Top Task Survey

Knowledge:
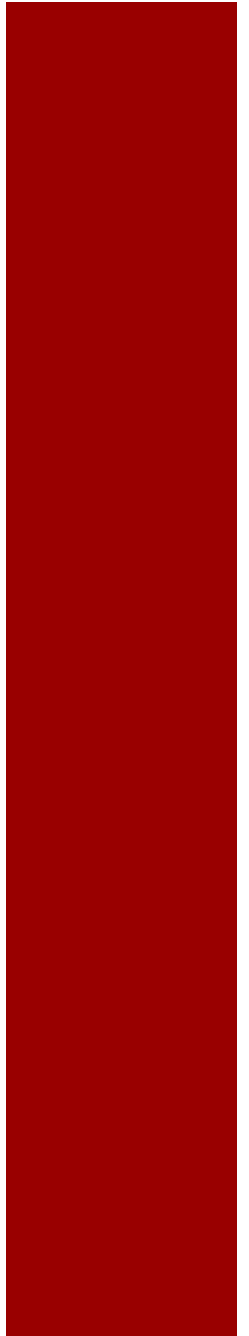# What ADB Stakeholders *Really* Want

Carolyn Dedolph Cabrera, SDCC
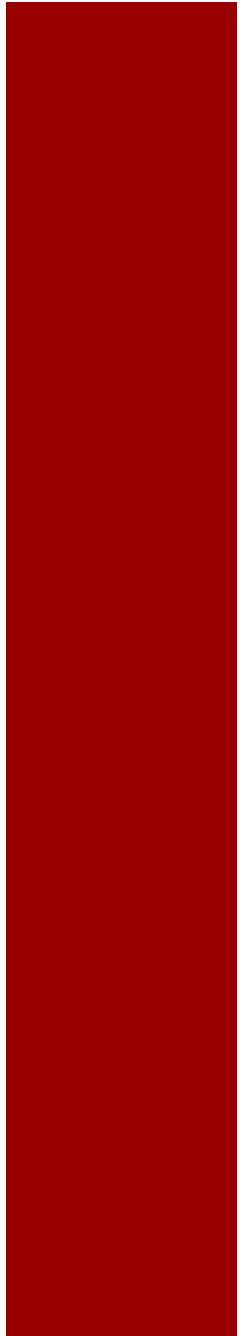
Andrea Stojanov, DER

Patrick Vermeij, OIST

20 August 2015

What is the
Top Task Survey?
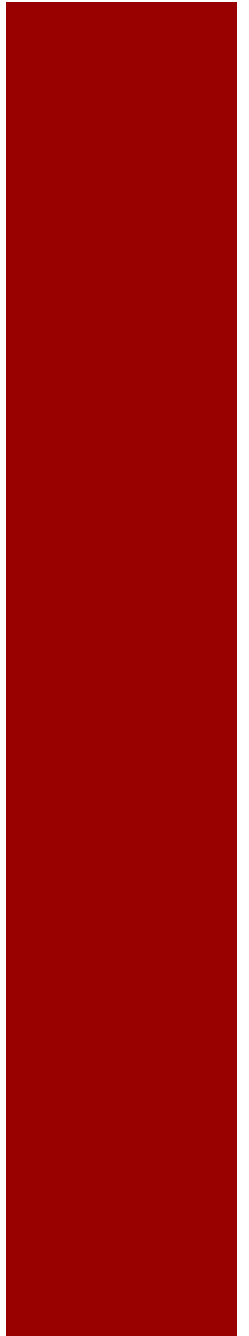
Top Task Survey

Select the 5 reasons that are MOST IMPORTANT to you when interacting with ADB now and in the future.

What they said

Who responded?

	Percentage
Private Sector	29%
Academic, Research Institution	14%
Other	13%
Government (borrowing member countries)	12%
NGO, Civil Society	10%
Students	9%
Multilateral or bilateral organizations	5%
Government (non-borrowing or non-member)	5%
Media	2%

