



Think & Do Teams Handbook

For Agency Leadership and Volunteers:
To Help You Help Your Team

A group of lions is typically called a “pride”. The members of a pride work together for hunting, protection, and social bonding within their natural habitat.

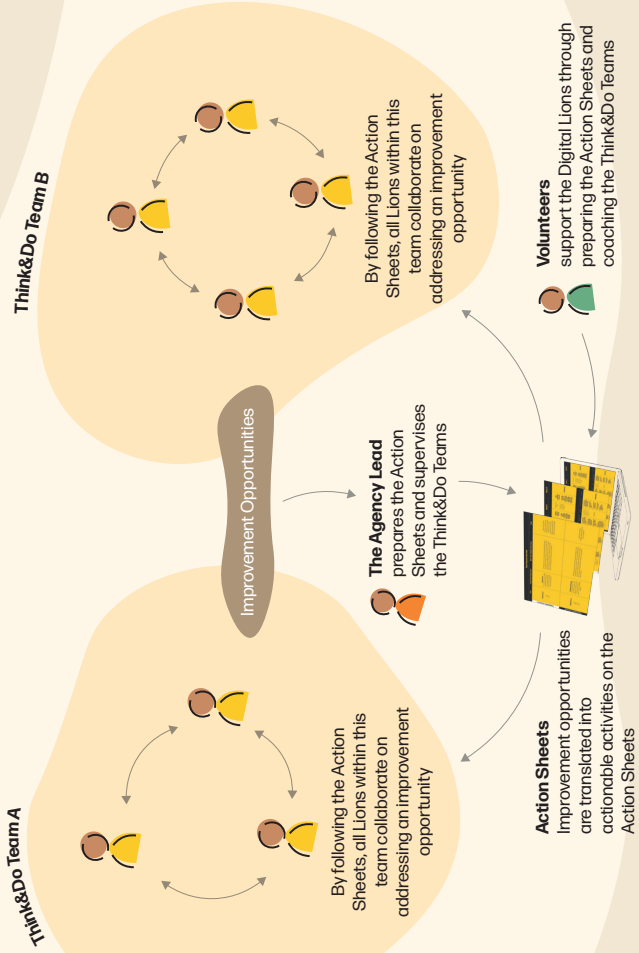
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Introducing the Think&Do Teams

As a design agency you might encounter issues from time to time. They can be big or small, minor or urgent. We will call these issues improvement opportunities. The Think&Do Teams, accompanied by their Action Sheets, can be used to let your team perform activities that address an improvement opportunity within 5 weeks. The way this works is that we split up the team into subteams of 3 or 4 Lions. They will be called Think&Do Teams. They are provided with worksheets with activities and tasks to reach a certain agency goal. These worksheets will be called Action Sheets. The desired outcome of letting the Lions do this, is to increase interaction between team members, while they gain ownership of problems and learn to implement decentralized decision-making practices.

The process involves Lions, agency lead, and volunteers. How the journey goes is displayed on the next page.



-  = Agency Lead
-  = Volunteer
-  = Lion

Preparing the Action Sheets



1. The agency lead or volunteers identify improvement opportunities within the agency



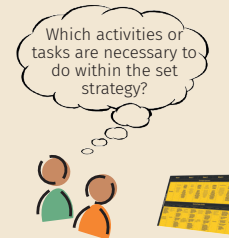
2. They describe briefly what they plan for the Think&Do Teams to do for the upcoming five weeks



3. They set a shared goal for each Think&Do Team



4. They outline the strategies for each Think&Do Team to reach their goals



5. They outline the activities/tasks to reach those goals



6. They add the necessary resources for the Think&Do Teams to perform the activities/tasks well

Performing



7. The agency lead launches the Think&Do Teams



8. The Think&Do Teams work on their weekly activities/tasks



9. The Think&Do Teams align their work through a weekly meeting facilitated by the agency lead



10. In the final week, both Think&Do Teams present and evaluate their final results, and establish the next steps



11. The achievement should be celebrated and acknowledged. The activity should lead to increased team efficacy

This handbook will cover how we can set up the activities for the Think&Do Teams.

The Action Sheets Explained

The Action Sheets serve as an activities sheet for the Think&Do Teams to achieve their goals. It is important that you as the agency's leadership or volunteers craft this well. First of all, the functions of the three pages must be well understood. This is explained below.

Page 1. Team purpose overview

This page provides a general overview of the two Think&Do Teams and their respective goals for Digital Lions. It outlines the member consistency, improvement opportunity, the desired achievement, and a clear shared goal for each Think&Do Team. This is outlined to give the Lions clarity in why they should engage in the activities and what the benefit is for the agency and their own personal development. This should make the Think&Do Team's purpose compelling to them.

Page 2. Think&Do Team A Activities Sheet

This page outlines all activities for Think&Do Team A to perform, making it clear for the Lions in this team which steps are to be undertaken in order to reach their shared goal.

1. First, it describes the strategic approach toward Team A's shared goal. It is described what the steps are and why they should be done. The elaboration on the relevance of the activities helps motivate the Lions to perform well and put in effort in them.
2. Second, the sheet outlines the tactical approach that Think&Do Team A need to follow. This entails the tasks to be done by Team A, in order to reach their shared goal. It provides the Think&Do Teams with tangible and actionable tasks to get them moving. Information sources and other necessary material are also provided on this page. By laying out these tasks and resources, the Lions do not have to start all the way from scratch. This page should make the Think&Do Teams feel like they are already moving on the runway, rather than starting at the gate.

Page 3. Think&Do Team B Activities Sheet

This page is exactly structured like the previous page, but contains the activities for Think&Do Team B.

Both Think&Do Teams share the same Action Sheets document, so it is clear how their work relates to the work of the collective. The collective is emphasized, while split up in subteams.

Page 1. Team purpose overview

Team Purpose Overview			
Lions	Improvement Opportunity	What This Think&Do Team Does	Goal
Think&Do Team A Lion 1 Lion 2 Lion 3	Quality Control: The quality of work is not consistent across all delivered projects. There is room for improvement to standardize, improve or enhance the quality to ensure uniform excellence.	The design agency we want to uphold the highest design standards that motivate our unwavering dedication to creativity, innovation, and quality. We do this by meeting quality standards to ensure we measure our work during projects. This helps us consistently producing high quality work that is expected by our respective clients.	Deliver a list of quality standards, including a way of assessing and measuring performance on those standards, for each graphic design and web development projects by the end of week 4.
Think&Do Team B Lion 4 Lion 5 Lion 6 Lion 7	Marketing and Branding: The agency's Instagram content is not consistent and lacks a clear strategy. We could explore, develop or refresh our approach to create a more unified and strategic presence.	The design agency we want to have fully coherent Instagram content that reflects the agency's brand. We do this by strategically planning and executing well-defined Instagram content strategy. This helps us gain a strong social media presence, enhancing our exposure and brand recognition.	Creating a consistent Instagram content strategy by the end of week 4.

Page 2. Team A Activities Sheet

Team A Activities Sheet						
Week 1	Week 2	Week 3	Week 4	Week 5		
Strategic Approach						
Team launch Understanding and sharing understanding and sharing the agency's vision, mission, and values, and the team's role in achieving it.	Company alignment meeting To ensure alignment with our goals, we regularly update each other and engage in our alignment.	Quality Standards To ensure consistency in our work, we establish quality standards and ensure we measure our work during projects.	Company alignment meeting To ensure alignment with our goals, we regularly update each other and engage in our alignment.	Measurement Tools To ensure alignment with our goals, we regularly update each other and engage in our alignment.	Final results and evaluation This meeting serves as the platform for teams to present their final results, assess their performance, and discuss lessons learned and next steps based on the outcomes.	Celebration
Tactical Tasks Outline						
Team Launch 1. Review the agency's vision, mission, and values. 2. Share the team's role in achieving the agency's goals. 3. Discuss the team's structure and roles. 4. Establish communication channels.	Company Alignment Meeting 1. Review the team's progress. 2. Discuss any challenges or roadblocks. 3. Update each other on current projects. 4. Engage in alignment discussions.	Quality Standards 1. Research industry quality standards. 2. Develop a list of quality standards. 3. Establish a way of assessing and measuring performance. 4. Communicate the standards to the team.	Company Alignment Meeting 1. Review the team's progress. 2. Discuss any challenges or roadblocks. 3. Update each other on current projects. 4. Engage in alignment discussions.	Measurement Tools 1. Research industry measurement tools. 2. Develop a list of measurement tools. 3. Establish a way of using the tools. 4. Communicate the tools to the team.	Final Results and Evaluation 1. Present final results. 2. Assess performance. 3. Discuss lessons learned. 4. Discuss next steps.	Celebration 1. Celebrate the team's achievements. 2. Reflect on the team's journey. 3. Discuss future goals.

