

# Discovery & Design Strategy Workshop

HOPE ACTION CHANGE x SUPERWORKS + Omar Ansari Design

HOPE  
ACTION  
CHANGE



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# Workshop Recap

- Overview
- Artifacts
- Executive Summary



# Overview

Workshop Recap

## Methodology

In-person, collaborative need-finding interviews and design strategy workshop with Hope Action Change - Peggy Moore & Hope Wood led by the SuperWorks team.

## Duration

**6**  
hours



## Participants

HOPE  
ACTION  
CHANGE



**SUPERWORKS**

Omar Ansari  
**Research +  
Design**





# Executive Summary

## Workshop Recap

**1 Hope Action Change** offers coaching and consulting to individuals, non-profits, leaders, and those looking to change the world through their work. Peggy and Hope leverage over 20 years of experience leading, organizing, and inspiring professionals and organizations to bring them closer to their stated mission and values.

**2** **To support scalability** consider bolstering Hope Action Change operations with technology that enhances balance while growing audience and impact. Tools include:

- **Automation (scheduling, data collection, etc.)**
- **Online Marketing**
- **New Client Intake/Onboarding**
- **Web Based Product Offerings (Zoom)**
- **Access to Training/Coaching Products**

### **3 Tools that will facilitate their work include:**

- Revised website
- Consistent copy across various touchpoints
- Business card design
- Logo
- Letterhead/email signature
- Scheduling
- Talent database



# Who?

Part I: Who? What? Why?

# Who is Hope Action Change?





# Who is Hope Action Change?

Part I: Who? What? Why?

**Hope Action Change supports leaders, individuals, and teams in accessing their potential,** leveraging over 20 years of experience inspiring and facilitating organizational success.



# Who is Hope Action Change?

Part I: Who? What? Why?

**By confronting antiquated, hierarchical, or patriarchal models, Hope Action Change ignites team growth and cohesion.**

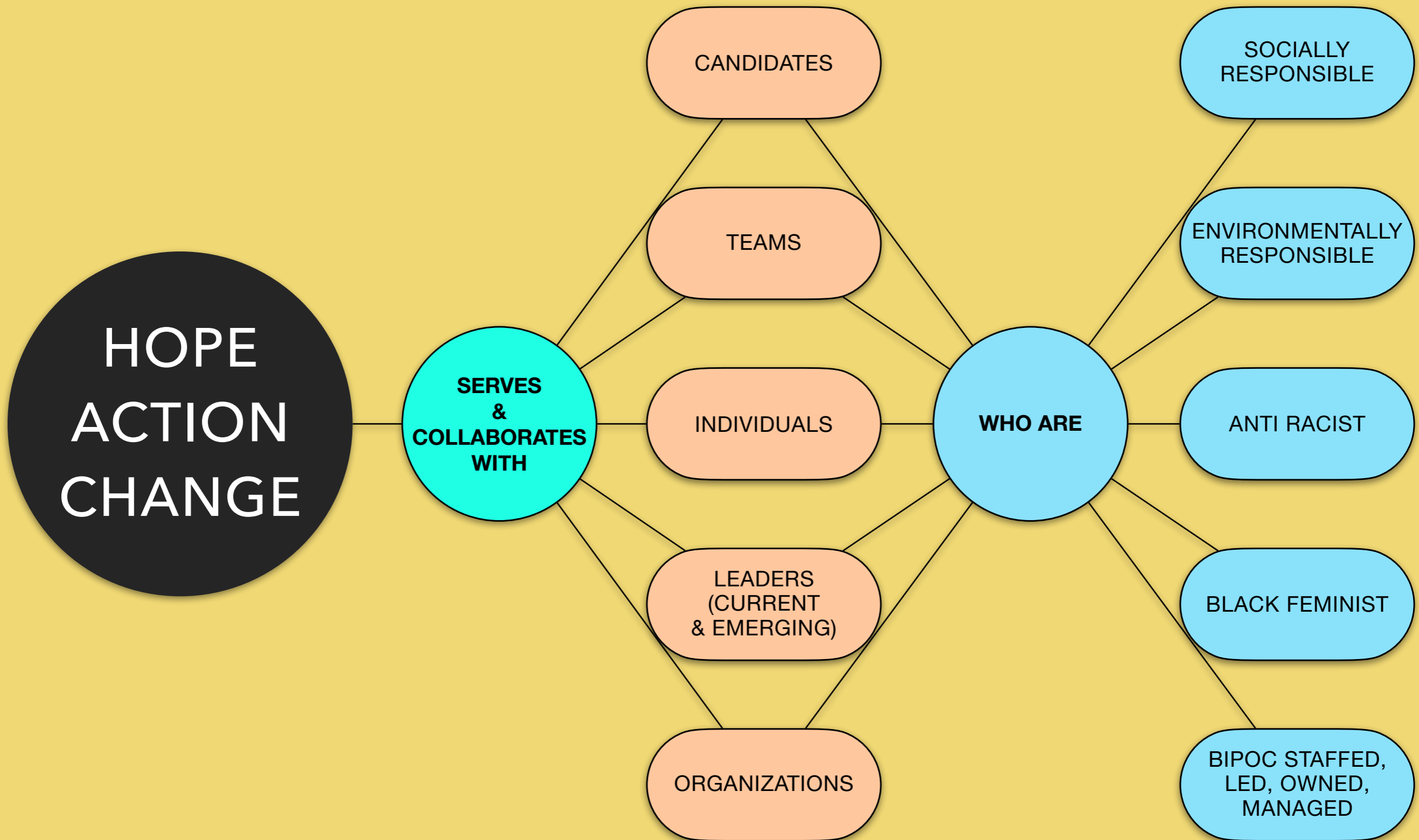
As truth seekers, Hope Action Change shines a light of equity and healing into the spaces that require organizational development with the support of an honest partner.





