

The Sustainability Insider Journey

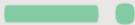
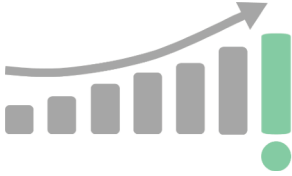
A Framework for Complex Problem-Solution Exploration



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 5 – Strategy and Implementation “Turning the solution into reality - by executing it strategically and well” 	Define a strategic implementation plan, execute the plan, and monitor its progress to ensure the solution's effectiveness and alignment with objectives. This includes setting clear goals, identifying risks, engaging key stakeholders, and establishing metrics for success.	1. Design the strategy for implementation • Goals for the Solution: Define implementation objectives, desired outputs, and anticipated impacts. • Risk Identification and Evaluation: Assess significant risks and outline actions to mitigate them. • Implementation Strategy: ○ Determine the Implementation Approach: Decide between a gradual or aggressive rollout. ○ Identify Necessary Partners: Engage with key stakeholders and partners essential for successful implementation. ○ Outline Marketing, Communication, or Trainings to create awareness and promote the solution. ○ Implement Change Management Strategies and prepare the organization/users for change through workshops or informational sessions. ○ Further elaborate (ideate and iterate) on additional strategies to maximize user adoption and market penetration. ○ Define Key Performance Indicators (KPIs) to evaluate the success of the implementation, and the defined goals. ○ Establish a monitoring system for continuous assessment and improvement of KPIs and Goals. ○ Plan for User Feedback to identify areas for improvement in the launch and post-launch. ○ Develop a Risk Mitigation Plan to address potential challenges during implementation. ○ Agree on a project management methodology and appoint a project manager, owner and team members to oversee and control the rollout and implementation according to the plan and defined goals. • Develop the implementation Plan: tasks by phase, responsibilities, and timelines. • Confirm Resource and Financial Needs: Identify required resources and budgetary requirements. • Stakeholder Communication: Present the strategy to relevant stakeholders and partners for feedback. • Document the Strategy for Implementation: Prepare a detailed document that outlines all aspects of the strategy, including goals, resources, timeline, risks, and communication plans. • Sponsors Approval: Secure final approval of the strategy and implementation plan from sponsors and key stakeholders.	1. Strategy for implementation • A detailed implementation strategy outlining goals, risk assessments, implementation approaches, necessary partners, marketing plans, and KPIs, along with a documented implementation plan. 2. Approval by sponsors • A secured endorsement of the implementation strategy and plan from sponsors and key stakeholders, ensuring alignment and support for the proposed approach. 3. Execution and roll out • Operational rollout of the solution: onboarding the project team and partners, initiating execution according to the implementation plan, holding regular coordination meetings, monitoring progress against KPIs and milestones, and managing issues and changes to ensure successful delivery.	Activity 1. Design the strategy for implementation 1.1 Goals for the Solution 1. What are the primary objectives of the implementation? 2. How do we define success for each output and impact? 3. What are the specific short-term and long-term goals for the solution? 1.2 Risk Identification and Evaluation 1. What are the potential risks associated with the implementation? 2. How likely are these risks, and what is their potential impact? 3. What mitigation strategies can we develop for each identified risk? 1.3 Implementation Strategy 1.3.1 Determine the Implementation Approach: Decide between a gradual or aggressive rollout 1. What are the benefits and risks of a gradual versus aggressive rollout for this solution? 2. How will each approach impact our timeline, resource allocation, and stakeholders? 3. What is the readiness level of the organization or target market for each rollout option? 4. How do customer or user expectations influence the choice of rollout strategy? 1.3.2 Identify Necessary Partners: Engage with key stakeholders and partners essential for successful implementation 1. Who are the internal and external stakeholders critical to the success of the implementation? 2. What roles will each partner or stakeholder play in the implementation process? 3. How do we ensure alignment of objectives and expectations with each partner? 4. What are the criteria for selecting the right partners, and how do we evaluate them? 1.3.3 Outline Marketing, Communication, or Trainings to create awareness and promote the solution 1. What are the key messages we need to communicate to different target audiences? 2. Which channels (e.g., social media, email, webinars) are most effective for reaching our target audience? 3. What training materials or sessions are needed to ensure users and stakeholders understand the solution? 4. How do we measure the effectiveness of our communication and training efforts? 1.3.4 Implement Change Management Strategies and prepare the organization/users for change through workshops or informational sessions 1. What are the main barriers to change within the organization or user base? 2. How can we address resistance to change and foster a positive mindset? 3. What workshops or training sessions are needed to prepare users for the transition? 4. How do we measure readiness and adaptation to change throughout the process? 1.3.5 Further Elaborate on Other Strategies to Maximize User Adoption and Market Penetration 1. What incentives or promotions can increase user adoption? 2. How can we segment the market to tailor our approach for different user groups? 3. What is the competitive landscape, and how do we differentiate our solution? 4. How do we ensure that our solution reaches early adopters and opinion leaders? 1.3.6 Define Key Performance Indicators (KPIs) to evaluate the success of the implementation and the defined goals 1. What are the most critical metrics that indicate successful implementation? 2. How do we align KPIs with our strategic goals and user needs? 3. What is the frequency of KPI tracking, and who is responsible for monitoring them? 4. How do we adjust our approach if certain KPIs are not being met? 1.3.7 Establish a Monitoring System for Continuous Assessment and Improvement of KPIs and Goals
		2. Launch and manage the implementation		

