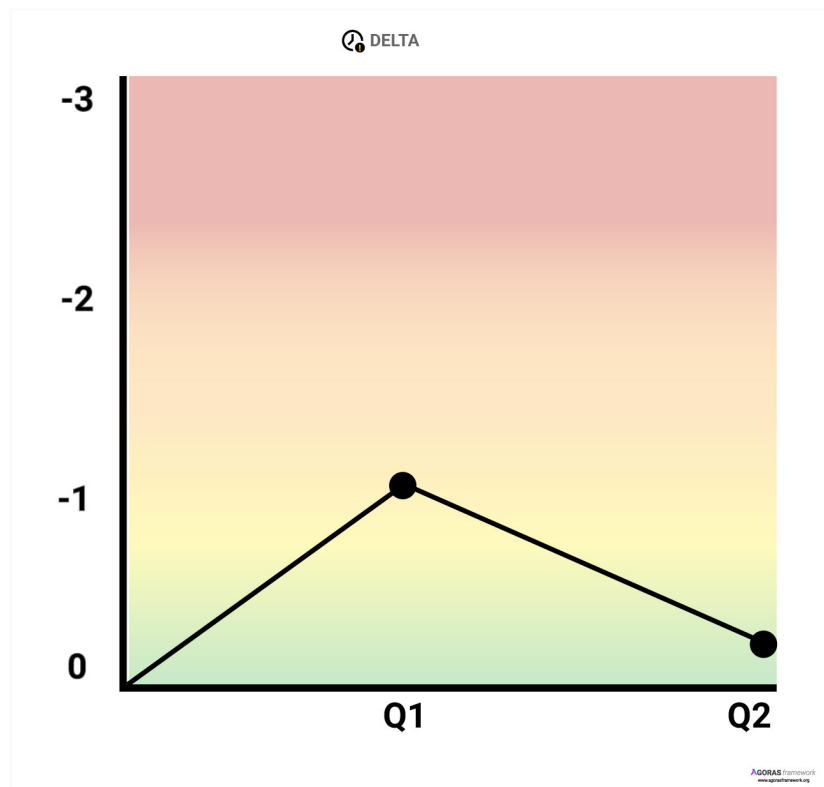
DEFINITIONS

FORMATION: It is the starting point before the start of the campaign.
PS LOG: List of tasks to be developed by team members.
Q1,Q2,Q3: It is the measure of proportional time that divides the campaign.
PITS: Stopping point for monitoring evolution and campaign adjustments where the whole team participates. Once a week is recommended and the execution time is subject to the criteria of the CSL.
DELTA: Represents the difference in delay times between the Q.
CSR: Campaign Sprint Race, are the last 7 days of the week prior to the election where there are no Pits.
E-DAY: Election Day

Electoral Delivery Value Canvas

OVERVIEW

The Electoral Delivery Value Canvas is a method that is then used at the beginning of the first phase of the Road Map (Formation). Its purpose is to focus on the compatibility between the candidate's proposals for individual needs (what voters want) and group public needs (what the State needs). Through the EDV Canvas, the candidate is positioned as an intermediate point with proposals that add value the more compatible they are between them. In the end, the higher the average PVR (Proposal Value Rate), the higher the quality of the campaign proposals, delivering solutions to the needs of the voters and differentiated value for the State.
The EDV Canvas has a dynamic structure in order to achieve goals and maintain a high PVR. On the other hand, due to its methodology and design, it makes it transcend the Electoral Campaign, reaching the Political Campaign as a tool that helps them to evolve in their proposals.

HOW DOES IT WORK

Before designing the EDV Canvas and the data obtained in the first Lap (Research), the team prepares the information and groups it from left to right. On the left, the VIN (What the voter wants), on the right the Public Collective Satisfaction Needs (What the voter needs) and in the center the initial proposals of the candidate.
Each sphere groups 1 type of need and they are segmented into bubbles that represent the [1]basic needs:

- Safety
- Economy
- Infrastructure
- living place
- Education
- Health
- Justice

Each need presented in the EDV has +1 as an initial value and the compatibility with the candidate's proposal reflects +2 as a sum. If the compatibility extends between VIN+Candidate+CSN, the result is +3.

Example:
VIN+Candidate: +2
CSN+Candidate:+2
VIN+Candidate=CSN: +3

CORNER CASES

When the proposals are prepared and the candidate works as a team, there is a high probability that there will be more than one coincidence at the time of making the sum of compatibilities. Beyond this being something highly probable, they are situations that occur outside the normal parameters of the EDV Canvas and we call them Corner Cases. For this type of case it is important to understand that the maximum sum between values will always be +3 and the minimum is Neutral (0). The addition of compatibilities between needs is not just a summation with a merely numerical result, it is the addition of value between the two types of needs and the candidate.
In order for there to be delivery of value, the candidate's proposals must function as a connecting bridge between the two types of needs.