ADB's top tasks
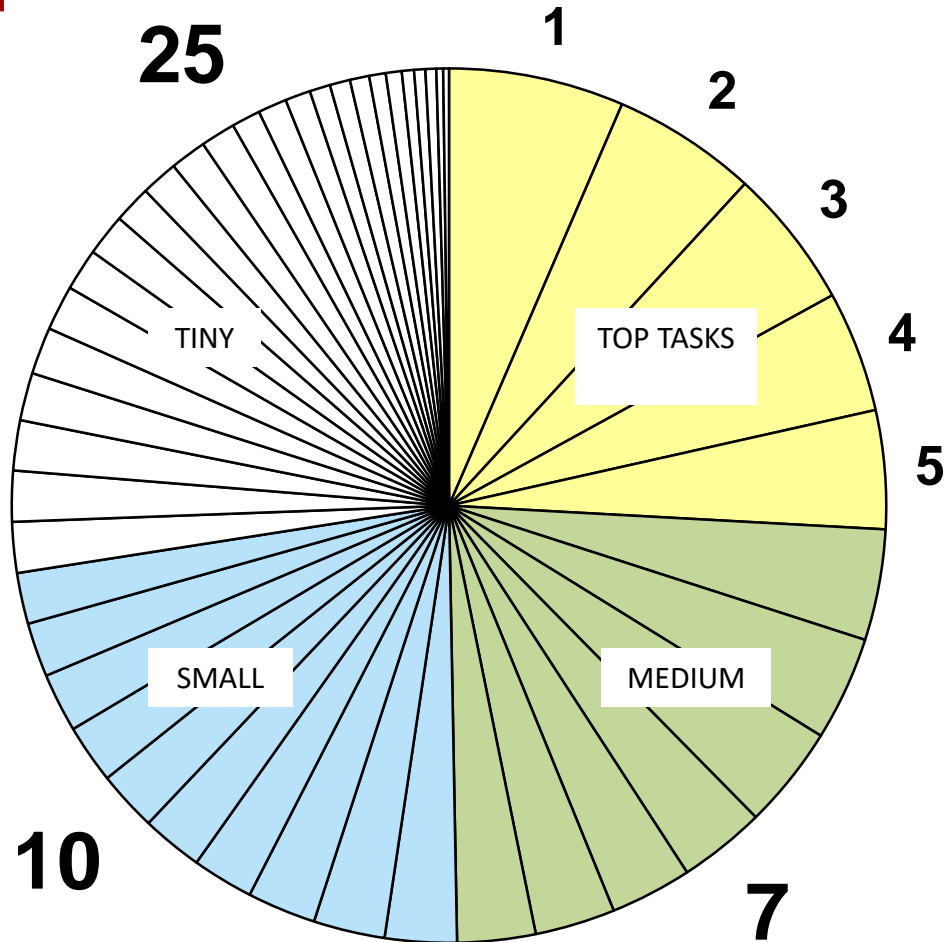
The top task has as many votes as the bottom 11 tasks

Ranking of all tasks: Top 5

1. **Business opportunities (call for tenders, bids)**

2. **Scholarship Program**

3. **Economic Research, forecasting, analysis**

4. **Download, browse publications**

5. **Project implementation, lessons learned, good practices**

Ranking of all tasks: Medium

- County statistical data, indicators

- Project pipeline, proposed projects

- Training, e-learning

- Country Strategy, plans

- Collaborate, share knowledge, network with peers, ADB experts

- Development achievements, effectiveness (roads built, children in school, gender inclusiveness)

- Access raw data, datasets from projects

Ranking of all tasks: Small
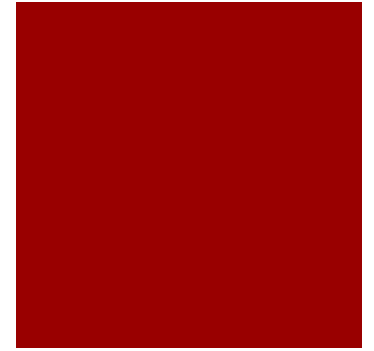
- Development news and articles

- Case studies

- News from ADB (loans, reports, events, management activities)

- Events, workshops

- Project monitoring, performance, status updates

- Public-private partnerships

- ADB's strategy

- Approved projects

- Bidding procedures, guidelines

- Evaluation reports

Ranking of all tasks: Tiny

- Investment opportunities (projects, bonds)

- Policy and technical advice from ADB

- Partnering with ADB (events, research, strategy)

- Funding availability, eligibility for member countries

- Compliance (environmental, social, safety, civil, transparency)

- Contact ADB

- Contribute ideas, knowledge to ADB

- Overview of how ADB manages projects

- About ADB (overview, key facts, financial profile)

- Operational plans (education, transport, gender)

- Corruption monitoring, tracking, reporting

- Areas funded (focus areas, themes)

- Experts in ADB (interviews, profile)

- Local country officers (news, updates)

- Archived, previous projects

- Donors, trust funds

- Collaborate on development of ADB policies

- ADB annual budget, report

- Interact with ADB on social media

- Disbursements, financial statements

- Complaints, policies (how to file)

- Financial statements for borrowers

- Glossary, acronyms, definitions

- Cancelled projects

- ADB annual meeting (registration, programs, documents)

"Often the more important the task is for the customer the less content is being produced for it."