- **Onboarding of Project Team and Partners:** Ensure the project team and partners are informed and engaged in the implementation.
- **Kick-Off Meeting:** Conduct a meeting to align objectives and set expectations.
- **Regular Reporting of Tasks and Issues:** Establish a system for consistent reporting on progress and challenges.
- **Regular Meetings:** Schedule recurring meetings to discuss updates and address any concerns.
- **Regular Monitoring of Implementation KPIs and Goals:** Continuously track progress against KPIs, with escalation and adaptation as necessary.

1. What tools or software will best support real-time tracking of KPIs?
 2. How do we establish a feedback loop for continuous improvement?
 3. What is the escalation process if certain metrics fall below targets?
 4. How can we use data insights to adjust strategies during implementation?
- 1.3.8 Plan for User Feedback to Identify Areas for Improvement in the Launch and Post-Launch**
1. What channels should we use to gather user feedback effectively?
 2. How can we ensure that feedback is actionable and leads to tangible improvements?
 3. How do we integrate feedback collection into the user experience without disrupting it?
 4. What metrics will we use to analyse and prioritize feedback?
- 1.3.9 Develop a Risk Mitigation Plan to Address Potential Challenges During Implementation**
1. What are the most critical risks that could derail the implementation?
 2. What contingency plans can we develop for each identified risk?
 3. How will we monitor for potential risks throughout the implementation?
 4. How do we communicate risk management strategies to stakeholders?
- 1.3.10 Agree on a Project Management Methodology and Appoint a Project Manager, Owner, and Team Members**
1. Which project management methodology (e.g., Agile, Waterfall) is most suitable for our implementation?
 2. What are the roles and responsibilities of each team member?
 3. How do we ensure accountability and transparency throughout the project?
 4. What communication channels will support efficient project management?
- 1.4 Develop the Implementation Plan**
1. What are the major phases of implementation, and what tasks fall under each phase?
 2. Who is responsible for each task, and what is the timeline?
 3. What resources are needed to complete each phase?
- 1.5 Stakeholder Communication**
1. How do we ensure that stakeholders are well-informed and aligned with the implementation strategy?
 2. What feedback mechanisms can we use to gather input from stakeholders?
 3. How often should updates be communicated?
- Sponsor Approval**
1. What are the main concerns or questions sponsors might have regarding the strategy?
 2. How can we present the implementation plan to highlight its benefits and anticipated results?
 3. What changes, if any, are required based on sponsor feedback?

Activity 2. Launch and manage the implementation

3.1 Onboarding of Project Team and Partners

1. What are the roles and responsibilities of each team member during implementation?
2. How can we ensure that partners are fully aligned with the implementation goals?
3. What training or orientation is necessary for the project team?

3.2 Regular Reporting of Tasks and Issues

1. How do we ensure consistent reporting on progress and challenges?
2. What format should the progress reports follow?
3. How should we prioritize and address issues as they arise?

3.3 Regular Monitoring of Implementation KPIs and Goals

1. What methods will we use to measure progress against KPIs?
2. How do we adapt the implementation plan if KPIs are not being met?
3. How often should KPI reviews be conducted?