Page 3. Team B Activities Sheet

Team B Activities Sheet						
Week 1	Week 2	Week 3	Week 4	Week 5		
Strategic Approach						
Team launch Initial setup understanding and sharing the agency's vision, mission, and values, and the team's role in achieving it.	Company alignment meeting To ensure alignment with our goals, we regularly update each other and engage in our alignment.	Audience Research To ensure consistency in our work, we establish quality standards and ensure we measure our work during projects.	Company alignment meeting To ensure alignment with our goals, we regularly update each other and engage in our alignment.	Content Strategy Development To ensure alignment with our goals, we regularly update each other and engage in our alignment.	Visual Branding To ensure alignment with our goals, we regularly update each other and engage in our alignment.	Final results and evaluation This meeting serves as the platform for teams to present their final results, assess their performance, and discuss lessons learned and next steps based on the outcomes.
Tactical Tasks Outline						
Team Launch 1. Review the agency's vision, mission, and values. 2. Share the team's role in achieving the agency's goals. 3. Discuss the team's structure and roles. 4. Establish communication channels.	Company Alignment Meeting 1. Review the team's progress. 2. Discuss any challenges or roadblocks. 3. Update each other on current projects. 4. Engage in alignment discussions.	Audience Research 1. Research the target audience. 2. Develop a list of audience segments. 3. Establish a way of measuring audience engagement. 4. Communicate the research to the team.	Company Alignment Meeting 1. Review the team's progress. 2. Discuss any challenges or roadblocks. 3. Update each other on current projects. 4. Engage in alignment discussions.	Content Strategy Development 1. Research industry content strategies. 2. Develop a list of content strategies. 3. Establish a way of implementing the strategies. 4. Communicate the strategies to the team.	Visual Branding 1. Research industry visual branding. 2. Develop a list of visual branding elements. 3. Establish a way of using the elements. 4. Communicate the branding to the team.	Final Results and Evaluation 1. Present final results. 2. Assess performance. 3. Discuss lessons learned. 4. Discuss next steps.

We need to go from this ...

Team Purpose Overview									
Lions	Opportunity Space	What This Think&Do Team Does				Goal			
Think&Do Team A									
Think&Do Team B									

Think&Do Team A	Week 1	Week 2	Week 3	Week 4	Week 5
Team launch	Strategic Approach				
		Company alignment meeting	Company alignment meeting	Company alignment meeting	Final results and evolution
Team launch	Tactical Tasks Outline				
	Team Launch	Activities	Company alignment meeting	Activities	Company alignment meeting
	Activities	Company alignment meeting	Activities	Company alignment meeting	Activities
	Company alignment meeting	Activities	Company alignment meeting	Activities	Company alignment meeting
	Final Results Meeting	Activities	Company alignment meeting	Activities	Company alignment meeting

Think&Do Team B	Week 1	Week 2	Week 3	Week 4	Week 5
Team launch	Strategic Approach				
		Company alignment meeting	Company alignment meeting	Company alignment meeting	Final results and evolution
Team launch	Tactical Tasks Outline				
	Team Launch	Activities	Company alignment meeting	Activities	Company alignment meeting
	Activities	Company alignment meeting	Activities	Company alignment meeting	Activities
	Company alignment meeting	Activities	Company alignment meeting	Activities	Company alignment meeting
	Final Results Meeting	Activities	Company alignment meeting	Activities	Company alignment meeting

to this ...

Team Purpose Overview												
Lions	Improvement Opportunity	What This Think&Do Team Does				Goal						
Think&Do Team A Lion 1 Lion 2 Lion 3	Quality Control	The quality of work is not constant across all observed projects. There is an opportunity to standardize, improve or enhance the quality to ensure uniform excellence.	The design agency we want to attract the highest design standards that married our unwavering dedication to creativity, innovation and quality. We do this by setting quality standards to which we measure our work during projects. This helps us consistently producing high quality work that is important for client retention and referrals.	Deliberate risk equity standards include a level of assessing and measuring performance over 30 day intervals for both graphic design and web development projects by the end of week 4.								
Think&Do Team B Lion 4 Lion 5 Lion 6 Lion 7	Quality Control	The quality of work is not constant across all observed projects. There is an opportunity to standardize, improve or enhance the quality to ensure uniform excellence.	The design agency we want to attract the highest design standards that married our unwavering dedication to creativity, innovation and quality. We do this by setting quality standards to which we measure our work during projects. This helps us consistently producing high quality work that is important for client retention and referrals.	Deliberate risk equity standards include a level of assessing and measuring performance over 30 day intervals for both graphic design and web development projects by the end of week 4.								

Think&Do Team A	Week 1	Week 2	Week 3	Week 4	Week 5
Team launch	Strategic Approach				
	Understanding and Planning	Company alignment meeting	Company alignment meeting	Company alignment meeting	Final results and evolution
Team launch	Tactical Tasks Outline				
	Team Launch	Activities	Company alignment meeting	Activities	Company alignment meeting
	Activities	Company alignment meeting	Activities	Company alignment meeting	Activities
	Company alignment meeting	Activities	Company alignment meeting	Activities	Company alignment meeting
	Final Results Meeting	Activities	Company alignment meeting	Activities	Company alignment meeting

Think&Do Team B	Week 1	Week 2	Week 3	Week 4	Week 5
Team launch	Strategic Approach				
	Initial Analysis	Company alignment meeting	Audience Research	Company alignment meeting	Content Strategy
Team launch	Tactical Tasks Outline				
	Team Launch	Activities	Company alignment meeting	Activities	Company alignment meeting
	Activities	Company alignment meeting	Activities	Company alignment meeting	Activities
	Company alignment meeting	Activities	Company alignment meeting	Activities	Company alignment meeting
	Final Results Meeting	Activities	Company alignment meeting	Activities	Company alignment meeting

Preparing the Action Sheets

Week 2		Week 3		Week 4		Week 5	
Company alignment meeting To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.	Defining Quality Standards We must establish our own high quality standards to define what we consider as excellence.	Company alignment meeting To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.	Assessment Methodology We must develop a method for working out work based on the quality standards we've defined.	Company alignment meeting To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.	Measurement Tools We need to develop the necessary tools to effectively integrate the approach.	Final results and evaluation This meeting serves as the platform for teams to present their final results, discuss their implementability, and discuss the next steps based on the outcome.	Celebration
Company alignment meeting Both Think&Do Teams review their progress. Afterwards, the following questions should be discussed: 1. Common goals: What are the common goals or objectives that both Think&Do Teams are working towards? 2. Company Strategy: How well does our progress fit with our company strategy? 3. Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss?	Activities Collaborative goals that all teams embrace the high quality design and high performance. Check for inter-team dependencies to work towards.	Company alignment meeting Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Common goals: What are the common goals or objectives that both Think&Do Teams are working towards? 2. Company Strategy: How well does our progress fit with our company strategy? 3. Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss?	Activities Develop a clear methodology for assessing and measuring performance against the quality standards.	Company alignment meeting Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Common goals: What are the common goals or objectives that both Think&Do Teams are working towards? 2. Company Strategy: How well does our progress fit with our company strategy? 3. Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss?	Activities Identify or create measurement tools (log, checklist, scoring system) or existing process or tool that can be used to measure product business outcomes.	Final Results Meeting Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Do our outcomes align with our agency's mission? 2. How can we implement our results into our agency's operations? 3. What are the next steps with our outcomes? 4. Who owns the responsibility over the sustainability of our outcomes?	Celebration



1 Identifying The Improvement Opportunity



2 Describing What The Team Does



3 Setting a Shared Goal



4 Defining The Strategic Approach



5 Creating The Tactical Tasks Outline



6 Adding The Necessary Resources



1. Identifying The Improvement Opportunity

Research has shown that adults are generally more motivated to learn when the purpose of it has real-world impact or benefit. It is important to let the Lions work on something that is real and, therefore, has real impact on the agency. The Think&Do Teams are meant to guide the Lions in improving the agency, while developing the knowledge and skills in doing so. It should increase interaction and ownership within the team. Let's find opportunities for improvement within the agency, that the Think&Do Team can work on together.

The areas where the agency might need improvement in needs to be identified. This is something that you might analyze actively, or simply observe in daily operations. As these could be very agency-specific, it is difficult to generalize them.

To help you, these are some topic areas where agencies might generally find opportunities for improvement.

- **Client Satisfaction:** Ensuring that clients are happy with the quality of work, communication, and overall experience with your agency.
- **Project Delays:** Consistently missing project deadlines can harm client relationships and agency reputation.
- **Budget Overruns:** Projects exceeding their budget can negatively impact profitability.
- **Quality Control:** Maintaining high standards of design quality and consistency across all projects.
- **Resource Allocation:** Efficiently allocating resources (both human and technological) to projects to maximize productivity.
- **Communication Breakdown:** Poor communication within the team or with clients can lead to misunderstandings and errors.
- **Client Acquisition:** Struggling to attract and onboard new clients to sustain agency growth.
- **Competitive Positioning:** Staying competitive in the industry and differentiating your agency from rivals.
- **Technology Adoption:** Keeping up with the latest design tools and technologies to stay relevant and efficient.
- **Client Relations:** Managing challenging client relationships and conflict resolution.
- **Project Management:** Streamlining project management processes to minimize inefficiencies.
- **Creative Innovation:** Fostering a culture of creativity and innovation within the agency.
- **Work-Life Balance:** Promoting a healthy work-life balance for employees to avoid burnout.
- **Legal and Compliance Issues:** Ensuring that the agency adheres to industry regulations and intellectual property laws.

- **Client Retention:** Maintaining long-term relationships with existing clients and encouraging repeat business.
- **Marketing and Branding:** Effectively marketing the agency's services and building a strong brand presence.
- **Client Communication:** Improving the clarity and effectiveness of client communications and presentations.
- **Workflow Efficiency:** Identifying and eliminating bottlenecks in project workflows.
- **Training and Development:** Providing opportunities for skill development and career growth for employees.
- **Industry Trends:** Staying updated on industry trends and emerging design practices.
- **Community Engagement:** Involvement in the local design community or industry associations.
- **Cybersecurity:** Protecting sensitive client and agency data from cyber threats.
- **Scaling Operations:** Preparing the agency for growth and expansion into new markets or service areas.

