

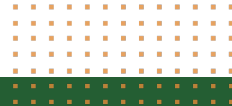
PARSONS | TKO



# Platform planning & prioritization

Jumpstart your Outreach Technology Roadmap

Workshop



# Where does this roadmap lead?

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Points of friction between your outreach systems, processes, and departments are no mystery to you. However, change can be hard to accomplish when key decision makers don't have a concrete plan to address the friction, and even harder when organizational consensus is missing on how to move forward and the value of embracing change is not understood.

This roadmapping workshop helps get everyone on the same page on organizational priorities and what practical "right fit" solutions make sense.

Let us help you **organize** what you know, **educate** key stakeholders on what issues are blocking progress, and **create consensus** for **a practical and achievable plan** of action for positive change.

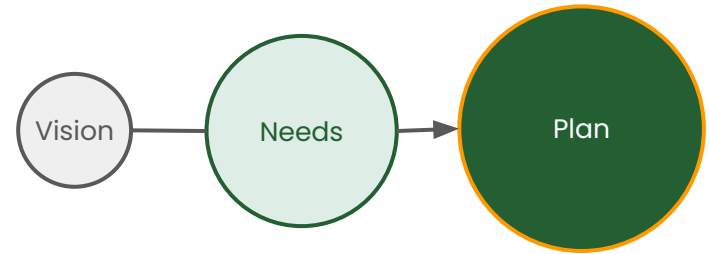
Our process quantifies areas of consensus and disagreement, ensures cross-departmental coordination issues are surfaced, and helps translate complicated technology questions into clear, actionable, choices that you can feel confident making.

# Let's identify the steps that lead to your vision

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In two weeks we will:

- Document where interdepartmental cooperation, data contracts, and audience engagement approaches are needed to **achieve your vision**
- Identify needed technical improvements and the incremental milestones that can signal progress along the way
- Prioritize the projects & investments that will make the biggest impact



The workshop helps you create a shared vision for where you want to go combined with a mutual understanding of priorities and issues. This provides your team with a guide star for effective change.

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# Design approach



A process built around you

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# Your team & tech: working together

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We help you **see what benefits are possible**, without being weighed down by decisions of the past or “this is just the way we do things” baggage that can stifle digital transformation.

Together, we’ll collaboratively design an achievable, practical roadmap for change. You’ll leverage our breadth of expertise, industry experience, and proven methodology for architecting engagement technology platforms to **define your approach and path to modernization**.

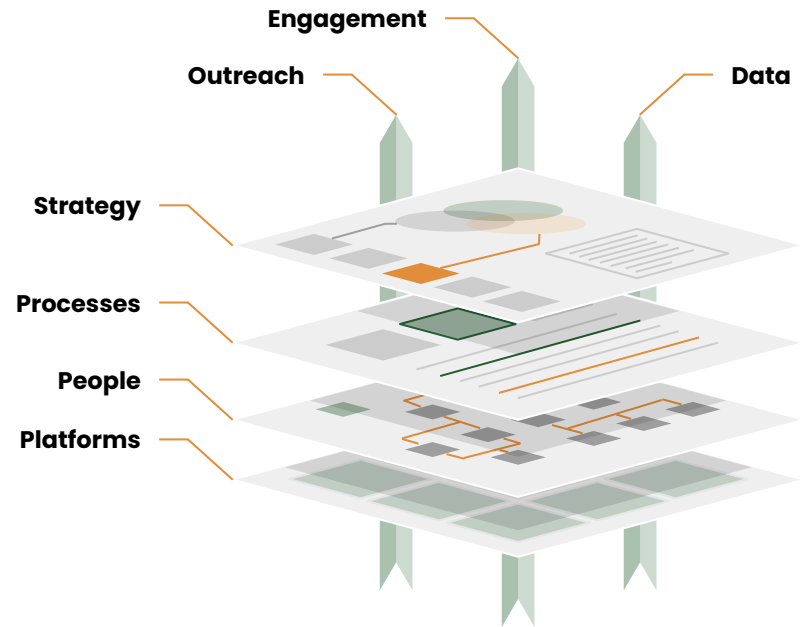
## You receive

- **Practical approaches** designed around what you can reasonably configure, deploy, and manage with your current and projected staff & budgets
- Focused on **“right fit” solutions you can manage** rather than “best in class” solutions that are hard to sustain
- **Advice on scaling critical platform components and integration architecture** to ensure your most important data & contacts aren’t locked into any particular tool or service

