



# Skills-Based Volunteering

Goodera Strategy Workshop

# Workshop Objective

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

- Assess current state and build a program blueprint with goals, enablement, and engagement.
- Co-create a clear, scalable, and engaging skills-based volunteering strategy aligned to real social needs and the company's goals.

## 1 Pre-Workshop

(2–3 days before the workshop)

Pre-read content:

- Objectives, agenda, and expected outcomes
- Overview of design thinking approach
- Access to Miro Board with a quick-use guide
- Reference benchmarks and examples of skills-based volunteering adoption across global and regional companies



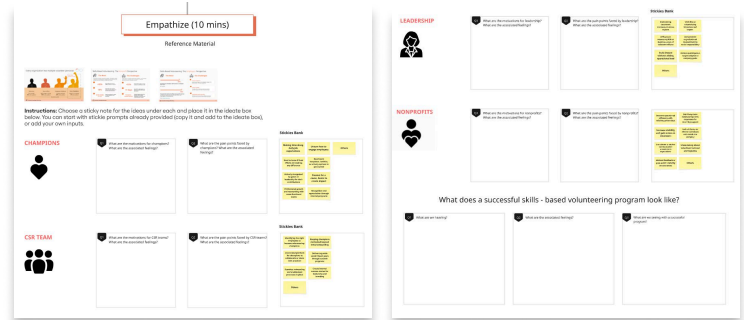
## 2 During Workshop

(90 mins workshop)

A

Understanding the current state (Empathize)

- Performance of past campaigns (participation, experience, impact)
- Motivations, pain points, and success definitions across key stakeholders

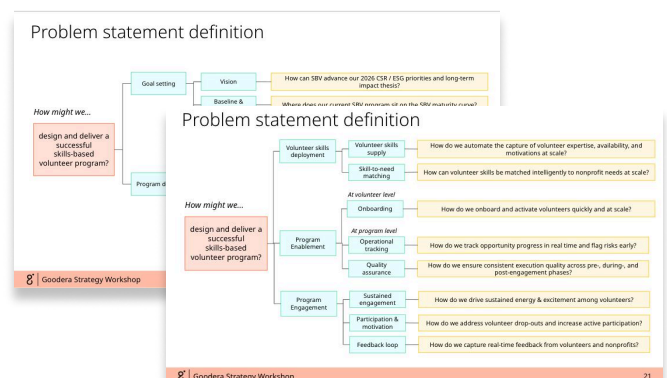


B

Problem statements (Define)

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

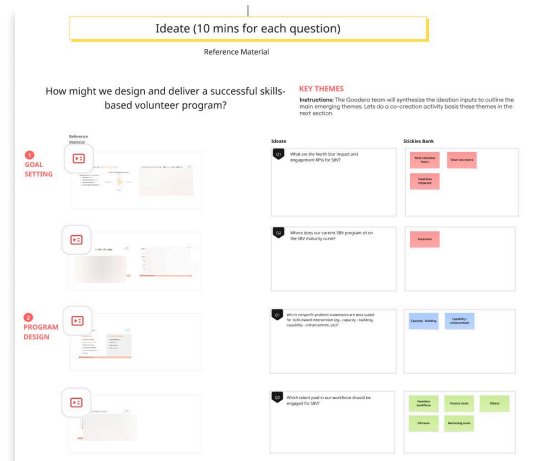
- "How might we decide overall objective of the program?"
- "How might we develop a comprehensive catalog for different employee groups, cause areas?"
- "How might we build energy and excitement among volunteers?"



C

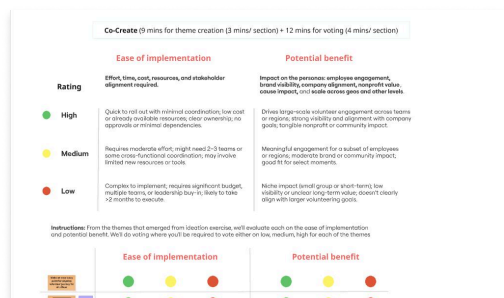
## Collaboratively ideating across four planning stages of skills-based volunteering program (Ideate)

- **Goal setting:** Campaign objective, duration, goal, and target setting
- **Program design:** Identify priority social themes and NGO partners, define program scope clearly, align employee skills to nonprofit needs, and outline outcomes and deliverables
- **Enablement:** Portfolio of event formats, internal communication, event execution, driving and tracking participation, impact measurement
- **Engagement:** Target under-engaged employee groups, drive energy and excitement, work on PR/ brand amplification



D

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



### Key Takeaways

- Shared understanding of success and challenges
- Defined skills-based volunteering program, its structure and outcomes
- Prioritized set of action items
- Alignment to execute a successful program

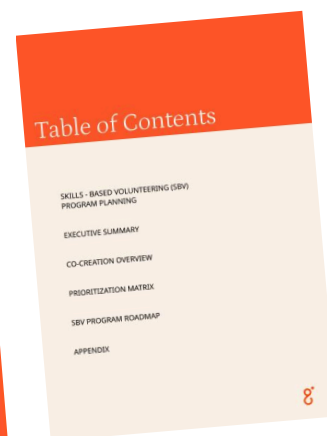
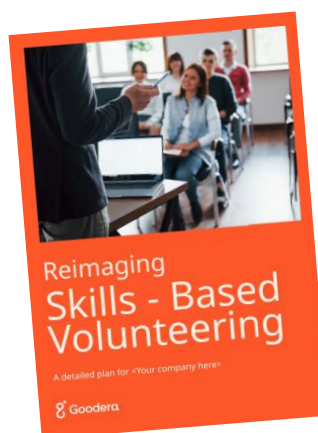
## 3 Post-Workshop

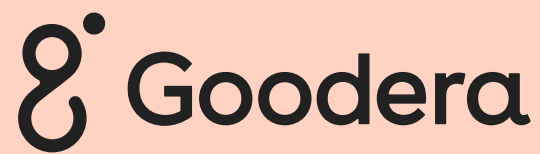
(7-10 days after the workshop)

Goodera will consolidate all inputs into a detailed skills-based volunteering plan, including:

- Program objective and success metrics
- Program target estimation
- Stage-wise ideation highlights:
  - Goal setting
  - Program design
  - Enablement (catalog, comms, event execution, and impact measurement)
  - Engagement (activating volunteers across different employee groups and career stages; driving energy and excitement)
- **Prioritization matrix**  
Co-created ideas mapped by feasibility and impact, structured for sprint-based execution
- **Execution roadmap**  
Next steps for skills-based volunteering plan and an implementation timeline

Foundational document for alignment, leadership buy-in, and skills-based volunteering program launch planning





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