Among the situations that occur we can find:

- A need is compatible with more than 1 candidate proposal or vice versa. The result is +2 (medium quality).
- A need is compatible with more than 1 candidate proposal and more than 1 need of a different type. The result is +3 (high quality).
- A candidate's proposal is not compatible with either of the 2 types of needs. The result is +1 (low quality).
- The sum of a need cannot advance if it is not compatible with the candidate's proposals. For example, a VIN compatible with a CSN but both are not compatible with the candidate. The result is neutral (0). Both needs, being compatible with each other, do not provide any value if they are not part of the candidate's proposal.
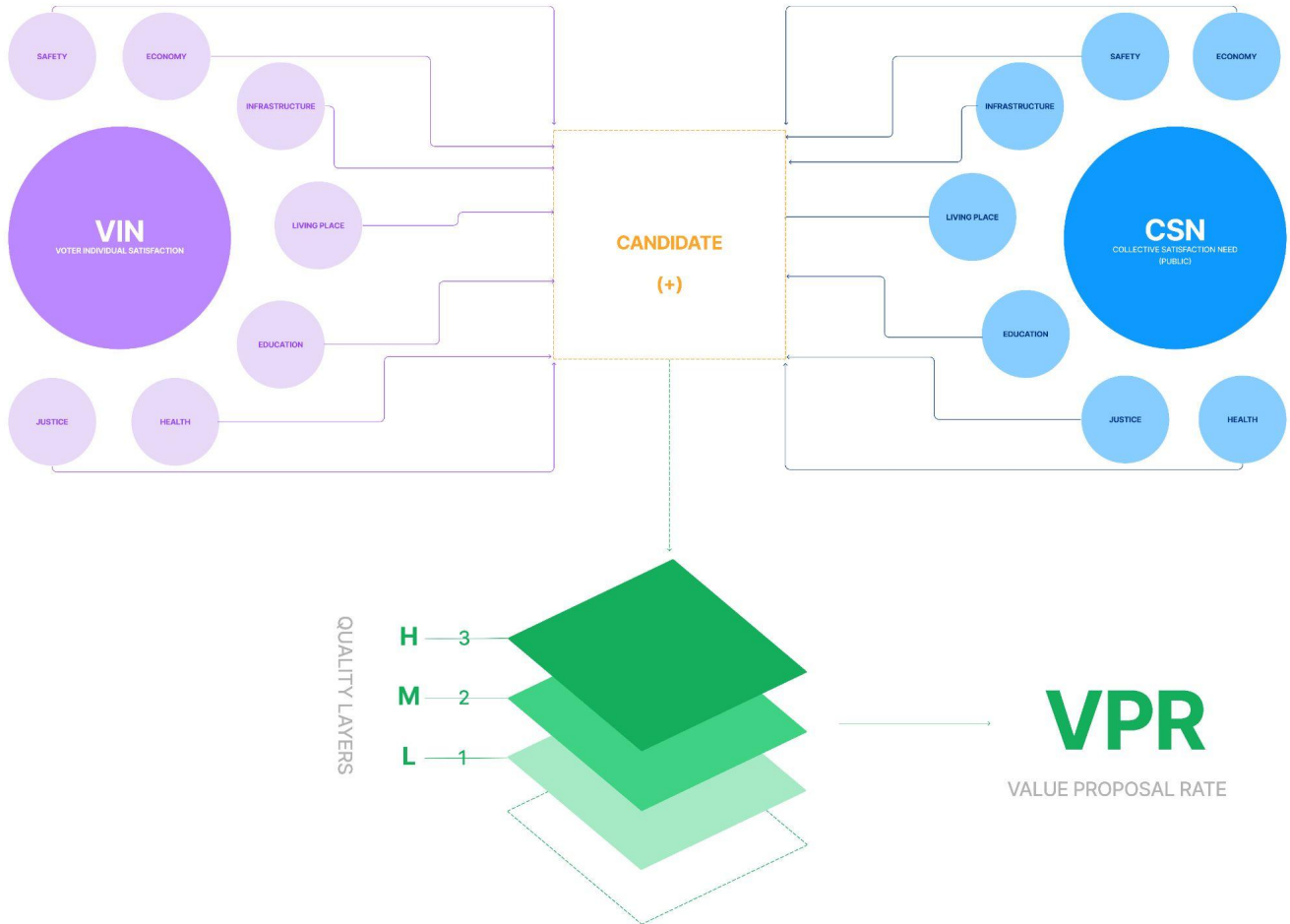
After the sum of compatibilities between VIN, Candidate and CSN, the values descend in a grouped manner and segmented by quality level to the Quality Layers tower where the VPR (Value Proposition Rate) is finally obtained. To obtain the VPR, it is enough to perform the average calculation of the total values expressed in the Quality Layers tower.
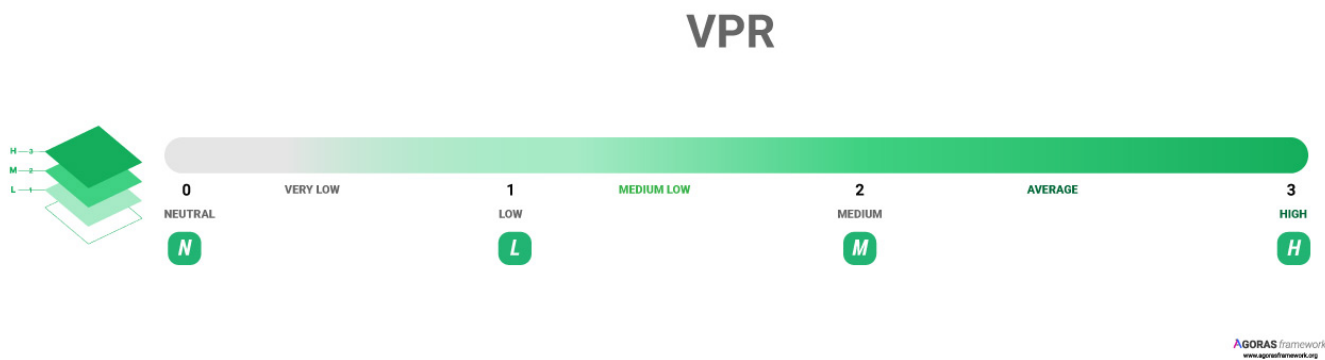
Maintaining a good rate reflects not only the quality of the campaign proposals but also how similar they are to what individuals and the State need.