# Who Do We Serve?

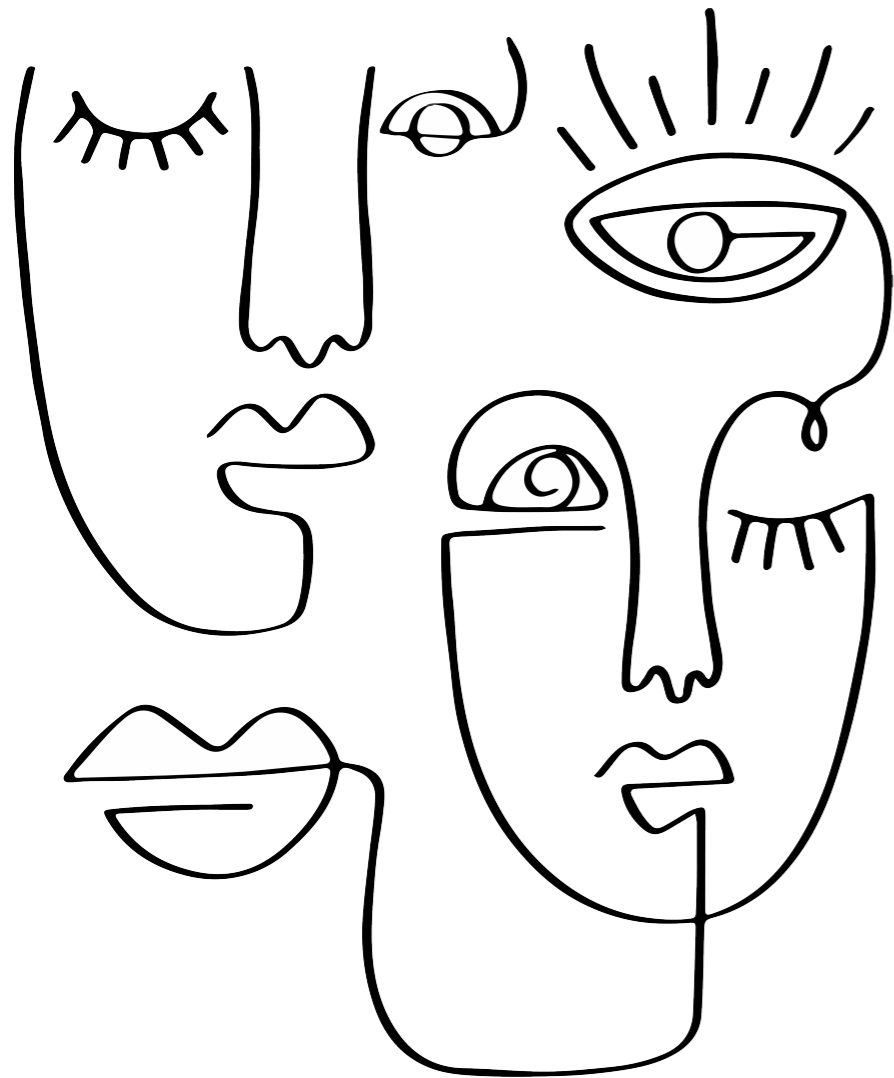
Part I: Who? What? Why?