Try to identify issues or difficulties that the agency has within these suggested topic areas. If you can think of issues and difficulties within other topic areas, that is also fine, of course. Try to rephrase the identified issue or difficulty in a positive way, so that it turns into an improvement opportunity. The relevant improvement opportunities for the agency may vary depending on the specific time and circumstances. Conducting a comprehensive assessment will help you identify which areas to improve on are most relevant to the agency's current situation.

The examples on the right display two identified improvement opportunities within two different topic areas that could be relevant for Digital Lions to improve on.

		Team Purpose Overview	
		Lions	Why?
Think&Do Team A			<p>Improvement Opportunity</p> <p>Example A</p> <p>Quality Control: The quality of work is not consistent across all delivered projects. There is an opportunity to standardize, improve, or enhance the quality to ensure uniform excellence.</p>
Think&Do Team B			<p>Example B</p> <p>Marketing and Branding: The agency's Instagram content is not coherent and lacks a clear strategy. We could redefine, revamp, or restructure our approach to create a more unified and strategic presence.</p>



2. Describing What The Team Does

In order to clarify what the Think&Do Team is going to do for the upcoming 5 weeks, three simple steps can be followed.

1. Think about what the objective is. What is the specific objective that this Think&Do Team is going to pursue?
2. Think of the approach that you want the Think&Do Team to follow. By which means do you want this team to reach the objective? Are there already some solution directions that you want the team to pursue?
3. Think of what the desired outcome is as a result of reaching the objective.

For the two examples, they could be the following:

Example A

Improvement opportunity A:

Quality Control: The quality of work is not consistent across all delivered projects. There is an opportunity to standardize, improve, or enhance the quality to ensure uniform excellence.



Objective: Uphold the highest and consistent design standards that manifest our unwavering dedication to creativity, innovation, and quality.

Approach: Creating quality standards to which we measure our work during projects.

Outcome: Consistently producing high-quality work that is important for client retention and referrals.

Example B

Improvement opportunity B:

Marketing and Branding: The agency's Instagram content is not coherent and lacks a clear strategy. We could redefine, revamp, or restructure our approach to create a more unified and strategic presence.



Objective: Have fully coherent Instagram content that reflects the agency's brand

Approach: Strategically developing and executing a well-defined Instagram content strategy.

Outcome: A strong social media presence, enhancing our exposure and brand recognition.

Clarifying the objective, approach, and outcome for each of the improvement opportunities within your design agency can help provide purpose, and direction for the Think&Do Team. Write the description in a way that it addresses the objective, approach, and outcome of the improvement opportunity.

The following “fill in the blanks” could be useful for making the description. This structure helps articulate the agency’s commitment and purpose in addressing each improvement opportunity, providing a clear and inspiring direction for the team to follow.

*“As a design agency we want to **[Objective]**. We do this by **[Approach]**. This helps us **[Outcome]**.”*

Improvement Opportunity	What This Think&Do Team Does	Goal
<p>Quality Control: Quality of work is not consistent across all delivered projects. There is an opportunity to standardize, or enhance the quality to ensure uniform excellence.</p>	<p>Example A</p> <p>“As a design agency we want to uphold the highest design standards that manifest our unwavering dedication to creativity, innovation, and quality. We do this by creating quality standards to which we measure our work during projects. This helps us consistently producing high-quality work that is important for client retention and referrals.”</p>	
<p>Content Marketing and Branding: Agency's Instagram content is incoherent and lacks a clear strategy. We could redefine, revamp, and restructure our approach to create a more unified and strategic social media presence.</p>	<p>Example B</p> <p>“As a design agency we want to have fully coherent Instagram content that reflects the agency’s brand. We do this by strategically developing and executing a well-defined Instagram content strategy. This helps us gain a strong social media presence, enhancing our exposure and brand recognition”</p>	



3. Setting a Shared Goal

Clearly stating the shared goal, along with the improvement opportunity and description of what the team is going to do, is important in creating a compelling purpose for the Lions. Research has shown that for teams to perform well, their purpose needs to be clear and compelling. It acts as the core motivator for teams to work collaboratively.

SMART goals provide a structured approach to goal setting, making it easier to plan, execute, and evaluate progress toward the desired outcomes. The framework helps in setting and achieving well-defined objectives. The acronym SMART stands for:

- **Specific:** Goals should be clear, specific, and well-defined, leaving no room for ambiguity or confusion. They answer the questions of who, what, where, when, and why.
- **Measurable:** Goals should be quantifiable and include specific criteria for measuring progress and success. This helps in tracking performance and knowing when the goal is achieved.
- **Achievable:** Goals should be realistic and attainable, given the available resources, time, and constraints. They should challenge but not overwhelm.
- **Relevant:** Goals should align with the broader objectives and priorities of the individual or organization. They should be relevant and meaningful.
- **Time-Bound:** Goals should have a clear timeframe or deadline by which they need to be accomplished. This adds a sense of urgency and helps in time management.

Purpose Overview

What This Think&Do Team Does

Agency we want to uphold the highest design standards through our unwavering dedication to creativity, innovation, and excellence, and this by creating quality standards to which we measure our projects. This helps us consistently producing high-quality work that is important for client retention and referrals."

Agency we want to have fully coherent Instagram content that represents the agency's brand. We do this by strategically developing a well-defined Instagram content strategy. This helps us increase our social media presence, enhancing our exposure and engagement."

Goal

Example A

Deliver a list of quality standards, including a way of assessing and measuring performance on those standards, for both graphic design and web development projects by the end of week 4

Example B

Creating a consistent Instagram content strategy by the end of week 4



4. Defining The Strategic Approach

This is where your experience and expertise as an agency leader or volunteer becomes truly valuable. In order to guide the Think&Do Team towards its shared goal, let's outline the strategic approach towards it. The strategic approach is the high-level plan that you would use to achieve the shared goal you set for the Think&Do Team. Think of the various steps that need to be undertaken **by the Think&Do Team themselves**, in order for them to reach the shared goal. Take into account their current knowledge and skill level on the topic area they are going to work on. Outline the various strategic steps, with a brief description of what this step entails.

The following outlines the desired level of detail for the tasks that you make for the Think&Do Teams. This chapter will touch upon the strategic approach that should be predefined and decided by you. The next chapter about the tactical approach will touch upon the task detail level of the tasks that you define for the team within the strategic approach.

Tasks detail level

Decide

- *Strategic Approach: The high-level plan for achieving a specific goal or solving a problem. (This chapter)*
- *Tactical Approach: The specific actions and steps taken to implement the strategy. (Chapter 5)*

Suggest (Chapter 6)

- *Methods: These are systematic procedures or techniques used within an approach.*
- *Techniques: These are specific tools or practices used within methods.*
- *Tools: These are instruments or software used within techniques.*
- *Industry best practices: Proven methods and standards followed within a specific industry.*
- *Principles: Fundamental guidelines or values underpinning methods and approaches.*
- *Examples: specific instances or cases that illustrate how a task or concept can be applied in practice*

Leave

- *Tedious micro-tasks: These tasks involve detailed, repetitive, and often monotonous actions.*

Example A

Strategic Approach A

Week 1: Understanding and Planning

Understanding the industry standards is important, so we know what our competitors are doing and what our clients generally expect.

Week 2: Defining Quality Standards

We must establish our own high-quality standards by defining what we consider as excellence.

Week 3: Assessment Methodology

We must devise a method for evaluating our work based on the quality standards we've defined.

Week 4: Measurement Tools

We'll need to develop the necessary tools to effectively integrate this into our projects.

Think&Do Team A	Week 1	Week 2	Week 3	Week 4
	Understanding and Planning	Defining Quality Standards	Assessment Methodology	Measurement Tools
Team launch	<p>Understanding and Planning</p> <p>understanding the industry standards is important, so we know what our competitors are doing and what our clients generally expect.</p>	<p>Company alignment meeting</p> <p>To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.</p>	<p>Company alignment meeting</p> <p>To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.</p>	<p>Company alignment meeting</p> <p>To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.</p>
<p>Team Launch</p> <ul style="list-style-type: none"> After the Think&Do Team is launched, get into a breakout room with your Think&Do Team. Within your Think&Do Team, answer and note down the questions in the template below. <p>Team Launch Template: https://docs.google.com/presentation/d/1v26z5W1D0z6p25W01dP7M6R4U0d0uV9C2w9y0t8r8e/edit</p>	<p>Useful resources:</p>	<p>Both Think&Do Teams present their progress.</p> <p>Afterwards, the following questions should be discussed:</p> <ol style="list-style-type: none"> Common goals: What are the common goals or objectives that both Think&Do Teams are working towards? Company Strategy: How well does our progress fit with our company strategy? Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss? 	<p>Both Think&Do Teams present their progress.</p> <p>Afterwards, the following questions should be discussed:</p> <ol style="list-style-type: none"> Common goals: What are the common goals or objectives that both Think&Do Teams are working towards? Company Strategy: How well does our progress fit with our company strategy? Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss? 	<p>Both Think&Do Teams present their progress.</p> <p>Afterwards, the following questions should be discussed:</p> <ol style="list-style-type: none"> Common goals: What are the common goals or objectives that both Think&Do Teams are working towards? Company Strategy: How well does our progress fit with our company strategy? Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss?