EDV CANVAS

VIN
VOTER INDIVIDUAL SATISFACTION

SAFETY
ECONOMY
INFRASTRUCTURE
LIVING PLACE
EDUCATION
JUSTICE
HEALTH

CANDIDATE

(+)

CSN
COLLECTIVE SATISFACTION NEED
(PUBLIC)

SAFETY
ECONOMY
INFRASTRUCTURE
LIVING PLACE
EDUCATION
JUSTICE
HEALTH

QUALITY LAYERS

H — 3
M — 2
L — 1

VPR

VALUE PROPOSAL RATE

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[1] The 7 basic needs mentioned in the EDV Canvas serve as segmentation bubbles and it is possible to add more bubbles subject to the criteria of the Campaign Director (CM) or Campaign Strategy Leader (CSL), who the latter mentioned is responsible for activity with the team.

Insight Field Model

The IFM is a set of Intelligence Activities coordinated by the CSL together with the members of the team. These activities provide feedback on opinion, criticism and sentiment as a support for field operations. The information obtained through the Insight Field Model is dynamic, since it can change according to the voter's vision of the candidate and political party. This information is subsequently processed, analyzed and evaluated to later become data that allows us to better understand the electorate, make decisions and reinforce campaign strategies.

OBJECTIVES AND GOALS

First it is important to understand that the IFM is not executed during the Research and Planning phases (Q1), it is a field support, this means that it is implemented during the Action phase in Q2 and Q3. The tasks executed within this model are independent of any activities carried out during Q1 and are categorized by HQ tasks and field tasks.

HQ tasks are those that are performed by sub-team members within the physical work space, for example the campaign operations center. However, field tasks require execution outside the physical space, such as public roads. The first are of an organizational nature and the second of action.

This set of activities has as its objective the analysis of public information, the search for knowledge about the voter, their way of thinking, their emotions and their intention to vote.

. On the other hand, in politics, when it is intended to know the voters and their intention to vote, it is understood that there are different categories and that they can be segmented as follows:

- DECIDED:They are the voters who already have their chosen candidate, either by ideology or by conviction.
- VARIABLES: They are the voters who have not made any decision and do not yet know who to vote for.
- UNDECIDED:They are the voters who do not know which candidate deserves their vote.
- ABSTAINERS:They are those who decide not to exercise their right to vote, whether passive-sociological (lack of interest) or active-ideological (rejection of the political system).

Regardless of the category, each voter means an opportunity to win a vote and the effort that is dedicated must accompany in a rational and proportional way the level of complexity that each category demands. For example, determined voters will hardly change their vote, for this reason the effort to change their decision in favor of the candidate will be less or null and the greatest work will be dedicated to those who present the best chances of winning.

The product of this knowledge helps to meet the objectives and finally work on strategies that allow the voter to be persuaded to win their vote. The change of decision in favor of "your" candidate is the goal to achieve and we call this last "conversion". In short, the objectives of the Insight Field Model are the search for knowledge to turn them into action strategies and the goal is to win the vote in favor of the candidate (conversion).

HOW DOES IT WORK

The Insight Field Model is structured by three blocks of synchronized action, in such a way that the execution of tasks is organized and efficient. The key to be able to achieve objectives and goals is in the synchronism of the blocks, since each one needs the others to be properly connected. Due to its dynamism, the IFM requires effort and commitment from the team members, as well as transparency in the information in order to obtain realistic results that serve to apply strategies in the campaign.
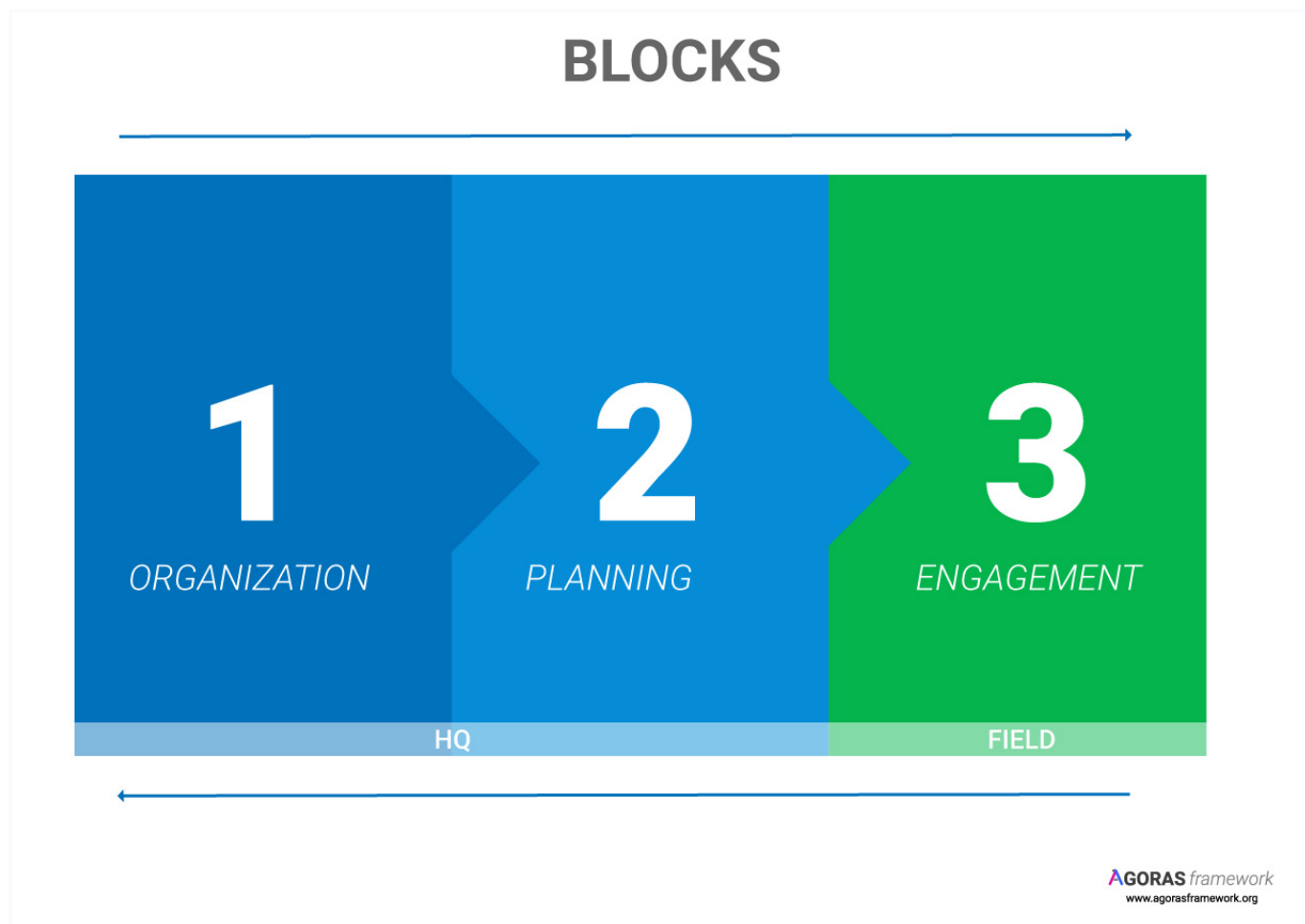
Following the aforementioned, the three blocks are ordered as follows:
- ORGANIZATION
- PLANNING
- ENGAGEMENT

