

Team Purpose Overview

	Lions	Improvement Opportunity	What This Think&Do Team Does	Goal
Think&Do Team A	<p>Think&Do Team A:</p> <p>Lion 1 Lion 2 Lion 3</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>	<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>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</p>
Think&Do Team B	<p>Think&Do Team B:</p> <p>Lion 4 Lion 5 Lion 6 Lion 7</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>	<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 a strong social media presence, enhancing our exposure and brand recognition”</p>	<p>Creating a consistent Instagram content strategy by the end of week 4</p>

Week 1		Week 2		Week 3		Week 4		Week 5	
Strategic Approach									
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>	Company alignment meeting	<p>Defining Quality Standards</p> <p>We must establish our own high-quality standards by defining what we consider as excellence.</p>	Company alignment meeting	<p>Assessment Methodology</p> <p>We must devise a method for evaluating our work based on the quality standards we've defined.</p>	Company alignment meeting	<p>Measurement Tools</p> <p>We'll need to develop the necessary tools to effectively integrate this into our projects.</p>	Final results and evaluation	Celebration
Tactical Tasks Outline									
Team Launch	Activities	Company alignment meeting	Activities	Company alignment meeting	Activities	Company alignment meeting	Activities	Final Results Meeting	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: https://docs.google.com/presentation/d/1vbXz91YkOO6dqDo3yKvdRfY1X-4vLKnbvCbY4pCBAYo/edit#slide=id.p</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: 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</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"> 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? 	<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>	<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? 	<ul style="list-style-type: none"> Develop a clear methodology for assessing and measuring performance against the quality standards. <p>Useful resources:</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"> 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? 	<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>	<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"> 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? 	Celebration

Week 1		Week 2		Week 3		Week 4		Week 5	
Strategic Approach									
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>	<p>Content Strategy Development</p> <p>We should create our own content strategy, outlining themes, determining posting frequency, and establishing engagement strategies.</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>Visual Branding</p> <p>To implement our strategy effectively, we'll need to develop visual guidelines and content templates to maintain consistency in our brand and messaging.</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>	Celebration
Tactical Tasks Outline									
Team Launch	Activities	Company alignment meeting	Activities	Company alignment meeting	Activities	Company alignment meeting	Activities	Final Results Meeting	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: https://docs.google.com/presentation/d/1vbXz9iYkOO6dqDo3yKvdRfY1X-4vLKnbvCbjY4pCBAYo/edit#slide=id.p</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>	<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? 	<ul style="list-style-type: none"> Conduct research to understand the target audience. Create user personas and identify their preferences. <p>Useful resources: https://docs.google.com/presentation/d/1Rso0QoPdGjdMaL1Bbs0It-vIC2ZXSfzvwS4pg5eeYI4/edit#slide=id.g2418b6c02e0_0_0</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"> 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? 	<ul style="list-style-type: none"> Develop a consistent Instagram content strategy. Define content themes, posting frequency, and engagement strategies. <p>Useful resources: https://terakeet.com/blog/content-strategy/</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"> 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? 	<ul style="list-style-type: none"> Create or refine visual branding guidelines for Instagram. Design templates for consistent visual content. <p>Useful resources:</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"> 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? 	Celebration