

# Stories of Transparency

## - In the Scene of Sticks'n'Sushi

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# ABSTRACT

This Master Thesis named; *Stories of Transparency – In the Scene of Sticks’n’Sushi* (SNS) takes its point of departure in the Case of Sticks’n’Sushi, and within the sustainable principle of; *Transparency*. We attempt to make use of design related perspectives not previously used in our profession to communicate our results in a narrative scene. This will cover our overall structure being explorative and abductive, when working within an experimental and creative investigation process.

## Background

SNS has for many years played a central part, in both of our lives, being our part time jobs during our studies and now as inspirational case of our Master Thesis. However wonders have occurred during our work, and especially one perspective has caught our interest: The newly introduced sustainable principle of; *Transparency*, a perspective within the Sustainable Program at SNS named: *Sushistainable*. The relation of; *Transparency* being an indefinable, abstract and open-ended sustainable value, and not currently, a clearly defined and specific concept, with measurable goals at SNS, are the consequence of our wonders in this Master Thesis. Even though the sustainable initiative; *Transparency* is still in its infancy, we find grounds to map out, not the specific meanings of, what SNS in business relations, can gain from this principle. However in our view we find investigational grounds on more importantly: What can the employees at SNS, including our self, demand from; *Transparency*, and which issues and opportunities can the initiative foster in the SNS workplace culture?

## Problem Field

Overall the challenges related to; *Transparency*, are sourced in, how to create and in practice work, with this field of openness and honesty in the context of specific organisations. Consequently the difficulties in regards of; *Transparency* are how and in what form are the internal information shared. Our hypothesis entering: *Transparency is a perspective with conflicting potentials and disadvantages in the integration of a sustainable business strategy, given the principle are a somewhat undefined phenomenon*. Add to this hypothesis, we find means, for representing the employers encounter in relation to their understanding of; emotional assessments and the communicational confrontation of; objects and actors, when entering the scene of SNS.

## Methods

We choose the qualitative data collections, because we follow the object of interest; *Transparency*, in various ways, in order to find understanding on a coherent matter, and for us as researchers in a recognising fashion. We gather our empirical data through the use of the qualitative research methods of; *Semi-Structured Interview*, *Focus Group Interviews* and *Observations*. We have further applied within our analysing; *Personas*, *Customer Journey Maps* (written as *Employers Journey Maps*), and *Visual Maps* in the use of *Storyboarding* to visually illustrate, how and in what form the sustainable principle of; *Transparency* is encountered and understood by the employers at SNS. The design tools are connected to fictional stories in the; *Employers Journey Maps* presenting our findings, and later our results from our empirical investigations of; *Focus Group Interviews* and *Observations* within this Master Thesis. Consequently through the use of this method, we are provided with an overview of these many findings, that involves all factors, of which influences the employers encounter of; *Transparency* at SNS.

Within this theoretical discussion we integrate for us the relevant framework of theories in relation to our problem field: Of the employers understanding of; *Transparency*, when being communicatively encountered. The theoretical discussion enables our later analysis to draw from the theories of organisational

communication, which can discuss and create complex and substantiated argumentations. The paragraph is divided in different themes within overall concepts related to Internal Communication of; *Types of Communication, Identity Gaps in Organisations, Sustainable Communication Degree, Communicating Authentic and Motivation Theory.*

## Results

In our analysis of the; *Employer Journey Maps* and additionally the; *Focus Group Interviews and Observations*, we elaborate on five main issues identified in relations, to the internal hindering of understanding *Transparency* at SNS. The five issues are in the use of the methodological approach of *Employers Journey Maps* identified as; *Touch Points*, which are each presented in the *Visual Map* in their own scene. The five *Touch Points*, in the *Visual Map* stages positioning's within SNS, where the internal communication of *Transparency* are hindered like in has been evaluated within the analysis. Consequently as what is presented in the *Visual Map and from the analysis within this chapter*, we are now able to end this Master Thesis stories of *Transparency* at SNS. What we found from these five; *Touch Points* will be further discussed in the discussion, and last conclude on our final reflectional work within this Master Thesis.

## Application

In our discussion we find a potential in the development of the employers encounter of; *Transparency*. And many further complexities are bound to the identified *Touch Points* of issues, enabling the further use of the *Customer Journey Maps* in relations to the discussed *Possibilities* currently placed elsewhere at SNS. Consequently the future perspectives of applying the *Possibilities* within a *Visual Map*, like we created the *Visual Map - Touch Points of Issues*. The new *Visual Map – Touch Points of Possibilities* could beneficially presents a border clarity and visible overview of, when, whom and what SNS are to address when integrating our findings within a practical forwarded solution, that benefits the employers in the restaurants.

## Conclusion

The conclusion in the regard, of how and in what form, is stated in the five *Touch Points* of; *The Relational Gap, Hidden Internal Information, Inauthentic Employer Scene, Mechanical Information Sharing and Absence of Employer Motivation*. We conclude these reflections in our interpretation, are the main issues in communicatively forms and not currently accounted for at SNS. We are able to conclude without the map we had not gain as deep, and profound illustrations of the employers understanding of; how and in what form transparency is encountered at SNS. The visual map can even though “only” being a drawing, illustrate the many levels of employers understanding. We can on the basis of the concluded state, that we view our hypothesis as confirmed, meaning we conclude that; *Transparency* is a perspective with conflicting potentials and disadvantages in the integration of a sustainable business strategy, given the principle are a somewhat undefined phenomenon, can be confirmed, which our results can finally state is true.

# ACKNOWLEDGEMENT

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