The first block is responsible for the creation of a sub-team that will be in charge of executing the tasks. The members of this sub-team are chosen by the CSL or CM and then separated into "groups". Each group will have a set of tasks to execute, whether they are HQ or field.

Once the groups are organized, we proceed to the second block, where the steps will be defined to know how, when, who and where to execute the activities. Between the first and second blocks, HQ tasks will predominate.

Finally, after the second block is completed, the execution of the field tasks begins, known as the third block. Once completed, the information is processed and qualitative and quantitative data is obtained, which later becomes valuable information for campaign strategies.

CARDS

Following the aforementioned, the search for information and the types of data that will be obtained are subject to the criteria of the CSL. However, the IFM has predetermined data groups called "Cards". They serve as an important basis when performing the measurement and analysis of the data.
Simply put, cards are the types of data that need to be analyzed by the team and serve as an initial guide.

The default IFM Cards are:
- GENERAL: Visits made, pending or awaiting incidents. Visits by periods.
- CANDIDATE:Vote for yes, no, no answer.
- RECEPTION:Reception quality of the canvasser (representative) on a scale of 1-5 stars.
- DEMOGRAPHICS:Sex and age.

Obs.: The cards work independently of the results obtained through the surveys created in block 3.
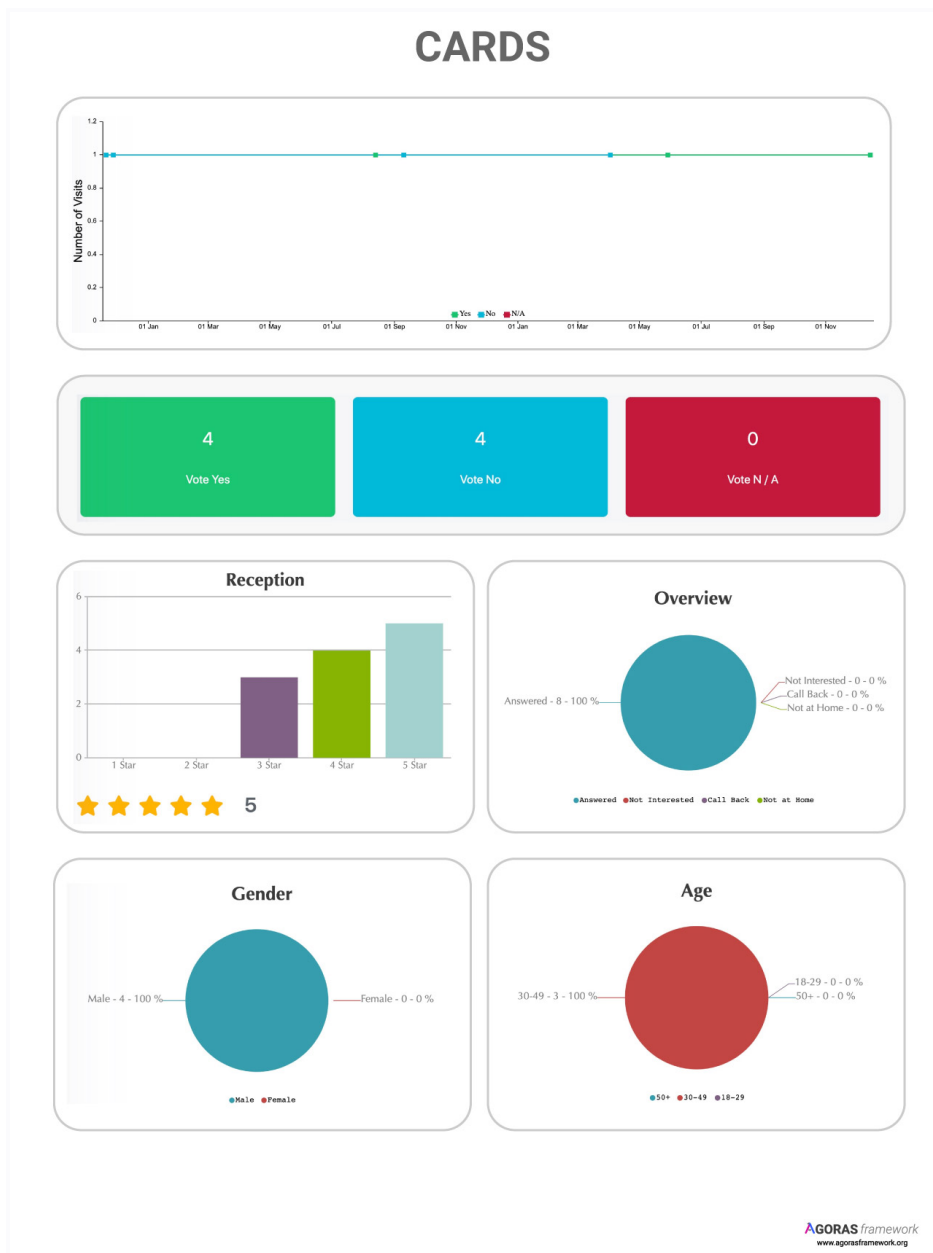
BLOCK 1: ORGANIZATION