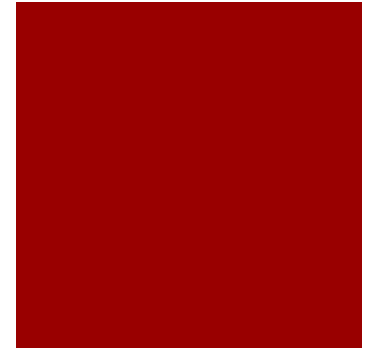Gerry McGovern, CEO CustomerCarewords

DMC officials

Learning

- Training/e-learning

- Scholarship

- Lessons learned

- Economic research

- Publications

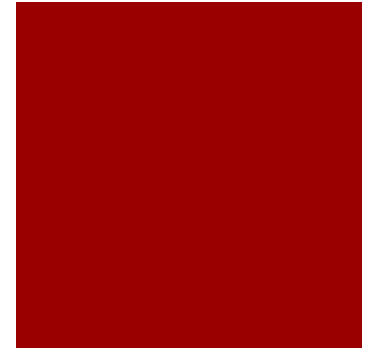# NGO, civil society

Business, Learning, Keep an eye on ADB

- **Business and investment opportunities**

- **Scholarship**

- **Lessons learned**

- **Economic research**

- **Partnering**

- **Training/e-learning**

- **Project monitoring**

Academics, researchers

Learning, Research, Data

- Economic research

- Publications

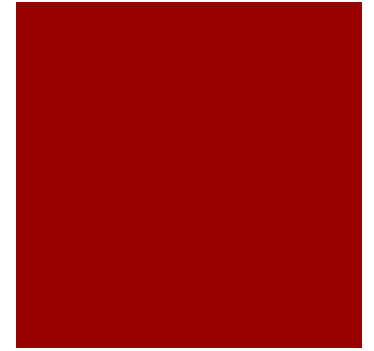- Scholarship

- Training/e-learning

- Data

Students

Learning, Research, Data

- Scholarship
- ADB results
- Economic research
- Training/e-learning
- Data

Non-borrowing officials

Learning, Pipeline, Research, Data

- Lessons learned

- Training/e-learning

- Country strategies and plans

- Economic research

- Project pipeline

- Data

Multilateral or bilateral organizations

Keeping an eye on ADB, Research, Data

- Data

- Lessons learned

- Project monitoring

- News from ADB

- Economic research

- Project pipeline

- Corruption

Private sector

Business, Projects

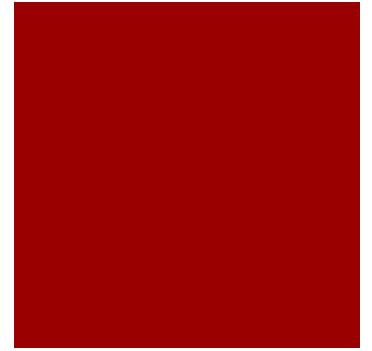- Business opportunities

- Pipeline

- Approved projects

- Country strategies and plans

- Data

How do you like to access content (format)?

Format	Number of Respondents
Case studies	260
Web pages	226
Technical, working, policy papers	220
Journal articles	216
Blogs, webinars, online forums, wikis	182
Newsletters	181
Data sets	176
Books	170
Briefs	156
Video	112
Social media	111

Conclusions

They want to DO BUSINESS with us.
They want to LEARN from us.

