

Annex 10 References and further reading

Jorg Meyer-Stamer and Colin Mitchell of Mesopartner discuss why the management of expectations in development activities so often goes wrong: <http://www.mesopartner.com/nc/ledcast/podcast-blog/article/tools-7-managing-expectations/>

Figure 1 summarises examples of exercises that you can use to facilitate market actors to reach each milestone. You'll find full descriptions of these exercises in the [Supplementary Guidance Note: Exercises for participatory market mapping workshops](#).

Figure 1 Using carefully chosen exercises to reach each milestone

