



Geographical Expansion

Goodera Strategy Workshop

Workshop Objective

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

- Evaluate how volunteering programs are currently structured, communicated, and experienced across geographies, and identify gaps in scalability, consistency, and local relevance
- Co-create a globally aligned yet locally adaptable volunteering framework that enables year-round participation, strengthens regional ownership, and scales impact across cultures, languages, and workforce segments

1 Pre-Workshop

(2–3 days before the workshop)

Pre-read contents:

- Objectives, agenda, and expected outcomes
- Overview of the design thinking approach
- Access to Miro Board with a quick-use guide
- Best practices of how frameworks and decision models companies use for defining what should be standardized globally vs. adapted locally
- Case studies of companies that successfully scaled participation across regions while maintaining local resonance



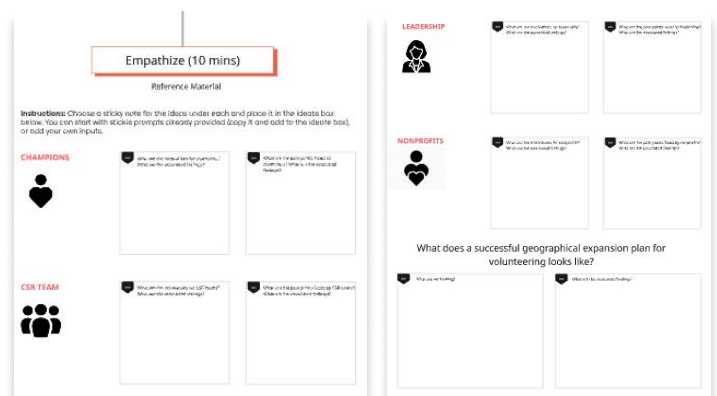
2 During Workshop

(90-minute workshop)

A

Understanding the current state (Empathize)

- Participation trends across regions (country-level engagement, regional disparities, hybrid workforce considerations, time-zone challenges)
- Barriers to scaling across markets (regulatory differences, cultural nuances, operational capacity, leadership alignment)
- Employee motivations, pain points, and success definitions across geographies and workforce segments

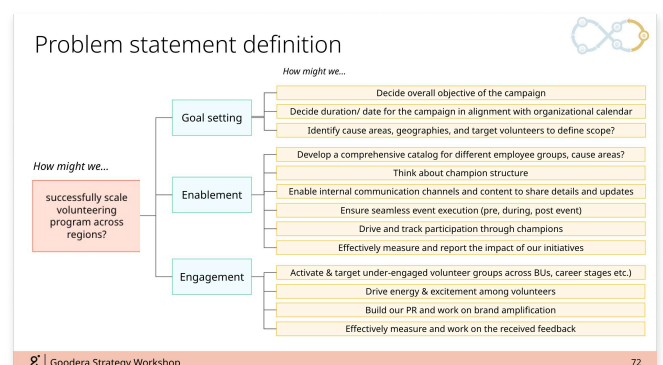


B

Problem Statements (Define)

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

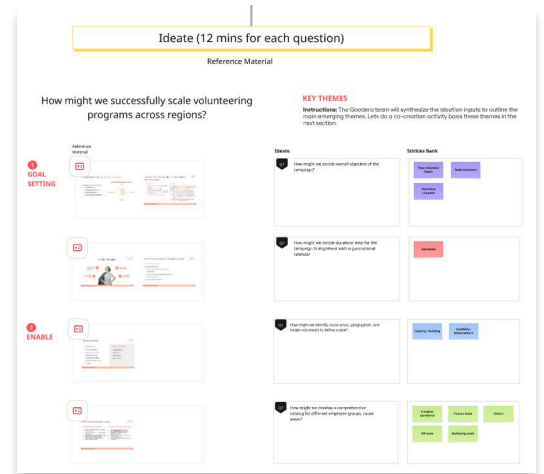
- "How might we design a volunteering framework that scales globally while allowing regions to adapt to local culture and community needs?"
- "How might we equip regional leads with the tools and clarity they need to drive sustained participation?"
- "How might we balance global oversight with regional ownership to strengthen accountability and engagement?"



C

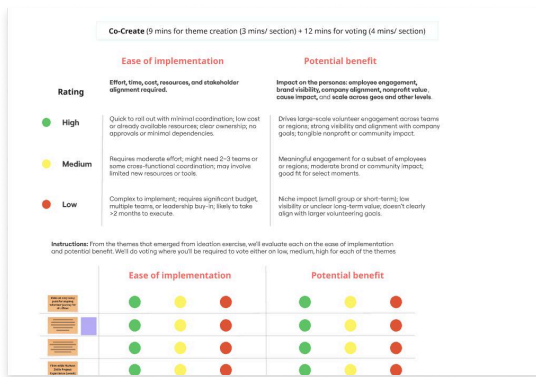
Collaborative ideation across the three planning stages of geographical expansion (Ideate):

- **Global Framework and Guardrails:** Defining global impact priorities, governance structure, participation goals, reporting standards, and non-negotiables
- **Regional Activation and Execution:** Local partner selection, cause alignment, program formats, regulatory considerations, ownership across markets
- **Engagement and Impact Measurement:** Driving participation across regions, enabling local storytelling, feedback loops, leadership visibility, measuring impact consistently



D

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



Key Takeaways

- Shared clarity on the global vs. local model for volunteering expansion
- Agreed guardrails for governance, funding, and measurement across geographies
- Clear priorities for scaling participation while maintaining local cultural relevance
- Defined ownership across global and regional teams

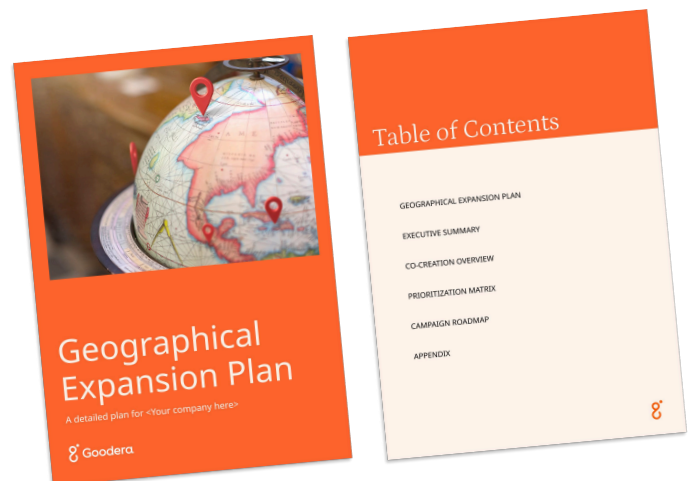
3 Post-Workshop

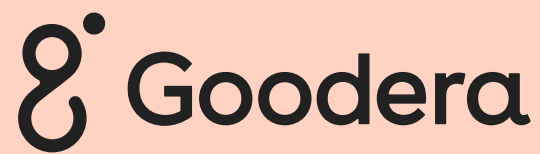
(7-10 days after the workshop)

Goodera will consolidate workshop inputs into a detailed Expansion Plan, including:

- **Global volunteering objectives & success metrics**
- **Stage-wise expansion framework:**
 - Global strategy and guardrails
 - Regional activation and execution model
 - Engagement, recognition, and impact measurement approach
- **Prioritization Matrix**
Co-created roadmap for market expansion, mapped by feasibility, impact, and readiness
- **Execution Roadmap**
Phased rollout plan for geographic expansion, including governance milestones and regional onboarding

Foundational document for alignment, leadership buy-in, and internal communication planning.





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