

# Tracking What You Learned

Use this resource in conjunction with the interviews you conduct. This will help you truly keep track of what you learned and what you need to do with that knowledge to build a better worker co-op business plan.

You can fill out the “what I expect to learn” column before you actually conduct your interview. This will help you manage your expectations, visually map your actual findings, and come to an understanding of how you need to develop your idea. Or, if you need to save time, you can leave that portion empty. You can use one of these sheets each time you conduct an interview, or use one per interview.

<u>What I expect to Learn</u>	<u>What I learned</u>	<u>What this means for my co-op idea</u>
<p><b>Example:</b> Social media is a better tool for launching your business than good word of mouth, because there are millions of people using social media and word of mouth can be slow.</p>	<p><b>Example:</b> Word of mouth can be much more successful when launching a co-op than social media. With a new business, you usually have to start from scratch with a social media presence, and this can take time to build up. Customers who are extremely satisfied will want to share a new business with friends, etc. - especially if they are incentivized through things like discounts.</p>	<p><b>Example:</b> While we should use social media at our onset, we shouldn't rely on it. It might work better to, or in conjunction with, offering discounts to people who are able to bring in other customers. This will bring us repeat business and new customers. This is something we can also offer online through our website and social media.</p>



[Are there any action steps to take based off of these lessons?](#)

Great! Now that you've conducted your interviews, its time to figure out if you need to take any actions for your business idea and/or plan. If it's needed, you can also choose who will be responsible for following up on this step.

Action Step: (**Example**) Come up with some word-of-mouth discount ideas for the launch of our co-op

Who is responsible?: Annie  
January 8th

*Date to be completed by:*

Action Step:

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Who is responsible?: \_\_\_\_\_

*Date to be completed by:*

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Action Step:

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Who is responsible?: \_\_\_\_\_

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Action Step:

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