# Engagement Architecture

Engagement Architecture **organizes and manages** not just your website and other communications software (the Engagement Platform) but also the related marketing and outreach strategies that **connect people to your organization or mission.**

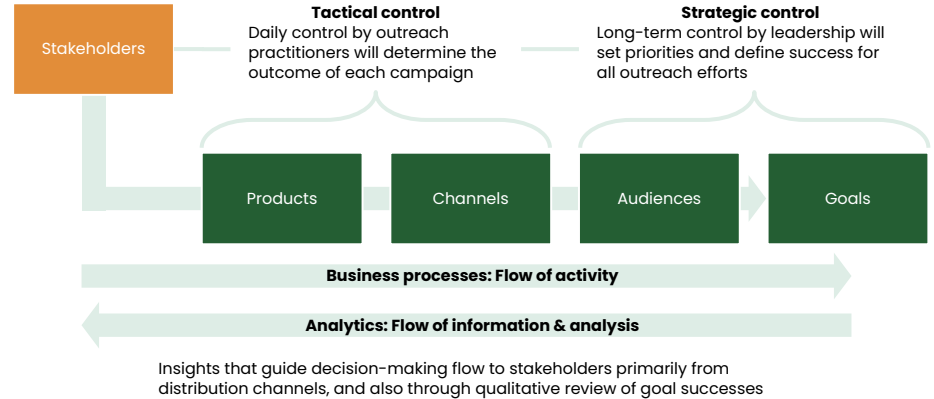
We'll use this framework to help organize and describe the various areas where investments and improvements will create a positive impact. It ensures that people and process, not just technology, are included in **your roadmap, so that you won't disrupt your outreach, but transform it.**



# What needs to change?

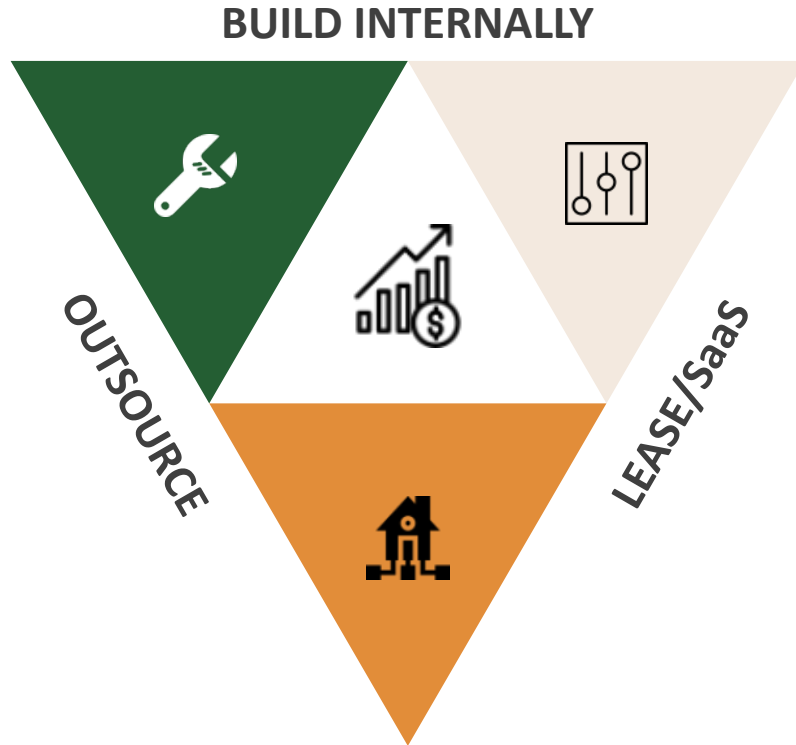
We'll work with you to identify everyone who needs to be involved in the roadmapping workshop in order to build buy-in and get the proper inputs. We will cast a wide net with a self-led questionnaire sent to many of your stakeholders to capture their top concerns, friction points, and ideas for change.