# What we said
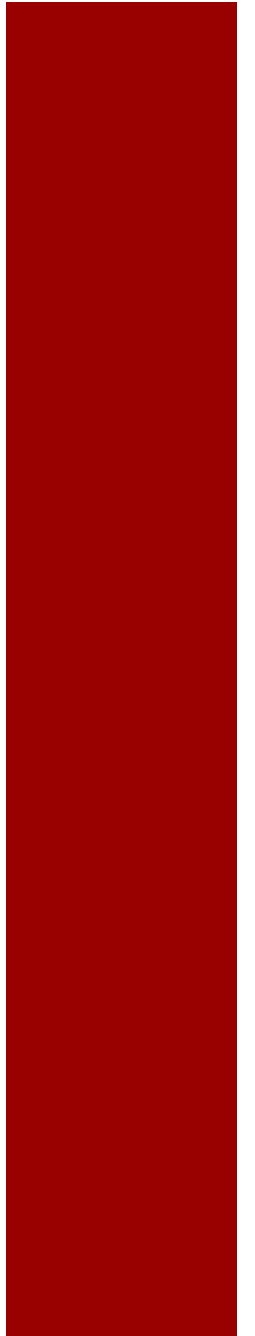
What they think vs. what we think

| Stakeholder Top Tasks	% Stakeholder Vote (533)	% ADB Vote (94)	Empathy
Business opportunities (call for tenders, bids)	6.5%	6.6%	
Scholarship program	5.4%	0.8%	
Economic research, forecasting, analysis	5.2%	4.3%	
Download, browse publications	4.5%	3.3%	
Project implementation lessons learned, good practices	4.4%	4.5%	
Country statistical data, indicators	4.1%	3.3%	
Project pipeline, proposed projects	3.9%	5.5%	
Training, e-learning	3.8%	1.2%	
Country strategy, plans	3.2%	1.6%	
Collaborate, share knowledge, network with peers, ADB experts	3.0%	2.8%	
Development achievements, effectiveness (roads built, children in school, gender inclusiveness)	3.0%	7.0%	
Access raw data, datasets from projects	2.9%	2.2%	

What they think vs. what we think

ADB Top Tasks	% Stakeholder Vote (533)	% ADB Vote (94)	Empathy
Development achievements, effectiveness (roads built, children in school, gender inclusiveness)	3.0%	7.0%	
Business opportunities (call for tenders, bids)	6.5%	6.6%	
Project pipeline, proposed projects	3.9%	5.5%	
About ADB (overview, key facts, financial profile)	1.4%	5.5%	
ADB's strategy	2.2%	5.4%	
Project monitoring, performance, status updates	2.3%	5.3%	
Project implementation lessons learned, good practices	4.4%	4.5%	
Economic research, forecasting, analysis	5.2%	4.3%	
Download, browse publications	4.5%	3.3%	
Country statistical data, indicators	4.1%	3.3%	

So are we *really* delivering what our stakeholders want?
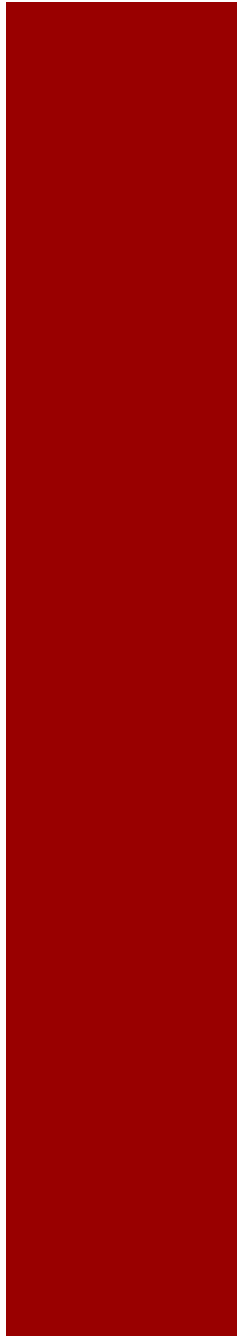
How do we better curate and create content based on top tasks?
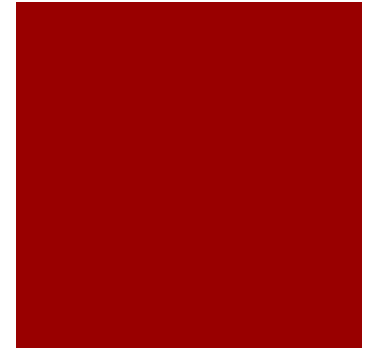
How do we reprioritize resources to support top tasks?

How do we make top tasks work for ADB?

Let's work on this together…