Example B

Strategic Approach B

Week 1: Initial Analysis

Initially, we should conduct an analysis of our Instagram presence to identify areas for improvement.

Week 2: Audience Research

To formulate our strategy, it's crucial to consider our target audience and understand their preferences.

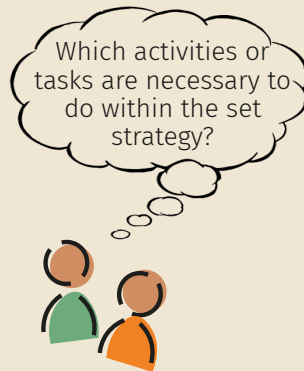
Week 3: Content Strategy Development

We should create our own content strategy, outlining themes, determining posting frequency, and establishing engagement strategies.

Week 4: Visual Branding

To implement our strategy effectively, we'll need to develop visual guidelines and content templates to maintain consistency in our brand and messaging.

		Week 1	Week 2	Week 3	Week 4
		Strategic Approach		Strategic Approach	
Think&Do Team B	Team launch	Initial Analysis Initially, we should conduct an analysis of our Instagram presence to identify areas for improvement.	Company alignment meeting To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.	Audience Research To formulate our strategy, it's crucial to consider our target audience and understand their preferences.	Company alignment meeting To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.
	Team Launch	<ul style="list-style-type: none"> After the Think&Do Team is launched, get into a breakout room with your Think&Do Team. Within your Think&Do Team, answer and note down the questions in the template below. <p>Team Launch Template: https://docs.google.com/presentation/d/1e618x25W1D0z6z4p5W01dP7M6_RU100uCV19C3nqy9v4w/edit#slide=id.g111404923057_1_1000_1000</p>	Useful resources:	<ul style="list-style-type: none"> Both Think&Do Team present their progress. Afterwards, the following questions should be discussed: <ol style="list-style-type: none"> Common goals: What are the common goals or objectives that both Think&Do Teams are working towards? Company Strategy: How well does our progress fit with our company strategy? Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss? 	Useful resources:
	Team Launch	<ul style="list-style-type: none"> Both Think&Do Team present their progress. Afterwards, the following questions should be discussed: <ol style="list-style-type: none"> Common goals: What are the common goals or objectives that both Think&Do Teams are working towards? Company Strategy: How well does our progress fit with our company strategy? Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss? 	Useful resources:	<ul style="list-style-type: none"> Both Think&Do Team present their progress. Afterwards, the following questions should be discussed: <ol style="list-style-type: none"> Common goals: What are the common goals or objectives that both Think&Do Teams are working towards? Company Strategy: How well does our progress fit with our company strategy? Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss? 	Useful resources:
	Team Launch	<ul style="list-style-type: none"> Both Think&Do Team present their progress. Afterwards, the following questions should be discussed: <ol style="list-style-type: none"> Common goals: What are the common goals or objectives that both Think&Do Teams are working towards? Company Strategy: How well does our progress fit with our company strategy? Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss? 	Useful resources:	<ul style="list-style-type: none"> Both Think&Do Team present their progress. Afterwards, the following questions should be discussed: <ol style="list-style-type: none"> Common goals: What are the common goals or objectives that both Think&Do Teams are working towards? Company Strategy: How well does our progress fit with our company strategy? Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss? 	Useful resources:



5. Creating The Tactical Tasks Outline

In order to make the strategic approach actionable, let's outline a series of tasks that the Think&Do Team can execute. These tasks will be broken down into weekly steps that progressively build upon each other. They should encompass two main aspects: 1) building a solid understanding of the topic, problem, or solution space, and 2) implementing actionable tasks that require democratic decision-making while leaving room for the team's individual insights and preferred directions for the agency. Keep in mind, the Lions have to do it themselves, and make their own decisions within the tactical approach. That means we should refrain from creating tedious micro-tasks.

It is important to ensure that these tasks don't overwhelm the team members. To do so, they should be designed to take no more than approximately 2 hours per person per week. This way, team members can manage their schedules effectively, allowing them ample time to focus on project work for the agency.

The following outlines the desired level of detail for the tasks that you make for the Think&Do Teams. This chapter will touch upon creating the tasks within a tactical approach defined by you. The next chapter about additional resources will touch upon what you should suggest to the teams by means of links to external information sources.

Tasks detail level

Decide

- *Strategic Approach: The high-level plan for achieving a specific goal or solving a problem. (Chapter 4)*
- *Tactical Approach: The specific actions and steps taken to implement the strategy. (This chapter)*

Suggest (Chapter 6)

- *Methods: These are systematic procedures or techniques used within an approach.*
- *Techniques: These are specific tools or practices used within methods.*
- *Tools: These are instruments or software used within techniques.*
- *Industry best practices: Proven methods and standards followed within a specific industry.*
- *Principles: Fundamental guidelines or values underpinning methods and approaches.*
- *Examples: specific instances or cases that illustrate how a task or concept can be applied in practice*

Leave

- *Tedious micro-tasks: These tasks involve detailed, repetitive, and often monotonous actions.*

Example A

Week 1: Understanding and Planning

Understanding the industry standards is important, so we know what our competitors are doing and what our clients generally expect.

- Review past projects to identify quality issues.
- Research industry-standard quality benchmarks.
- Discuss with team members to gather their input.

Week 2: Defining Quality Standards

We must establish our own high-quality standards by defining what we consider as excellence.

- Collaboratively create a list of quality standards for both graphic design and web development.
- Clarify the criteria and expectations for each standard.

Week 3: Assessment Methodology

We must devise a method for evaluating our work based on the quality standards we've defined.

- Develop a clear methodology for assessing and measuring performance against the quality standards.

Week 4: Measurement Tools

We'll need to develop the necessary tools to effectively integrate this into our projects.

- Identify or create measurement tools (e.g., checklists, scoring systems) for evaluating projects.
- Test these tools on a sample project to ensure effectiveness.

Page: Think&Do Team A Activities Sheet

	Week 1	Week 2	Week 3	Week 4
	Strategic Approach			
Think&Do Team A	<p>Team launch</p> <p>Understanding and Planning</p> <p>Understanding the industry standards is important, so we know what our competitors are doing and what our clients generally expect.</p>	<p>Company alignment meeting</p> <p>To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.</p>	<p>Defining Quality Standards</p> <p>We must establish our own high-quality standards by defining what we consider as excellence.</p>	<p>Company alignment meeting</p> <p>To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.</p>
	Activities	Activities	Tactical Approach	Activities
	<p>Team Launch</p> <ul style="list-style-type: none"> • After the Think&Do Team is launched, get into a breakout room with your Think&Do Team. • Within your Think&Do Team, answer and not down the questions in template below. <p>Team Launch Template: https://docs.google.com/presentation/d/1e2V6Cz5W1D0z4p25W40tM79U4J0u0C4Y9tC2W9y0t/edit</p>	<p>Company alignment meeting</p> <p>Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed:</p> <p>Common goals: What are the common goals and objectives that both Think&Do Teams are working towards?</p> <p>Company Strategy: How will does our progress fit with our company strategy?</p> <p>Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss?</p>	<p>Company alignment meeting</p> <p>Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed:</p> <p>Common goals: What are the common goals and objectives that both Think&Do Teams are working towards?</p> <p>Company Strategy: How will does our progress fit with our company strategy?</p> <p>Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss?</p>	<ul style="list-style-type: none"> • Develop a clear methodology for assessing and measuring performance against the quality standards. <p>Useful resources:</p>

Strategic Approach

Example B

Week 1: Initial Analysis

Initially, we should conduct an analysis of our Instagram presence to identify areas for improvement.

- Review the agency's current Instagram content and strategy.
- Identify gaps and areas for improvement.

Week 2: Audience Research

To formulate our strategy, it's crucial to consider our target audience and understand their preferences.

- Conduct research to understand the target audience.
- Create user personas and identify their preferences.

Week 3: Content Strategy Development

We should create our own content strategy, outlining themes, determining posting frequency, and establishing engagement strategies.

- Develop a consistent Instagram content strategy.
- Define content themes, posting frequency, and engagement strategies.

Week 4: Visual Branding

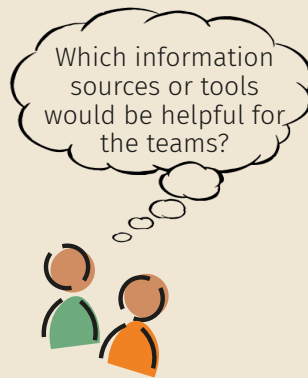
To implement our strategy effectively, we'll need to develop visual guidelines and content templates to maintain consistency in our brand and messaging.

- Create or refine visual branding guidelines for Instagram.
- Design templates for consistent visual content.