For the most impact a smaller, more influential and invested set of stakeholders should attend the workshop. We'll work with this group to get everyone on the same page with the issues and priorities that need to be addressed, and, identify the goal future state.



Engagement Architecture treats your software and strategy as interconnected components of an engagement platform. Each component is more powerful when usefully integrated and coordinated with the other components of your platform. This means that people and teams need to be interconnected and coordinated too.

# A roadmap built around how you work



We propose practical, industry standard approaches for executing your organizational strategies and limiting the amount of custom technology your organization has to understand and maintain. By determining where custom development is essential and where external solutions are possible we can help you reduce risk, cost, and improve stability & resiliency.

## Areas we'll investigate include:

- Systems integrations
- Staffing maintenance & security (Commercial|Community|Internal Staff)
- Software as a Service solutions
- On Premise vs Cloud hosted business software
- Your risk profile & resilience needs
- Adoption & support needs



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# Workshop schedule



How your roadmap comes  
together

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# Translating your needs into plans

The goal of this engagement is to quickly build mutual shared understanding of what changes are needed, and the practical avenues to achieve that change. To help prepare for this conversation, we'll ask you to provide background documentation that will inform our workshop agenda and materials.

After the workshop, we'll distill what we've learned from our conversations and provide a tangible set of next steps and guidance for the follow-on decisions and actions you'll take. These are the foundational building blocks of long term change.

Activity	What will happen
Questionnaire-led self-assessment	We'll provide you with a guided questionnaire to help you gather your thoughts and materials ahead of our conversation
Collaborative workshop	A live working session where we'll document your needs and identify practical solutions and blockers to progress on each one
Summary & findings	We'll provide a brief summary of your engagement architecture and how to move it forward
..... <i>Optional and additional add-on</i> .....	
Follow-on guidance	Ongoing guidance, input & feedback as you implement these ideas

# Learn more, fast

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This effort is meant to deliver value quickly and make most **effective use of your scarcest resource, time.**

The total effort can be completed in as little as **two weeks** centered around a **half-day** workshop.

If you have additional areas of uncertainty we can scale this effort to cover those areas essential for your organization's success.



Our essential workshop occurs on a single day, but we will work with you throughout the week to prepare and analyze results.

# Let's get started

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## You'll receive

- **Self guided assessments** allow many if not all staff to be involved in identifying needs and priorities, building buy-in, consensus, and awareness
- **Collaborative workshopping** allows key stakeholders to get on the same page, while at the same time enabling us to quickly identify key needs, areas of consensus building, and what's working well
- A **prioritized and clearly defined set of needs** that will be used to prioritize, validate and organize roadmap activities & projects
- Clear, actionable **next steps** along with recommendations & heuristic analysis
- We'll help you:
  - Build **shared understanding of needs**
  - Identify **practical avenues of change**, including likely technologies
  - Communicate needs & plans in **clear, executive friendly language** that maps to business value

## Recommended investment

Workshop cost: **\$12,000**

## What's it worth to you?

What goals do you have to add capabilities or improve audience outcomes? How confident are you that your technology will help you succeed, rather than hinder you?

Investing in consensus and strategy, now, will accelerate timelines and leverage the multiplier effect promised by audience engagement tools.

# Need a little more?

Having a practical plan in hand will help you execute with confidence and efficiency. However you may run into nuances, tactical questions, and continue to want input and guidance.

Our **Engagement Platform Stewardship** service gives you access to our experience and expertise on an ongoing basis. This allows you to tap into deep technical and business process design expertise and continued roadmapping & planning support. We also can advise internal tech resources or oversee your supporting technology vendors.

Your organization can make rapid progress both evolving and executing, while reducing the stress, anxiety, and frustration not having in house technical leadership can cause.



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**We help teams  
accomplish more  
with their audiences.**

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