This first block works as the preparation base for the sub-team that will be in charge of executing all the tasks. As a first step, the CSL chooses members of the campaign team to integrate this sub-team that will have active participation during the Q2 and Q3 phases.

The cooperation of the members of the IFM sub-team does not have a limited number of participants, so the CSL will have as its main criterion to choose each one of them for skills that are compatible with the tasks to be carried out.

The default profiles for task execution are:

- Group leader:It is responsible for monitoring the execution of activities and reporting to the CSL.
- Data Analyst:It is who performs the analysis of the data obtained and converts them into statistics.
- Canvasser (Electoral Representative):The main function is to visit people in a geographical area and carry out field tasks (Engagement Block). They are also included in Talking Points and any other activity that requires communicating with the voter and generating conversion.
- Incident manager:It is responsible for monitoring the resolution of conflicts or disputes that occurred during field activities.

Regardless of the default profiles, it is also possible to create other profiles subject to the criteria of the CSL.

In this block the tasks to be carried out are the following:

- Choose members of the sub-team with skills compatible with the IFM.
- Assign a Profile-Function for each of the members. Example: John Doe - Data Analyst.
- Create groups. Example: Data Analysts Group, Group B, Group C.
- Assign a specific function to each group and its members. Example: Data Analysts Group - John Doe, Nicolas Heller, Sarah Clarke.
- Document roles and functions in the PS LOG.

BLOCK 2: PLANNING

This block is characterized by being the phase where the decision-making processes are executed to achieve the objectives and the goal. From this block on, the members of the team are no longer managed, but the initial data on the voters. The groups that are relevant to the field area are assigned a geographical zone of action where the corresponding tasks will be carried out.

In this block the tasks to be carried out are the following:

- Create a voter database. The database can be without any information or imported with information from a previous database.
- Geographically position all the voters in the database on a map.
- Diagram on a map different geographical areas containing groups of voters. Example: North Zone.
- Strategically assign groups to geographic areas. Example: Canvassers Group - North Zone.
- Create Talking Points, position on the map and assign groups. Example: TP Plaza Roosevelt - Group B.

Obs: Unlike the activity of a group of canvassers that requires moving door to door, the Talking Point is a fixed point positioned in a specific direction, where a group of representatives promote information about the candidate and talk with voters.

In accordance with the aforementioned, geographic zones with voters are created and a responsible group is assigned to them to carry out field tasks.

BLOCK 3: COMMITMENT

Finally, this last block has as a priority the execution of the field tasks, the obtaining of the data and the search for conversion. Following the instructions above, it is understood the importance of the operation of blocks 1 and 2 so that block 3 can work without problems. If one of the previous blocks was not completed, it is not possible to advance towards this last block.

In this block the tasks to be carried out are the following:

- Surveys are created with questions relevant to the campaign, including the aspects that must be observed to complete the IFM cards.
- Surveys are assigned to all groups or separately, just like Talking Points.
- The group leaders accompany the execution of the tasks of canvassers and other representatives in the field.
- Incidents are recorded and monitored.
- As the information is received, it is sent to those responsible for data analysis or CSL.

VISITS

As explained in blocks 2 and 3, canvassers are representatives whose main function is to approach voters, visiting them house to house or even on public roads. This type of task is called "Visit".
They are the closest door to get closer to the conversion, since they serve not only to survey but also to be able to convince the voter to vote for the candidate. The canvasser must function as a source of consultation and information for the voter and being always informed is essential to be able to fulfill this function.

Visits are classified into 4 states:

- FINISHED:The visit was made, the voter was informed and the questions were answered.
- EARRING:Visit has not yet been made or could not be finalized due to an incident. The Canvasser must return at another time in order to finish it.
- CANCELED:Visit canceled due to impossibility to execute.