Tactical Approach

Page: Think&Do Team B Activities Sheet

		Week 1	Week 2	Week 3	Week 4	
		Strategic Approach				
Think&Do Team B	Team launch	<p>Initial Analysis</p> <p>Initially, we should conduct an analysis of our Instagram presence to identify areas for improvement.</p>	<p>Company alignment meeting</p> <p>To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.</p>	<p>Audience Research</p> <p>To formulate our strategy, it's crucial to consider our target audience and understand their preferences.</p>	<p>Company alignment meeting</p> <p>To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.</p>	
	Team Launch	<ul style="list-style-type: none"> • Review the agency's current Instagram content and strategy. • Identify gaps and areas for improvement. 	<p>Company alignment meeting</p> <p>Both Think&Do Teams present their progress. Afterwards, the following sections should be discussed:</p> <p>Common goals: What are the common goals & objectives that both Think&Do Teams are working towards?</p> <p>Company Strategy: How well does our progress fit with our company strategy?</p> <p>Dependencies: Are there any inter-team dependencies, potential blockers, or areas where Think&Do Teams can collaborate, that we need to discuss?</p>	<p>Activities</p> <ul style="list-style-type: none"> • Conduct research to understand the target audience. • Create user personas and identify their preferences. <p>Useful resources:</p>	<p>Tactical Approach</p> <p>Company alignment meeting</p> <p>Both Think&Do Teams present their progress. Afterwards, the following sections should be discussed:</p> <p>Common goals: What are the common goals & objectives that both Think&Do Teams are working towards?</p> <p>Company Strategy: How well does our progress fit with our company strategy?</p> <p>Dependencies: Are there any inter-team dependencies, potential blockers, or areas where Think&Do Teams can collaborate, that we need to discuss?</p>	<ul style="list-style-type: none"> • Develop a consistent Instagram content strategy. • Define content themes, posting frequency, and engagement strategies. <p>Useful resources:</p>
	Team Launch Template: https://docs.google.com/presentation/d/1o6e2SMWjDQo-6p2o5W0k0m7WU4D0uCaV9C3mVp0v8/edit#					



6. Adding The Necessary Resources

To help the Think&Do Teams in doing their tasks, you may add some useful information sources and other necessary material. This makes the tasks truly actionable and gets the Lions moving. This is what we mean by making the subteams feel as if they are already moving on the runway, rather than starting at the gate.

Suggest

- *Methods: These are systematic procedures or techniques used within an approach.*
- *Techniques: These are specific tools or practices used within methods.*
- *Tools: These are instruments or software used within techniques.*
- *Industry best practices: Proven methods and standards followed within a specific industry.*
- *Principles: Fundamental guidelines or values underpinning methods and approaches.*
- *Examples: specific instances or cases that illustrate how a task or concept can be applied in practice*

The aforementioned suggestions can be provided to the team in different ways. These three types of resources can be used.

Online Information Sources:

- These are links to external articles and other open-source materials that provide valuable information.
- Online sources are suitable when the content does not require alterations and aligns with the topic or tasks outlined for a specific subteam.
- Typically used for general topic understanding
- Examples include articles, videos, blogs, and other materials that are agency-neutral and serve as foundational knowledge.
- Should be carefully curated

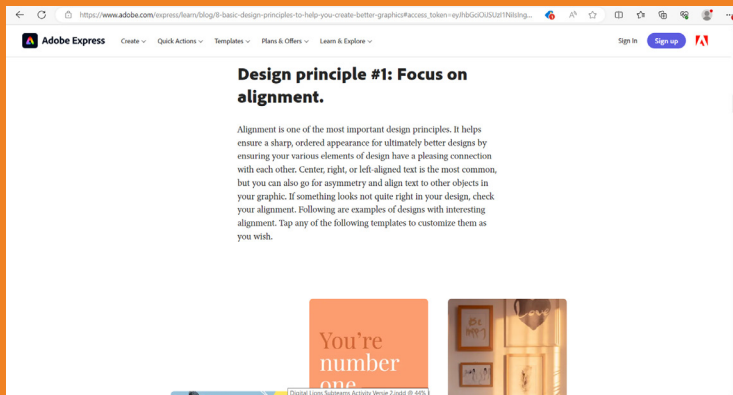
Customized Material:

- These materials are used when information from external sources needs customization to match the agency's specific situation.
- Suitable when open-source information doesn't align well with the agency's needs or when specific guidance is required for subteams.
- Examples include information sources that are customized to fit Digital Lions' standard operation procedures, terminologies, workflow tools, training needs, and formerly set out strategies.
- Premade materials are resources prepared by the agency lead or volunteers.

Templates, Canvases, or Question Lists:

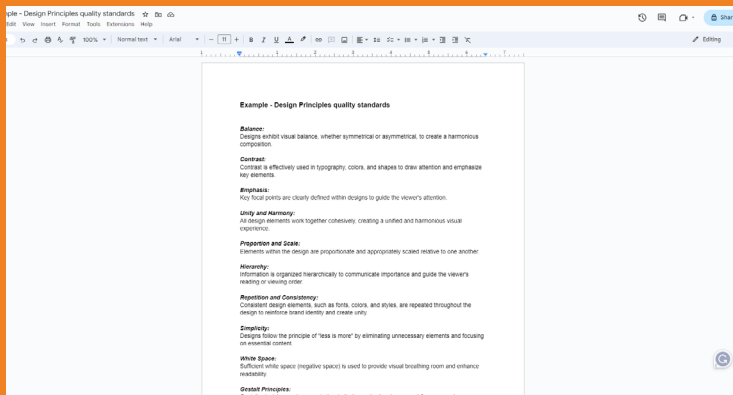
- Templates, canvases, or question lists can be provided if they prove beneficial or when specific reporting formats are desired from the Think&Do Teams.
- Examples include presentation templates, canvases for brainstorming or planning, and sets of specific questions to guide discussions and reporting.
- These resources can be created manually or sourced from the web if they are suitable and readily available.

It is up to you what you see fit for the specific tasks that you have defined. However, a maximum of 4 resources should be provided to not overwhelm the Lions with information.



Online information source outlining principles:

Because this task is about creating a general understanding for the topic of industry quality standards, online articles could be suitable for helping the team research industry-standard quality benchmarks.



Customized material that outline examples:

Here the Lions are asked to create a list of quality standards. It seems suitable to create an example list of industry standards that are suitable to Digital Lions specifically. For example, many open-source articles may contain examples of design quality standards that are too detailed or too shallow. In order to give the Lions an idea of how extensive their work is expected to be, we can customize the open-source information sources to make an example list that fits our desired level of detail.

Example A

Week 1: Understanding and Planning

Understanding the industry standards is important, so we know what our competitors are doing and what our clients generally expect.

- Review past projects to identify quality issues.
- Research industry-standard quality benchmarks.
- Discuss with team members to gather their input.

Week 2: Defining Quality Standards

We must establish our own high-quality standards by defining what we consider as excellence.

- Collaboratively create a list of quality standards for both graphic design and web development.
- Clarify the criteria and expectations for each standard.

Week 3: Assessment Methodology

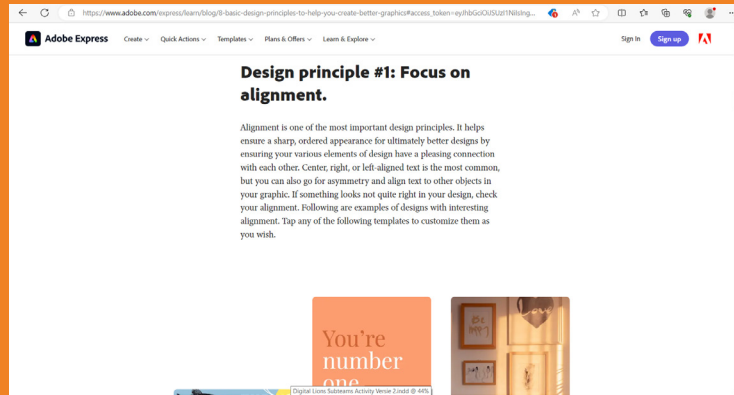
We must devise a method for evaluating our work based on the quality standards we've defined.

- Develop a clear methodology for assessing and measuring performance against the quality standards.

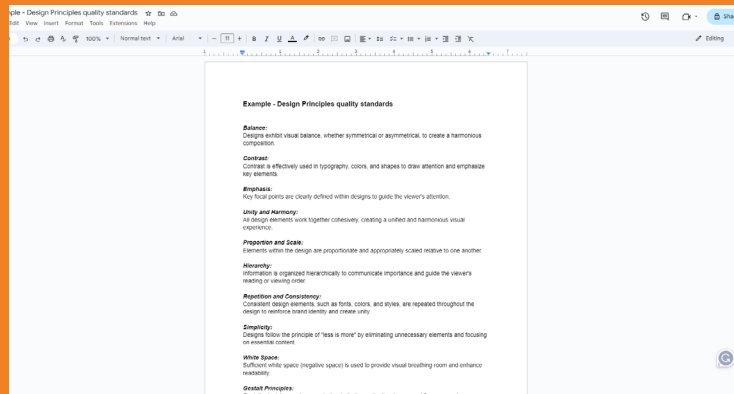
Week 4: Measurement Tools

We'll need to develop the necessary tools to effectively integrate this into our projects.

- Identify or create measurement tools (e.g., checklists, scoring systems) for evaluating projects.
- Test these tools on a sample project to ensure effectiveness.

