



# M7 From idea to action -> the **5W2H** method

Created by  
FAB'LIM



Co-funded by  
the European Union

"The project "UPSKILL+" is co-funded by the Erasmus+ programme of the European Union. The content of publication is the sole responsibility of the Upskill+ Partners Consortium and neither the European Commission nor the Spanish Service for the Internationalisation of Education (SEPIE) is responsible for any use that may be made of the information contained therein."  
Project number: 2022-1-ES01-KA220-ADU-000087959

THE LEARNING PILL



## Title: From idea to action -> the 5W2H method

Duration: 2:15h

**Introduction:** Creating a new agritourism offering requires an in-depth analysis of certain factors that will influence the success of your project. To create or diversify your offer, it is essential to have assessed the context in which you are positioned by analysing the market and your competitors, and to see how you fit into this context to maximise your success. Once this market study has been carried out, the 5W2H method will help you, throughout the creation of your project, to ask yourself the right questions to respond to a problem.

### Objective of the training pill:

To learn how to use the 5W2H method and apply it to every step in the creation of an agritourism project.

### Key Concept:

Reminder of the steps of market research (Pestel, competitor, SWOT, 4P, Maslow, Soncase) in relation to the module.  
Definition of 5W2H (Who, What, When, Where, Why, How, How much) and how to use it to solve any problem.

### • EXAMPLE 1:

If you want to create a survey for your market research, this method will help you ask yourself the right questions to write your questions:

WHO = Who am I dealing with (men, women, age group, socio-professional category, profession, with or without children, urban/rural, homeowner or not, etc.)?

HOW MUCH = What budget are they prepared to spend on my offer? What price range do they find acceptable for this type of product?

HOW = Would they buy this product compulsively or thoughtfully? On recommendation? On advice? Frequency of purchase? For themselves, as gifts?

WHERE = Direct from the farm? In a relay shop? On the web? In an agritourism agency?

WHY = What drives them to buy? Because they are looking for natural products? To support the local economy? Because they want to learn?

WHAT = What type of products will they buy? Accommodation? Food and drink? Entertainment? Food? Organic?

WHEN = When will they think about buying my product (times)? As a gift? For a holiday? For a romantic weekend or a family weekend?

## THE LEARNING PILL



### EXAMPLE 2:

You could use it to find out how to sell a new agritourism offer you've just created and you need to know who to sell it to, how, why these people would buy and when, etc... For example, let's say you want to create activities on the farm for singles to create encounters. Here's how you could use the 5W2H method:

**WHO** = Who might be interested in these activities (men, women, age group, social class, profession, with or without children, urban/rural)?

**HOW MUCH** = What budget are they prepared to spend on my offer? What price range do they find acceptable for this type of product?

**HOW** = Will they come to my events to sudden impulse of the moment or after careful consideration? On a recommendation? On advice? On a regular basis? On their own or with a friend?

**WHERE** = How will they find the information? How far are they prepared to travel?

**WHY** = Why would they come? Out of curiosity? Because they're looking for love? Because they're looking for someone who shares their values?

**WHAT** = In what format? With accommodation / Catering? Workshops, tastings or walks?

**WHEN** = Would they rather buy evening, daytime or weekend activities? For how long?

In this example, the idea is to put yourself in the shoes of an ideal consumer to find out what would make them choose your offer over another, and therefore how to adapt your offer to their needs and desires.





## Interactive Activities:

1/ Duration: 15mn

Round the table: Present your project in the form of a 7-second pitch:

I am (surname, first name) Marie Dupont, (function) organic market gardener. I help (targets) local people who have (problems) difficulty meeting people to (benefits) meet people by discovering the vegetable garden workshops. I'm a (create a spontaneous catchphrase) cultivator of love!

2/ Duration : 1h

We look for 2 or 3 volunteers who have a problem that could be of interest to all the participants and we work on this case in a group. You pose a problem linked to your agritourism offer and look for answers using the 5W2H method. (20 minutes per person)

Did You Know?