Visit status reports are submitted by group leaders to the CSL and data analysts. When the visit is in a finished state, it is possible to reopen it only if the information was incomplete or some other situation that warrants re-surveying in order to complete the "circuit".

CIRCUIT

The execution of the visits made by the canvassers during a specific period and survey is called a circuit. Circuits can be unique or special. This means that during the execution of the IFM it is possible to perform one or more visits.

Examples:

- Single Circuit:It is established that the canvassers will visit the total number of voters during the entire period of Q2 and Q3 by completing a single survey.
- Special Circuit:It is established that during a specific period the canvassers will totally or partially visit the voters by completing different types of surveys. In the latter case, regardless of the difference between types of surveys, the card data remains the same.
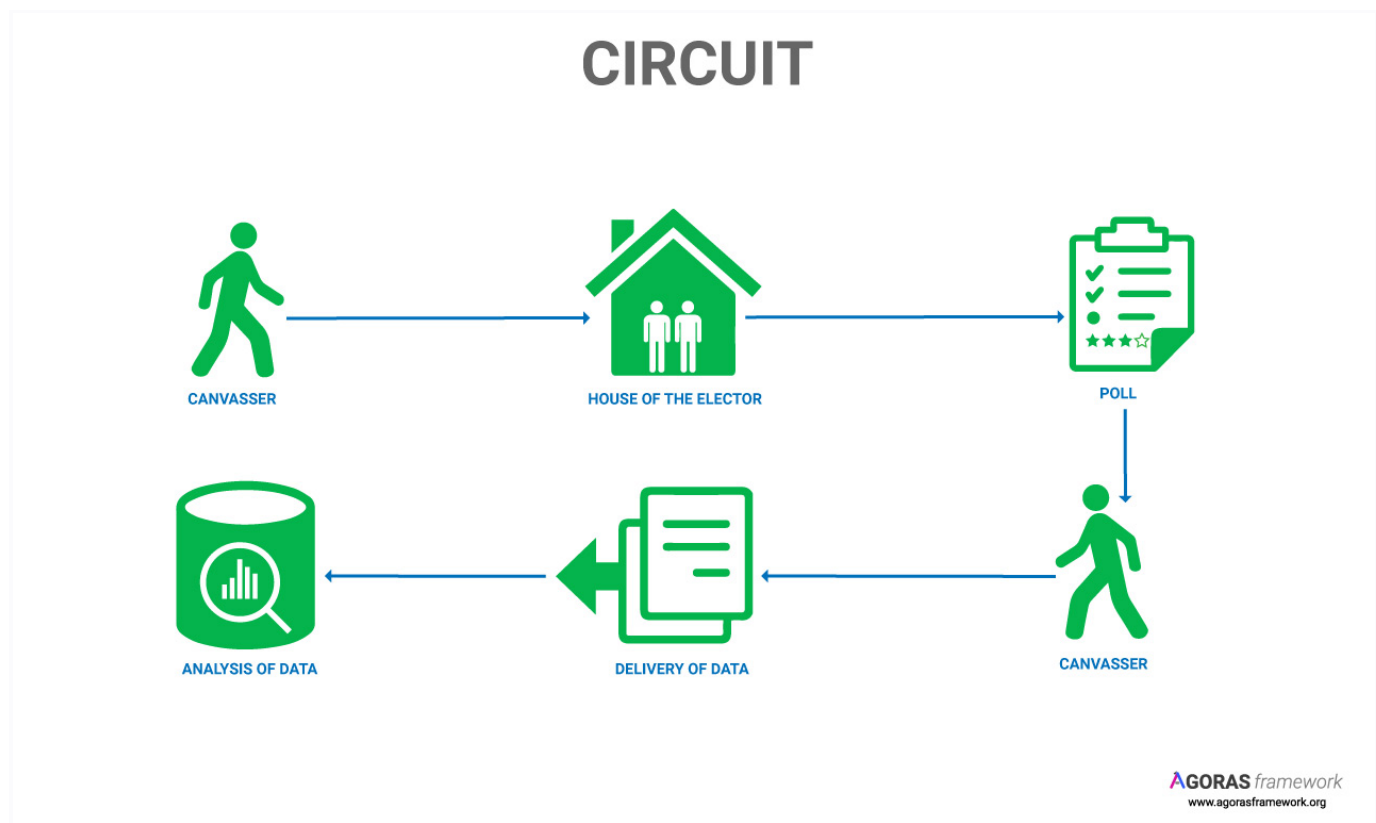
ROADMAP

For a better organization of the canvassers, each one has a document with the list of voters to visit, the time that must be completed and the questions to be asked. This document is called the route sheet and is delivered at the start of the single circuit or at the start of each special circuit.

During the visits, unexpected situations may occur that require greater attention or even repeat the visit to finish it. This is called an incident and results in a delay in the completion of the circuit.

Examples of incidents:

- During repeated visits, the voter was not found at his home.
- The voter asked that he return another day.
- Wrong address.
- The questions were not finalized and require a return at another time.

Obs.: If the voter is not interested in receiving or responding to the canvasser, the visit is considered finished.

Incidents are classified into the following states:

- OPEN:The incident generated is pending and has not been resolved.
- FINISHED:The incident was fixed and does not require further attention.
- CALLED OFF:The generated incident is canceled due to an error or does not require to be solved.

IFM Feeling Funnel

OVERVIEW

The Feeling Funnel or Sentiment Funnel is a process of filtering insights captured by the canvassers during the visits that are made to the voters. During the interview, the representatives ask different questions, some previously prepared, such as surveys, and others that arise during the conversation with the voter. This exchange of information has a double benefit and that is the gathering of insights. Insights, in a nutshell, are valuable information that provide knowledge to create or improve something. The use of insights in the Sentiment Funnel is intended to generate intelligence that allows understanding of the voter's feelings from a simplified view.