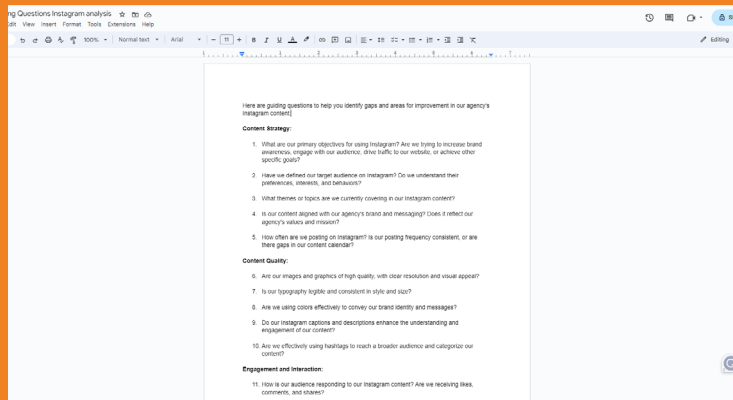


Online information source



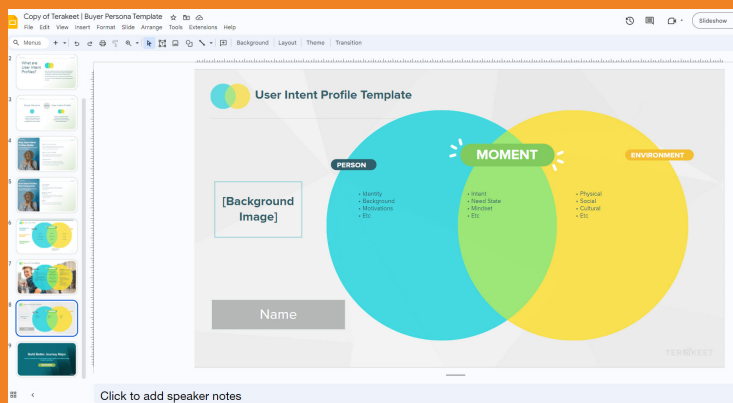
Customized material

	Week 1	Week 2	Week 3	Week 4	
Think&Do Team A	Strategic Approach				
	<p>Team launch</p> <p>Understanding and Planning</p> <p>understanding the industry standards is important, so we know what our competitors are doing and what our clients generally expect.</p>	<p>Company alignment meeting</p> <p>To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.</p>	<p>Defining Quality Standards</p> <p>We must establish our own high-quality standards by defining what we consider as excellence.</p>	<p>Company alignment meeting</p> <p>To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.</p>	<p>Assessment Methodology</p> <p>We must devise a method for evaluating our work based on the quality standards we've defined.</p>
Tactical Tasks Outline					
<p>Team Launch</p> <ul style="list-style-type: none"> After the Think&Do Team is launched, get into a breakout room with your Think&Do Team. Within your Think&Do Team, answer and not down the questions in template below. <p>Team Launch Template: https://www.linkedin.com/company/think-do-team/</p>	<p>Activities</p> <ul style="list-style-type: none"> Review past projects to identify quality issues. Research industry-standard quality benchmarks. Discuss with team members to gather their input. <p>Useful resources:</p> <p>https://www.linkedin.com/advice/3/how-do-you-test-graphic-design-quality-skills-graphic-design</p> <p>https://www.linkedin.com/advice/0/what-web-development-standards-you-need-follow</p> <p>https://hackernoon.com/12-essential-coding-standards-for-quality-web-development</p>	<p>Company alignment meeting</p> <p>Both Think&Do Team present their progress. Afterwards, the following questions should be discussed:</p> <p>Common goals: What are the common goals or objectives that both Think&Do Teams are working towards?</p> <p>Company Strategy: How well does our progress fit with our company strategy?</p> <p>Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Team can collaborate, that need to be discussed?</p>	<p>Activities</p> <ul style="list-style-type: none"> Collaboratively create a list of quality standards for both graphic design and web development. Clarify the criteria and expectations for each standard. <p>Useful resources:</p>	<p>Company alignment meeting</p> <p>Both Think&Do Team present their progress. Afterwards, the following questions should be discussed:</p> <p>Common goals: What are the common goals or objectives that both Think&Do Teams are working towards?</p> <p>Company Strategy: How well does our progress fit with our company strategy?</p> <p>Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Team can collaborate, that need to be discussed?</p>	<p>Activities</p> <ul style="list-style-type: none"> Develop a clear methodology for assessing and measuring performance against the quality standards. <p>Useful resources:</p>



Question list as an analysis technique:

To help the Think&Do Team analyze the Instagram content, we can come up with a list of assessment questions. This gives guidance to the team in how to review the content, but leaves space for their own opinions and vision for the agency.



Template as a tool:

Here the Think&Do Team is asked to create user personas of the Digital Lions Instagram target audience. This template that was found on the web could be useful for the team in doing that. It includes customizable elements and explanations of user personas.

Example B

Week 1: Initial Analysis

Initially, we should conduct an analysis of our Instagram presence to identify areas for improvement.

- Review the agency's current Instagram content and strategy.
- Identify gaps and areas for improvement.

Week 2: Audience Research

To formulate our strategy, it's crucial to consider our target audience and understand their preferences.

- Conduct research to understand the target audience.
- Create user personas and identify their preferences.

Week 3: Content Strategy Development

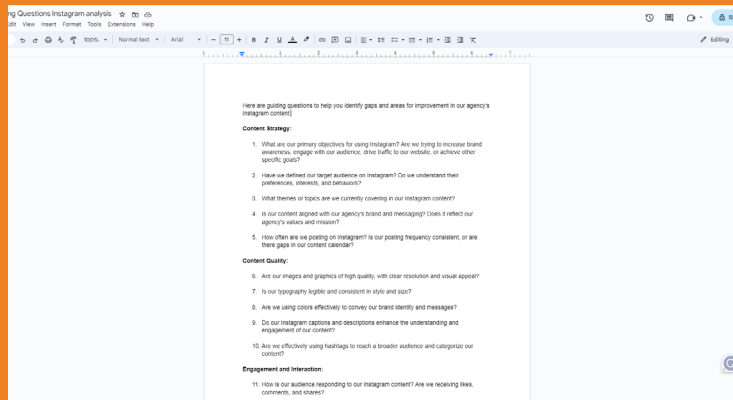
We should create our own content strategy, outlining themes, determining posting frequency, and establishing engagement strategies.

- Develop a consistent Instagram content strategy.
- Define content themes, posting frequency, and engagement strategies.

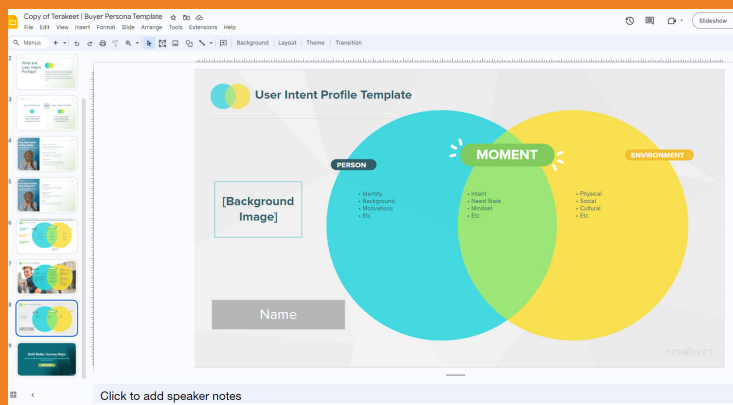
Week 4: Visual Branding

To implement our strategy effectively, we'll need to develop visual guidelines and content templates to maintain consistency in our brand and messaging.

- Create or refine visual branding guidelines for Instagram.
- Design templates for consistent visual content.



Question list



Template

	Week 1	Week 2	Week 3	Week 4	
Think&Do Team A	Strategic Approach				
	<p>Team launch</p> <p>Understanding and Planning</p> <p>understanding the industry standards is important, so we know what our competitors are doing and what our clients generally expect.</p>	<p>Company alignment meeting</p> <p>To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.</p>	<p>Defining Quality Standards</p> <p>We must establish our own high-quality standards by defining what we consider as excellence.</p>	<p>Company alignment meeting</p> <p>To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.</p>	<p>Assessment Methodology</p> <p>We must devise a method for evaluating our work based on the quality standards we've defined.</p>
Think&Do Team B	Tactical Tasks Outline				
	<p>Team Launch</p> <ul style="list-style-type: none"> • After the Think&Do Team is launched, get into a breakout room with your Think&Do Team. • Within your Think&Do Team, answer and not down the questions in template below. <p>Team Launch Template: https://docs.google.com/presentation/d/1Rso0QoPdGjdMaL1Bbs0lt-viC2ZXSzvwvS4pig5eeY4/edit#slide=id.g2418b6c02e0_0_0</p> <p>Useful resources:</p>	<p>Activities</p> <ul style="list-style-type: none"> • Review the agency's current Instagram content and strategy. • Identify gaps and areas for improvement. <p>Useful resources:</p>	<p>Company alignment meeting</p> <p>Both Think&Do Team present their progress. Afterwards, the following questions should be discussed:</p> <p>Common goals: What are the common goals or objectives that both Think&Do Teams are working towards?</p> <p>Company Strategy: How well does our progress fit with our company strategy?</p> <p>Dependencies: Are there any inter-team bottlenecks, or areas where Think&Do Team can collaborate, that need to discuss?</p>	<p>Activities</p> <ul style="list-style-type: none"> • Conduct research to understand the target audience. • Create user personas and identify their preferences. <p>Example B</p> <p>Useful resources:</p> <p>https://docs.google.com/presentation/d/1Rso0QoPdGjdMaL1Bbs0lt-viC2ZXSzvwvS4pig5eeY4/edit#slide=id.g2418b6c02e0_0_0</p>	<p>Company alignment meeting</p> <p>Both Think&Do Team present their progress. Afterwards, the following questions should be discussed:</p> <p>Common goals: What are the common goals or objectives that both Think&Do Teams are working towards?</p> <p>Company Strategy: How well does our progress fit with our company strategy?</p> <p>Dependencies: Are there any inter-team bottlenecks, or areas where Think&Do Team can collaborate, that need to discuss?</p>

