



ROI starts with a Starkweather discovery & roadmap



Arriving at a destination requires two things: a vehicle and clear directions. Too many organizations focus on the shiny, new vehicle (a new CRM or AMS) and then get frustrated when they don't reach their desired destination—more revenue and member engagement. A roadmap is the key to arriving at your destination.

After more than a decade of running discoveries and creating roadmaps, Starkweather knows the questions to ask, where to look for opportunities, and how to assess the risk that will keep you from growth. This **4-6 week process** will set your course for an easier technology adoption. What can you expect from a discovery and roadmap process? Each process is customized for an organization's budget & time. The process can deliver:



Actionable insights

A discovery helps your organization understand and articulate opportunities and challenges within the context of your upcoming implementation. Some partners will help “configure” new technology, but Starkweather helps you determine the course with the most potential profit—which may be different from your current structure.



A path to growth

After reviewing, among other things, your organization's strengths, weaknesses, goals, market disruptions, market position and team capabilities, SAS will create your custom roadmap. Your team will see a clear path to adopting your new technology that will meet your organizational and member goals.



Saving effort and money

Starting off a project without a clear strategy and roadmap will waste your team's time and resources. A small investment in a discovery project can save you ten times the cost of poorly structured data and improper configurations for your goals—not to mention your team's time and trust.



A revenue strategy for your new platform

Starkweather audits your organization's processes to understand the different sources of revenue to ensure that your new technology will appropriately support, track and report on this.



The process



SWOT analysis

Where do we fit in our market, what do we do well, what do we not do as well as we want, what opportunities are out there, how do we best serve our members, and what are our opportunities? These questions are best answered by a **SWOT** analysis. Using as many stakeholders as possible, we evaluate how your organization can best move forward.



Business Process Modeling

The **SWOT** analysis may include **business process modeling (BPM)** of your most important workflows. If you're not familiar, BPMN is like a walking tour of your processes: who does what and with what tool, step by step. What are the critical user stories and what are those processes? This will help you understand the different tasks and components of each process, to help your team understand how those will work in the new system.



Systems & data audit

Our data audit process helps us identify the systems, the business purpose of the system, who uses the system and the data it stores. We assess redundant systems, the issues with old data and plot a course for refining your data so it provides actionable information.



GAP + P

The result of the SWOT allows us to develop a **Gap + Priorities analysis (GAP+P)**. This is a clear articulation of where you are and where you want to be. It gives us a straightforward method to identify strategic priorities and overlay them on the technical implementation.



Team discovery

Consider adding **Team Discovery** to your process. Using the Cirrus Change Management system, we will check in with your team and learn about their confidence levels with the upcoming change project. Does your team understand how they will benefit from the new technology? Is everyone on the same page about when the project will begin and how long it will take? Does everyone understand what is expected of them?

The team discovery report provides take-action items to guide leaders through practices to decrease the project risk posed by your team.



Contingency planning

Part of planning is understanding that your team will discover overlooked requirements at some point during the project. Whether driven by your board or your team, you will need to to the original scope at some point. Setting aside contingency funds will protect your project and team.

engage@starkweather.us for a complimentary consultation on your discovery.