STEP BY STEP

- HARVEST:As the conversation with the voter develops, it is necessary for the representative (canvasser) to take note of prominent phrases that attract attention and that are understood to contain relevance to the campaign. The canvasser should not classify the information, just collect everything that seems relevant.
- REGISTRATION:The phrases must be noted within the route sheet, accompanying the data of where, when and with whom they were registered. It is recommended to create a table to better organize the information.
- DELIVERY:At the end of the circuit, the information is delivered so that all the possible insights from the set of sentences are later extracted. It is important to remember that a phrase that is considered relevant is not always going to be an insight.

- EXTRACTION:As previously mentioned, it is essential that someone from the team is responsible for analyzing the information and detecting insights. This information must be extracted and separated from the phrases that do not represent any type of message.
- FILTERED OUT:Once all the insights have been extracted, they are filtered to be separated by positive, neutral and negative.
- RESULTS:Finally, an assessment is made according to the number of positive, neutral and negative insights to obtain metrics.

For the assessment, we recommend following a Likert scale to measure the level of voter compliance or perform an average statistic to obtain a final result that reflects the average value of the insights.

On the other hand, we suggest taking advantage of all the insights obtained to create other types of metrics outside of the Insight Field Model. Sharing this data with other areas of the campaign is very helpful to continue growing in strategies and value delivery.

CONCEPTUAL
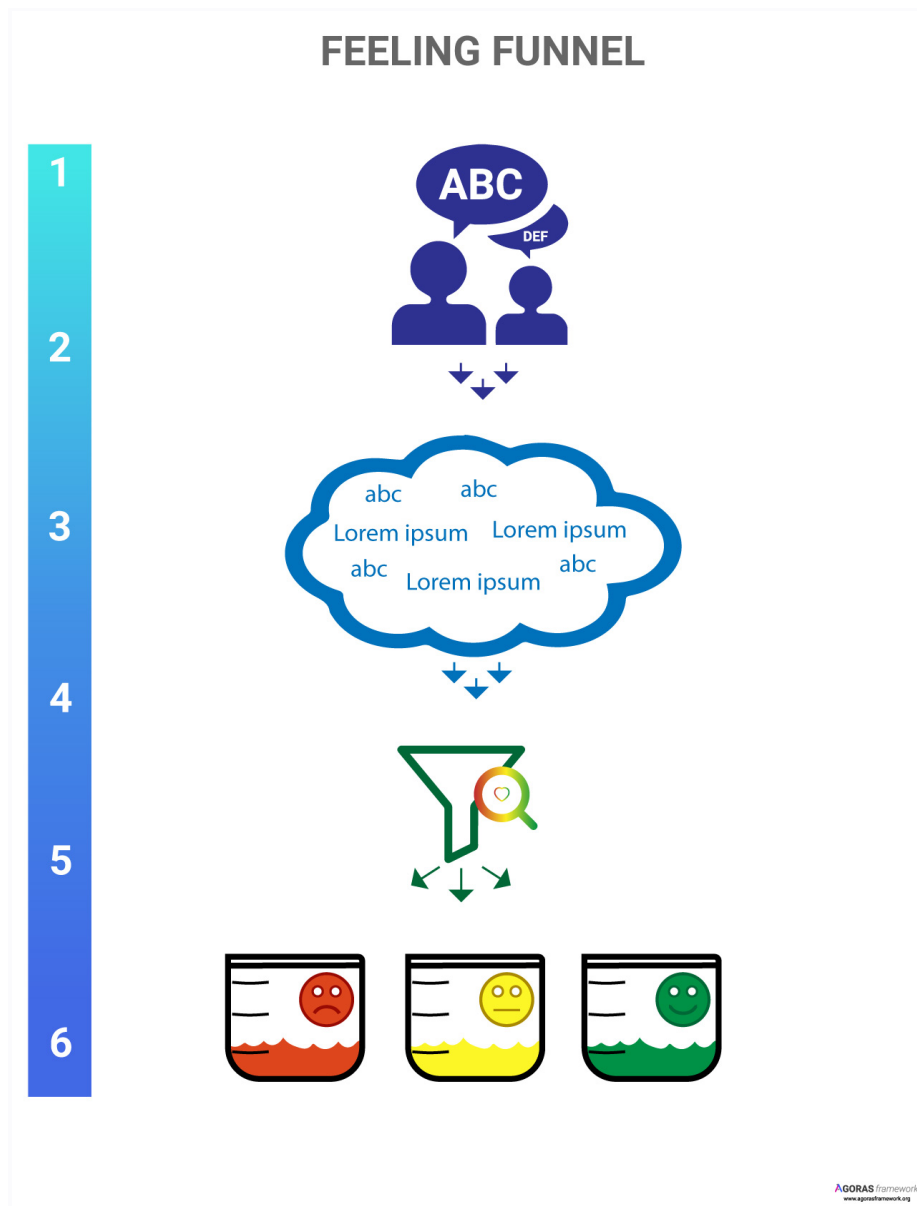
IFM Tech Stack

The use of technology in favor of the political campaign is one of the most important characteristics of the Insight Field Model, since due to its composition and the types of activities carried out, the use of technological resources is essential for its proper functioning. .

Whether it's a small, medium or large campaign, there are many ways you can combine technology to get the job done. Therefore, the IFM has as a suggestion 2 groups of tools to be able to carry out the tasks that its execution demands.