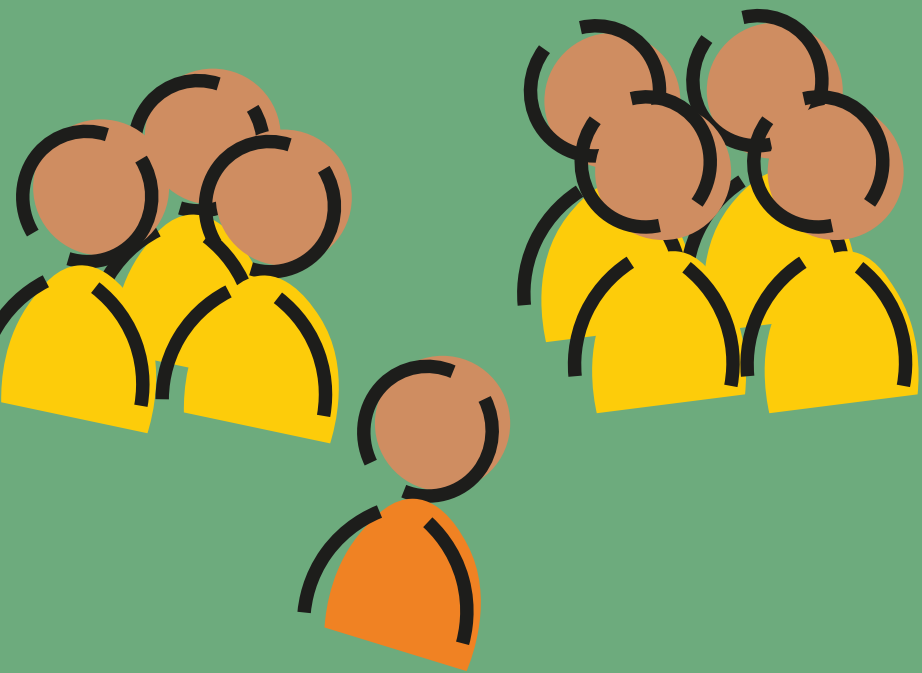
Your Sheets Are (Almost) Done

Congratulations! Your Action Sheets are filled in. The weekly meetings follow a predefined format, so are already filled in in the Action Sheets. The only things that still need to be filled in are the member consistency cells. Who are on which team? This will be decided at the launch of the Think&Do Teams.

The following section will elaborate on the Think&Do Teams launch, the weekly meetings, the final results meeting. Finally, some suggestions for rewarding the team are provided.

Team Purpose Overview													
Lions	Improvement Opportunity	What This Think&Do Team Does				Goal							
Think&Do Team A	Think&Do Team A: Lion 1 Lion 2 Lion 3	Quality Control: The quality of work is not consistent across all delivered projects. There is an opportunity to standardize, improve or enhance the quality to ensure uniform excellence.	"As a design agency we want to uphold the highest design standards that manifest our unwavering dedication to creativity, innovation, and quality. We do this by creating quality standards to which we measure our work during projects. This helps us consistently producing high-quality work that is important for client retention and referrals."				Deliver a list of quality standards, including a way of assessing and measuring performance on those standards, for both graphic design and web development projects by the end of week 4.						
	Think&Do Team B	Think&Do Team B: Lion 4 Lion 5 Lion 6 Lion 7	Marketing and Branding: The agency's Instagram content is not coherent and lacks a clear strategy. We could redefine, revamp, or restructure our approach to create a more unified and strategic presence.	"As a design agency we want to have fully coherent Instagram content that reflects the agency's brand. We do this by strategically developing and executing a well-defined Instagram content strategy. This helps us gain a strong social media presence, enhancing our exposure and brand recognition."				Creating a consistent Instagram content strategy by the end of week 4.	5	Celebration			
Think&Do Team		Initial alignment discussions.		Initial alignment discussions.		Initial alignment discussions.		Initial alignment discussions on the outcomes.					
	Tactical Tasks Outline												
Team Launch After the Think&Do Teams are formed, get the Think&Do Teams to meet. Write over Think&Do Teams member and name. Write over Think&Do Teams member and name. Write over Think&Do Teams member and name.	Activities Review the quality of work delivered on projects. Identify areas for improvement and standardization.	Company alignment meeting • Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Consistent quality that we are delivering and how we are working towards it?	Activities Collaborate with Lion 1 on the common goal of delivering high-quality work.	Company alignment meeting • Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Consistent quality that we are delivering and how we are working towards it?	Activities Collaborate with Lion 2 on the common goal of delivering high-quality work.	Company alignment meeting • Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Consistent quality that we are delivering and how we are working towards it?	Activities Collaborate with Lion 3 on the common goal of delivering high-quality work.	Final Results Meeting • Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Do our outcomes align with our agency's mission? 2. How can we improve our work with our customers? 3. What are the next steps with our customers?	Activities Collaborate with Lion 4 on the common goal of delivering high-quality work.	Final Results Meeting • Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Do our outcomes align with our agency's mission? 2. How can we improve our work with our customers? 3. What are the next steps with our customers?	5	Celebration	
Team Launch After the Think&Do Teams are formed, get the Think&Do Teams to meet. Write over Think&Do Teams member and name. Write over Think&Do Teams member and name. Write over Think&Do Teams member and name.	Activities Review the quality of work delivered on projects. Identify areas for improvement and standardization.	Company alignment meeting • Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Consistent quality that we are delivering and how we are working towards it?	Activities Collaborate with Lion 4 on the common goal of delivering high-quality work.	Company alignment meeting • Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Consistent quality that we are delivering and how we are working towards it?	Activities Collaborate with Lion 5 on the common goal of delivering high-quality work.	Company alignment meeting • Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Consistent quality that we are delivering and how we are working towards it?	Activities Collaborate with Lion 6 on the common goal of delivering high-quality work.	Final Results Meeting • Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Do our outcomes align with our agency's mission? 2. How can we improve our work with our customers? 3. What are the next steps with our customers?	Activities Collaborate with Lion 7 on the common goal of delivering high-quality work.	Final Results Meeting • Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Do our outcomes align with our agency's mission? 2. How can we improve our work with our customers? 3. What are the next steps with our customers?	5	Celebration	
Think&Do Team	Initial alignment discussions.		Initial alignment discussions.		Initial alignment discussions.		Initial alignment discussions on the outcomes.						
	Tactical Tasks Outline												
Team Launch After the Think&Do Teams are formed, get the Think&Do Teams to meet. Write over Think&Do Teams member and name. Write over Think&Do Teams member and name. Write over Think&Do Teams member and name.	Activities Review the quality of work delivered on projects. Identify areas for improvement and standardization.	Company alignment meeting • Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Consistent quality that we are delivering and how we are working towards it?	Activities Collaborate with Lion 4 on the common goal of delivering high-quality work.	Company alignment meeting • Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Consistent quality that we are delivering and how we are working towards it?	Activities Collaborate with Lion 5 on the common goal of delivering high-quality work.	Company alignment meeting • Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Consistent quality that we are delivering and how we are working towards it?	Activities Collaborate with Lion 6 on the common goal of delivering high-quality work.	Final Results Meeting • Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Do our outcomes align with our agency's mission? 2. How can we improve our work with our customers? 3. What are the next steps with our customers?	Activities Collaborate with Lion 7 on the common goal of delivering high-quality work.	Final Results Meeting • Both Think&Do Teams present their progress. Afterwards, the following questions should be discussed: 1. Do our outcomes align with our agency's mission? 2. How can we improve our work with our customers? 3. What are the next steps with our customers?	5	Celebration	
Think&Do Team	Initial alignment discussions.		Initial alignment discussions.		Initial alignment discussions.		Initial alignment discussions on the outcomes.						

Performing



7 Launching The Think&Do Teams



8 Letting the Teams Think And Do



9 Weekly Alignment Meeting



10 Final Results Meeting



11 Celebration



7. Launching The Think&Do Teams

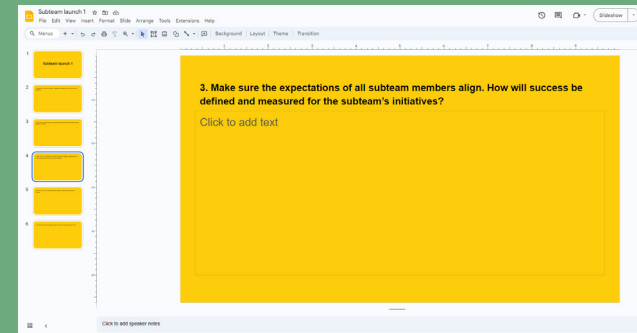
Each Think&Do Team should consist of 3 to 4 Lions. Decide how you want the teams to be formed. Do you want to craft the member consistencies or do you want to let the Lions pick their own Think&Do Team? However, make sure that each team consists of members with a diverse range of skills.

