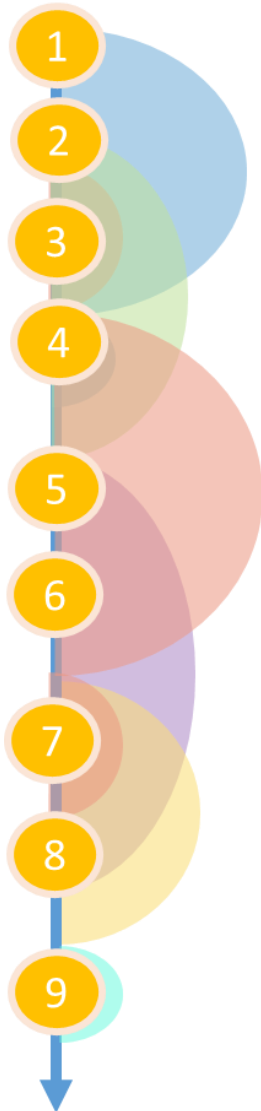# OUR APPROACH TO SOCIAL IMPACT

01 Getting Started

We work with you to understand your values, mission and how that relates to your impact goals. We map out joint goals, co-craft a strategy, and how it will play a clear role integrating with your organization or business.

02 Stakeholder Narratives

We establish a network. Shared values. Align intention spaces. Form an agreement frame. Measure levels of motivation. Determine the pain, gaps and opportunities in the ecosystem. We form partnerships and joint teams, and stakeholders through conversations. Identify skills and capabilities. A final document is prepared as the prime communication device describing the overall vision and strategic direction.

03 Human Centered Design

Dialogues. Focus Groups. Workshops. Ethnography. Narratives. Insight Mapping. Values, Belief Systems and Cultural Representations. Business Model Design. We get honest with the challenges, blocks and politics in the different systems and begin to form agreement bridges, and added value to establish ecology. We create an operating ecosystem. User experience is designed. Practical solutions are proposed, structured and mapped to interface between user narratives and activities in priority to willingness of behavioural change.

04 Rapid Prototype

The innovation momentum cycle start here. We take narratives and map user stories. We simulate a working prototype to demonstrate the realization of value across systems. This acts as the technology architecture that will be used to develop the working product, and determine the structural feasibility of the solution. Motivation for change is measured across stakeholders to gauge impact adoption and level of required effort to process learning for necessary cultural change.

05 Product-Service Development

Processes and User stories are fully mapped and validated. Product development begins, tested and iterated. All functional work and interfaces are completed. Continuous communication and feedback with users. Impact strategy is translated into an implementation plan to different stakeholder groups.

06 Learning and Feedback

Critical features may evolve and are completed. Emerging ideas and improvements are documented for future iterations from user feedback. Old processes, and resistances are broken down and education begins. Product concepts are communicated to end-user groups. Establishing multiple impression points.

07 Concept Release

The core application is released, the "beta release". Early adopters are on-boarded in alignment with stakeholder group processes and activities. Adoption challenges are flushed out and supplementary education, development and change management is adjusted to streamline for higher adoption. Space is created for potential pivots and strategic changes with community engagement.

08 Education and Engagement

Awareness and education programs are developed and transitioned to stakeholders and business teams to train users involved across the application. Application is deployed and monitored in alignment to implementation plan. Support systems are developed and deployed.

09 Early Life Support

We stay on-board and sensitive to community needs. Gathering input and addressing critical issues for impact and behavioural normalization.

PHINK life.
it's time to be you.