TS1:

POLITICFY: www.politicfy.com

Politicfy works as an exclusive tech stack for Ágoras Framework. This platform-app has the same block structure and the resources to be able to organize teams, manage voters, diagram on a map, make visits and process data. 100% IFM-compliant. All information is stored in the cloud and can be accessed from any device. The main features of Politicfy are:

- Cloud data available 24 hours a day, 365 days a year.
- Access from any device: Desktop, mobile.
- User and role management. It is possible to create different types of roles alongside the default ones.
- Management of teams and areas.
- Management of privacy rules. Allows you to create different types of viewing and access rules.
- Organization of tools in blocks, 100% compatible with IFM.
- Import and creation of voter database.
- Voter management, talking points.
- Calendar and events.
- Admin Ads.
- Layout of areas on a map.
- Canvassers tour monitoring.
- Survey management.
- Incident Management.
- Activity log.
- Statistics panel.
- Multiple languages.

ADDON: Ballot box system for elections.

TECH STACK 1

Politicfy

IFM	CLOUD DATA	ADDON
BLOCK 1	CLOUD DATA	BALLOT BOX
BLOCK 2	PRIVACY RULES	
BLOCK 3		
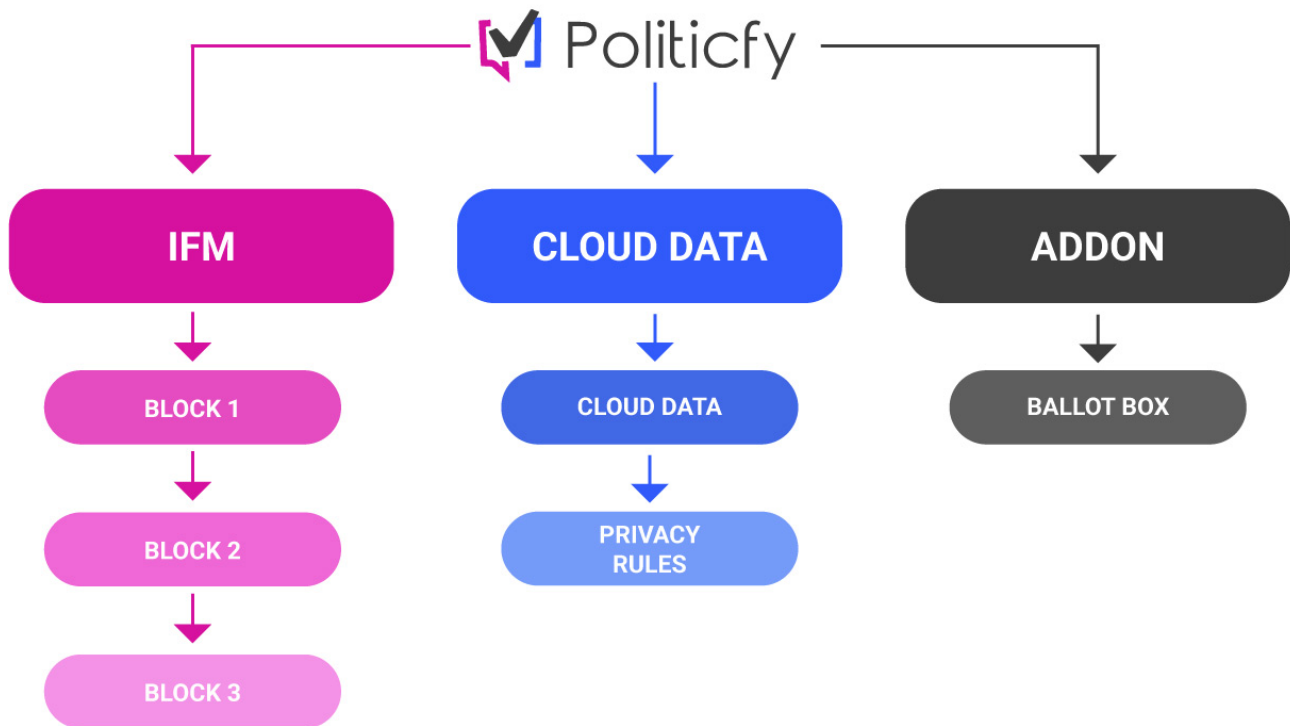
TS2:

MULTIPLE SOLUTIONS:

As a second suggestion, it is possible to use different types of technological solutions separately and reap the benefits of each of them. Therefore, in this TS2 we recommend the following:

- Block 1:Online documents are excellent for managing user data (team-groups) and saving information in the cloud.
  Currently there are different platforms to create, edit and save files such as spreadsheets, text, forms and presentations, among others. Another feature is the privacy rules offered by these platforms, which allow the administrator to restrict actions such as editing or viewing. Using this type of tool is a good option to complete block 1 tasks.
- Block 2:Like the previous one, it is possible to use online documents to create a database and be able to feed voter information.
  To organize tasks and be able to assign managers, we recommend platforms with a Kanban board. This type of tool is very useful for organization and planning. We suggest using online maps to mark voters and lay out zones. Maps are a very practical resource since they can be accessed at any time, even offline.

- Block 3:For this block, we suggest using online maps to carry out field tasks, since it is very comfortable and practical for canvassers to be able to organize themselves and locate the addresses they should visit through cell phones.
For data management we recommend online documents as they allow information to be processed and converted into statistics, in this case the best solution is spreadsheets. To keep up with the evolution of circuits and incident management, the Kanban continues to be the best option.