Share the prepared Action Sheets with the Lions prior to the meeting, so they can orient on the upcoming Think&Do Teams activities. Briefly introduce the teams and activities to the Lions again during the launch meeting. Once the teams are created, let the Think&Do Teams discuss the questions below in a break-out room for 15 minutes. This helps setting expectations within the Think&Do Teams. Make sure they note down the answers in the template linked in the Action Sheets.

- *How does our Think&Do Team's purpose align with the agency's overall mission and objectives?*
- *Who is the designated point of contact for communication and coordination with agency leadership?*
- *Make sure the expectations of all team members align. How will success be defined and measured for the Think&Do Team's initiatives?*
- *What are the preferred communication channels and protocols within the Think&Do Team?*
- *How will the Think&Do Team manage timelines and ensure timely project delivery?*

After this, return to the plenary session and close the meeting on a positive note.

Same for both Think&Do Team A and B Activities Sheets



Think&Do Team A

Team launch

Team Launch

- **After the Think&Do Team is launched, get into a breakout room with your Think&Do Team.**
- **Within your Think&Do Team, answer and note down the questions in the template below.**

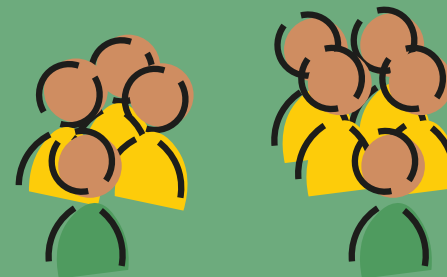
Team Launch Template:

<https://docs.google.com/presentation/d/1vbxz9YkCO6ddDc3YkVdRfYIX-4VLknbvCbY4pCBAyojedit#slide=id.p>



8. Letting the Teams Think And Do

The Think&Do Teams can now follow the instructions on the third page of the Action Sheets. Let the Think&Do Teams work on their tasks independently. Volunteers are instrumental in supporting the Lions in this. Let the Lions do their thing, but make sure that there is coaching available to them. Volunteers are encouraged to use their expertise and support the Think&Do Teams in these tasks as they see fit. However, make sure that you do not take all the work away from them, but solely support them with guidance and expertise.



Think&Do Team A

Understanding and Planning

understanding the industry standards is important, so we know what our competitors are doing and what our clients generally expect.

Activities

- Review past projects to identify quality issues.
- Research industry-standard quality benchmarks.
- Discuss with team members to gather their input.

Useful resources:

<https://www.linkedin.com/advice/3/how-do-you-test-graphic-design-quality-skills-graphic-design>

<https://www.linkedin.com/advice/0/what-web-development-standards-you-need-follow>

<https://hackernoon.com/12-essential-coding-standards-for-quality-web-development>



9. Company Alignment Meeting

The weekly company alignment meetings are facilitated by the agency leader or a skilled volunteer. All alignment meetings may follow the same format. The main goal for these meetings is to update each other on the progress made, in order for the Think&Do Teams to align their work. Alignment entails establishing common goals, adhering to the same company strategy, and identifying inter-team dependencies.

The suggested agenda is as follows:

- 15 min: Think&Do Team A progress update presentation + questions
- 15 min: Think&Do Team B progress update presentation + questions
- 15 min: Alignment discussion

The third page of the Action Sheets outlines the following questions to discuss during the alignment discussion.

- *Common goals: What are the common goals or objectives that both Think&Do Teams are working towards?*
- *Company Strategy: How well does our progress fit with our company strategy?*
- *Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss?*

Make sure you assign a person to take meeting notes. They should be recorded and shared with the everybody afterwards, so everybody can look back at them.

Week 1		Company alignment meeting
Team launch	Understanding and Planning understanding the industry standards is important, so we know what our competitors are doing and what our clients generally expect.	
Think&Do Team A		Company alignment meeting
Team Launch	Activities	Activities
<ul style="list-style-type: none"> • After the Think&Do Team is launched, get into a breakout room with your Think&Do Team. • Within your Think&Do Team, answer and note down the questions in the template below. <p>Team Launch Template:</p> <p>https://docs.google.com/presentation/d/1vka2m1OC8a0a3yWdR7Xk4L1v6c3VqC3PvVedA38e4p</p>	<ul style="list-style-type: none"> • Review past projects to identify quality issues. • Research industry standard quality benchmarks. • Discuss with team members to gather their input. <p>Useful resources:</p> <p>https://www.linkedin.com/advice/1/how-do-you-test-graphic-design-quality-skills-graphic-design</p> <p>https://www.linkedin.com/advice/1/what-web-development-startup-you-need-follow</p> <p>https://hackernoon.com/12-essential-coding-standards-for-quality-web-development</p>	<ul style="list-style-type: none"> • Both Think&Do Team present their progress. • Afterwards, the following questions should be discussed: <ol style="list-style-type: none"> 1. Common goals: What are the common goals or objectives that both Think&Do Teams are working towards? 2. Company Strategy: How well does our progress fit with our company strategy? 3. Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss?



10. Final Results Meeting

The final meeting is meant to present the final results that the Think&Do Teams have come up with. There are no right or wrong answers, but now is the time to evaluate the implementability of the ideas and concepts, and establish the next steps with them.

The following time indications are suggested for the meeting:

- 15 min: Think&Do Team A presentation + questions
- 15 min: Think&Do Team B presentation + questions
- 15 min: Evaluation discussion

The following questions, also outlined in the Action Sheets, should be answered during the evaluation discussion.

- *Do our outcomes align with our agency's mission?*
- *How can we implement our results into our agency's operations?*
- *What are the next steps with our outcomes?*
- *Who have the responsibility over the advancing of our outcomes?*

End the final meeting on a positive note, recognizing all Lions' achievements.

Week 3		Week 4		Final results and evaluation
Strategic Approach				
	Assessment Methodology We must devise a method for evaluating our work based on the quality standards we've defined.	Company alignment meeting To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.	Measurement Tools We'll need to develop the necessary tools to effectively integrate this into our projects.	This meeting serves as the platform for teams to present their final results, assess their implementability, and discuss the next steps based on the outcomes.
Final Tasks Outline				
Element	Activities	Company alignment meeting	Activities	Final Results Meeting
Message following the meeting	<ul style="list-style-type: none"> Develop a clear methodology for assessing and measuring performance against the quality standards. 	<ul style="list-style-type: none"> Both Think&Do Team present their progress. Afterwards, the following questions should be discussed: 	<ul style="list-style-type: none"> Identify or create measurement tools (e.g. checklists, scoring systems) for evaluating projects. Test these tools on a sample project to ensure effectiveness. 	<ul style="list-style-type: none"> Both Think&Do Team present their progress. Afterwards, the following evaluation questions should be discussed:
What also should be discussed	Useful resources:	<ol style="list-style-type: none"> Common goals: What are the common goals or objectives that both Think&Do Teams are working towards? Company Strategy: How well does our progress fit with our company strategy? Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss? 	Useful resources:	<ol style="list-style-type: none"> Do our outcomes align with our agency's mission? How can we implement our results into our agency's operations? What are the next steps with our outcomes? Who have the responsibility over the advancing of our outcomes?



11. Celebration

After the final delivery, the results should be celebrated with the entire Digital Lions team. Find a way to celebrate or reward the team. Some suggestions are:

- **Personalized Thank-You Notes:** Write personalized thank-you notes expressing your appreciation for their hard work and contributions.
- **Recognition in a Team Meeting:** Publicly acknowledge their achievements and contributions during a team meeting or in a company-wide email.
- **Gift Cards:** Provide small gift cards to coffee shops, restaurants, or online retailers.
- **Recognition Certificate:** Create certificates of recognition or achievement for each team member.
- **Recognition Wall:** Create a recognition wall in the office where team members' achievements and contributions are displayed.

	Week 4	Week 5	Week 6
Phase 1	<p>Company alignment meeting</p> <p>To ensure alignment between our work and goals, we regularly update each other and engage in brief alignment discussions.</p>	<p>Measurement Tools</p> <p>We'll need to develop the necessary tools to effectively integrate this into our projects.</p>	<p>Final results and evaluation</p> <p>This meeting serves as the platform for teams to present their final results, assess their implementability, and discuss the next steps based on the outcomes.</p>
Phase 2	<p>Company alignment meeting</p> <ul style="list-style-type: none"> • Both Think&Do Team present their progress. • Afterwards, the following questions should be discussed: <ol style="list-style-type: none"> 1. Common goals: What are the common goals or objectives that both Think&Do Teams are working towards? 2. Company Strategy: How well does our progress fit with our company strategy? 3. Dependencies: Are there any inter-team dependencies, potential bottlenecks, or areas where Think&Do Teams can collaborate, that we need to discuss? 	<p>Activities</p> <ul style="list-style-type: none"> • Identify or create measurement tools (e.g. checklists, scoring systems) for evaluating projects. • Test these tools on a sample project to ensure effectiveness. <p>Useful resources:</p>	<p>Final Results Meeting</p> <ul style="list-style-type: none"> • Both Think&Do Team present their progress. • Afterwards, the following evaluation questions should be discussed: <ol style="list-style-type: none"> 1. Do our outcomes align with our agency's mission? 2. How can we implement our results into our agency's operations? 3. What are the next steps with our outcomes? 4. Who have the responsibility over the advancing of our outcomes?

Good luck!

