

The Sustainability Insider Journey

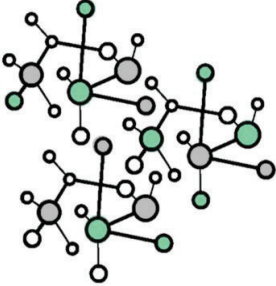
A Framework for Complex Problem-Solution Exploration



This is a five-stage framework, designed for exploring complex problems and their solution.

It is an iterative process — within and across phases — where the project team revisits the different stages as new information and uncertainties emerge. The journey continues until the problem is sufficiently understood and clearly framed by the project team. This shared clarity creates the foundation for designing and implementing a solution that is simpler, more effective, and fit for purpose.

To keep the framework simple and intuitive, each stage outlines its specific goal, key activities, and expected deliverables. Supporting guiding questions help the project team adapt the model and determine the appropriate level of research, ideation, and iteration needed at each phase.

Phase	Goal	Key Activities	Deliverables	Guiding Questions
 Phase 2 - Team UP "Team UP for Greater Creativity and Insight" 	Assemble a diverse team to support exploration, iteration, and collaboration throughout the journey.	1. Team onboarding - Distribute the Challenge, Opportunity, and Approach (COA) document and results from Phase 1 to all team members. - Provide a summary of key insights, lessons learned, and decisions made during Phase 1. - Highlight the implications of Phase 1 outcomes for the next steps in the SI Journey (SIJ). - Present the problem statement, opportunity insights, and the strategic direction of the SIJ. - Explain the planned ideation and iteration sessions, including guiding questions and methods. - Clarify expectations for team communication, meeting frequency, and reporting structures. 2. Team feedback on the Journey and phase 1 results - Design a survey to collect feedback from the team about their understanding of the COA and Phase 1 results. - Include questions to assess the team's comfort with the overall methodology and approach. - Gather specific feedback and suggestions for improving the SIJ design and process. - Identify team preferences for task allocations and roles during the ideation and iteration sessions. - Analyse survey results to identify common themes and areas needing further discussion or adjustment. - Summarize key feedback points to be discussed during the upcoming team meeting. 3. From Strengths to Roles: Organizing the Work - Hold brief one-on-one discussions to clarify roles, address concerns, and gather individual insights. - Map team members' strengths, working styles, and preferences (e.g., creative vs. pragmatic, generalist vs. detail-oriented). - Organize a joint team session to share feedback, align on SIJ adjustments, and run the first collective ideation/iteration exercise. - Define how strengths will guide task allocation and sub-team formation for upcoming phases. - Document agreed adjustments, role clarifications, and next steps.	1. Team onboarding Successful onboarding of team members to ensure alignment, understanding of roles, and readiness for collaboration. 2. Adapted Sustainability Insider Journey (SIJ) A collaboratively refined version of the SIJ, incorporating insights and feedback from all team members to enhance its effectiveness. 3. From strengths to roles: organizing the work for the future phases of the journey.	Activity 1: Team onboarding - Have we effectively communicated the key findings from Phase 1 to all team members? - Is the problem statement, opportunity insights, and strategic direction of the SIJ clearly presented to ensure alignment? - How can we best summarize the insights and lessons learned to make them easily understandable? - What are the most critical points to highlight to ensure the team understands their relevance to Phase 2? - Are there any anticipated challenges in understanding or adopting the COA? Activity 2: Team feedback - What aspects of the COA and Phase 1 outcomes do team members find most challenging or unclear? - How comfortable is the team with the proposed methodologies and approaches? - What feedback or suggestions do team members have for refining the SIJ? - Are there any areas where team members feel additional support or resources are needed? - What roles or tasks do team members prefer during the ideation and iteration phases, and why? Activity 3: From strengths to roles: organizing the work - What are the key strengths, working styles, and potential skill gaps within the team? - How can we balance creative ideation with pragmatic execution in our team setup? - Which team members are best suited for divergent thinking, and who excels at refining and implementing ideas? - What adjustments to the SIJ process are needed based on individual and collective feedback? - How can we ensure that every team member feels clear about their role and able to contribute effectively? - What simple process will we use to collect ongoing feedback and adapt during ideation and iteration?