



Champion Network Setup and Engagement

Goodera Strategy Workshop

Workshop Objective

This workshop uses a human-centered design thinking lens to help social impact teams:

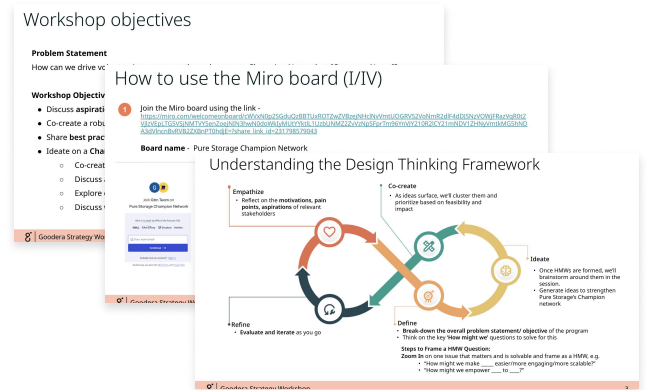
- Assess current challenges, define success, and design actionable strategies across the full champion life cycle - from setup to engagement.
- Co-create a robust and scalable champion network strategy tailored to your company's goals.

1 Pre-Workshop

(2–3 days before the Workshop)

Pre-read content:

- Objectives, agenda, and expected outcomes
- Overview of the design thinking approach
- Access to Miro Board with a quick-use guide
- Reference benchmarks and case studies of champion networks across companies



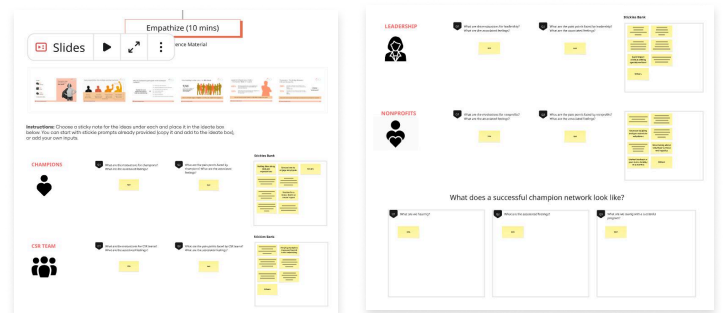
2 During Workshop

(90 mins workshop)

A

Understanding the current state (Empathize)

- Current structure and maturity of the champion programs (participation, enablers)
- Motivations, pain points, and success definitions across key stakeholders

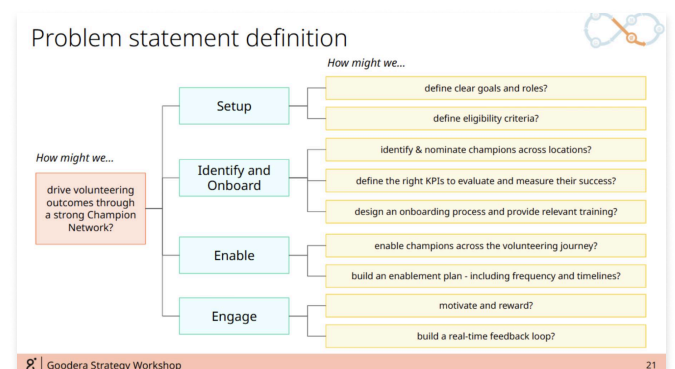


B

Problem Statements (Define)

Synthesize inputs to articulate a clear, shared problem statement, such as:

- "How might we define clear goals and roles?"
- "How might we identify and nominate champions across locations?"
- "How might we define the right KPIs to evaluate and measure success?"
- "How might we enable champions across the volunteering journey?"
- "How might we motivate and reward champions?"



C

Collaboratively ideating across the four planning stages of a champion network strategy (Ideate)

- **Setup:** Define program goals, success metrics, and governance
- **Identify & onboard:** Champion eligibility criteria, nomination, selection, and onboarding experience
- **Enable:** Resources for campaign planning, event execution, and communications, enablement plan
- **Engage:** Recognition, incentives, and feedback mechanisms



D

Ideas will then be prioritized based on feasibility and impact (Co-create)

Co-Create (9 mins for theme creation (3 mins/ section) + 12 mins for voting (4 mins/ section))		
	Ease of implementation	Potential benefit
Rating	Effort, time, cost, resources, and stakeholder alignment required.	Impact on the person- employee engagement, brand visibility, company alignment, nonprofit value, cause impact, and scale across geos and other levels.
High	Quick to roll-out with minimal coordination; low cost or already available resources; clear ownership; no approvals or minimal dependencies.	Drives large-scale volunteer engagement across teams or regions; strong visibility and alignment with company goals; tangible nonprofit or community impact.
Medium	Requires moderate effort; might need 2-3 teams or some cross-functional coordination; may involve limited new resources or tools.	Meaningful engagement for a subset of employees or regions; moderate brand or community impact; good fit for select moments.
Low	Complex to implement; requires significant budget, multiple teams, or leadership buy-in; likely to take >2 months to execute.	Niche impact (small group or short-term); low visibility or unclear long-term value; doesn't clearly align with larger volunteering goals.
Instructions: From the themes that emerged from ideation exercise, we'll evaluate each on the ease of implementation and potential benefit. We'll do voting where you'll be required to vote either on low, medium, high for each of the themes		
	Ease of Implementation	Potential benefit
	● ● ● ● ●	● ● ● ● ●
	● ● ● ● ●	● ● ● ● ●
	● ● ● ● ●	● ● ● ● ●

Key Takeaways

- Shared understanding of challenges and motivations
- Clear articulation of desired future state of the network
- A prioritized set of actions across setup, onboarding, enablement, and engagement

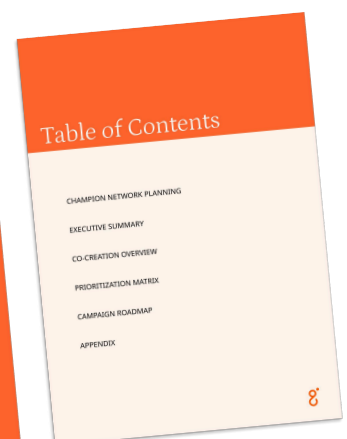
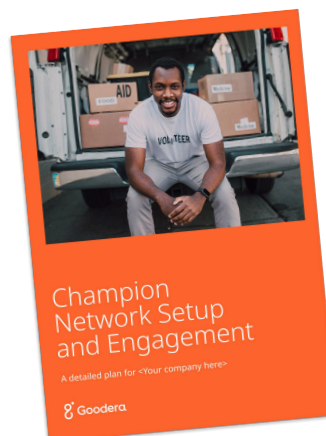
3 Post-Workshop

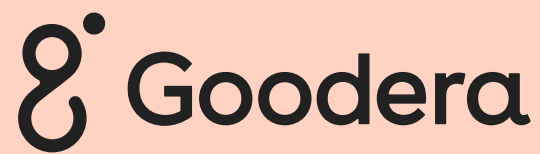
(7-10 days after the workshop)

Goodera consolidates all inputs into a detailed Champion Network Setup Plan, including:

- **Champion target estimation**
- **Stage-wise ideation highlights:**
Visual ideation board and key inferences across all champion journey stages
 - Set up the champion network
 - Identify and onboard champions
 - Enable champions
 - Engage the champion network
- **Prioritization matrix**
Co-created ideas mapped by feasibility and impact, structured for sprint-based execution
- **Execution roadmap**
Next steps for champion network roadmap design and an implementation timeline

Foundational document to drive alignment, leadership buy-in, and year-round champion planning, including internal kick-off activities





Scan the QR code to
get in touch with us