## Tips and Suggestions:

- Work on the marketing module before this workshop to get an overview of the issues to be resolved for your offer.
- Take a notebook or computer to work directly on a spreadsheet to keep notes of our discussions.
- Apply the 5W2H method to all your issues, whether related to your project or not, to practise using it. You'll see that it can be used in all situations and that it allows you to see clearly, quickly, how to solve a problem.





### Summary and Recap:

Before creating or diversifying an agritourism offer, we need to go back over the steps in the Marketing module, which have been adapted to make them simple and quick to implement.

Analyse the context and the market using the PESTEL.

Analyse the competition using a table that answers the questions set out in the module.

Remember why you wanted to create this offer? The values you want to share. Your know-how, skills, strengths and weaknesses.

Complete the SWOT table to quickly visualise in a list the opportunities and threats in the market, your strengths and weaknesses.

Carry out a survey to get a clearer picture (and why not use the 5W2H method).

List your targets and create a portrait of your ideal customer (Buyer persona)

With all this information, try to position yourself in the market by defining your offer in terms of these 4 points: what price will I offer (rate, subscription, payment methods)? What special features will my product/service have (opening hours, location, etc.)? Where will I sell it (on the farm? In an agency? On the web? And how am I going to promote myself (communication media)?

I set myself some marketing objectives (using the SMART method).

And I list the human, material and financial resources I'll need to achieve these objectives.

### Additional Resources:



- <https://www.blogdumoderateur.com/cqqcoqp-methode-questions-decisions/>
- <https://asana.com/fr/resources/what-are-5ws>

### Questions, answers and comments:

Encourage participants to ask questions and provide feedback or comments. Create an environment conducive to frank dialogue and knowledge sharing.

### **Conclusion:**

Conclude the training pillar with a final remark, expressing gratitude for the commitment of the participants and emphasising the importance of the subject in the general context of the agritourism industry.

Of all the sectors of activity, agritourism deserves to be well supported in the realisation of its projects. Why is that? Because it's a great way to reconnect with the rural world, to get your head out of your screens, to meet new people, to see new things and to experience memorable adventures, whether you're alone, a couple or a family, and whatever your age.

That's why your offer deserves to be well prepared to ensure maximum success for your business! Marketing and problem-solving methods such as the 5W2H are not exclusively for big companies and should be made available to committed professionals.

### **Resources:**

**Simplified material:** Use simple language and succinct explanations to ensure clarity and understanding.

**Visual aids:** Include diagrams, graphs and images to improve understanding and make the content more appealing.

**Real-life examples:** Use relevant and applicable examples to help participants understand concepts and relate them to real-world scenarios.

**Simplified case studies:** Choose case studies that are easy to understand and relevant to the participants' context.

**Info-graphics:** Create visually appealing infographics and posters that present key information clearly and concisely.



### **Methods:**

Encourage interactive discussions in which participants can share their experiences and views on agritourism.

Use practical exercises and group activities to reinforce learning and enable participants to apply their understanding.

Use storytelling techniques to convey information and elicit an emotional response from participants, making the content more memorable.

Demonstrations: Offer live or video demonstrations of specific agritourism practices or techniques.

Involve participants in role-playing to help them understand different points of view and develop their problem-solving skills.

Tools :

Software for simple presentations: Use user-friendly tools such as Microsoft PowerPoint, Google Slides or Canva to create easy and aesthetically appealing presentations.

Use visual aids, such as samples of sustainable products or farming tools, to improve understanding and participation.





Co-funded by the  
European Union



## Upskill+ Quality upskilling in agroturism focused on sustainable innovation and experience

Project number: **2022-1-ES01-KA220-ADU-000087959**



### Disclaimer:

"The project "UPSKILL+" is co-funded by the Erasmus+ programme of the European Union. The content of publication is the sole responsibility of the Upskill+ Partners Consortium and neither the European Commission nor the Spanish Service for the Internationalisation of Education (SEPIE) is responsible for any use that may be made of the information contained therein" Project number: **2022-1-ES01-KA220-ADU-000087959**