# What is Hope Action Change?

Part I: Who? What? Why?

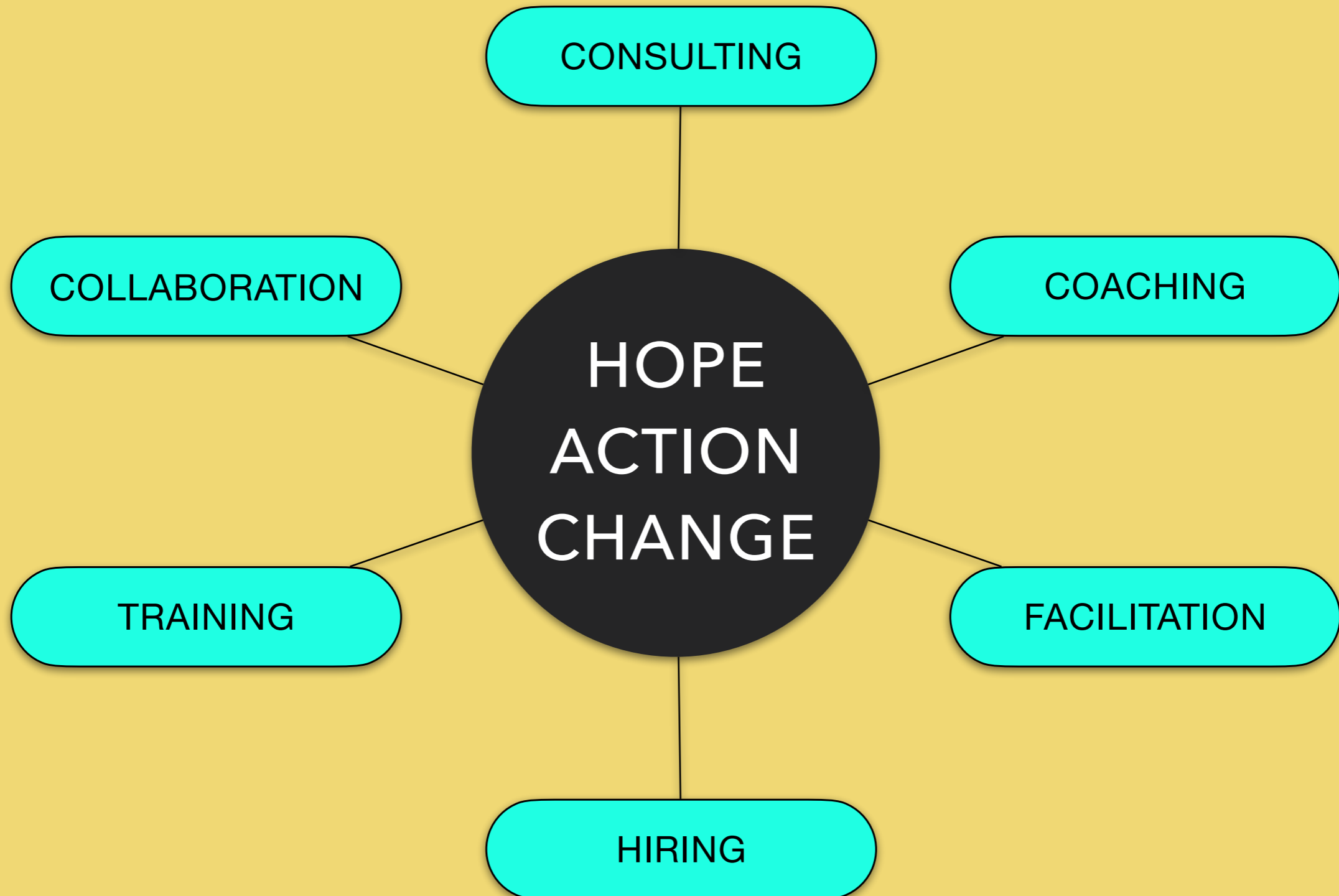


**Hope Action Change is a women-owned consultancy and coaching firm.**

Through collaboration, we help you realize and **achieve your vision by developing socially, environmentally balanced strategies and systems.**

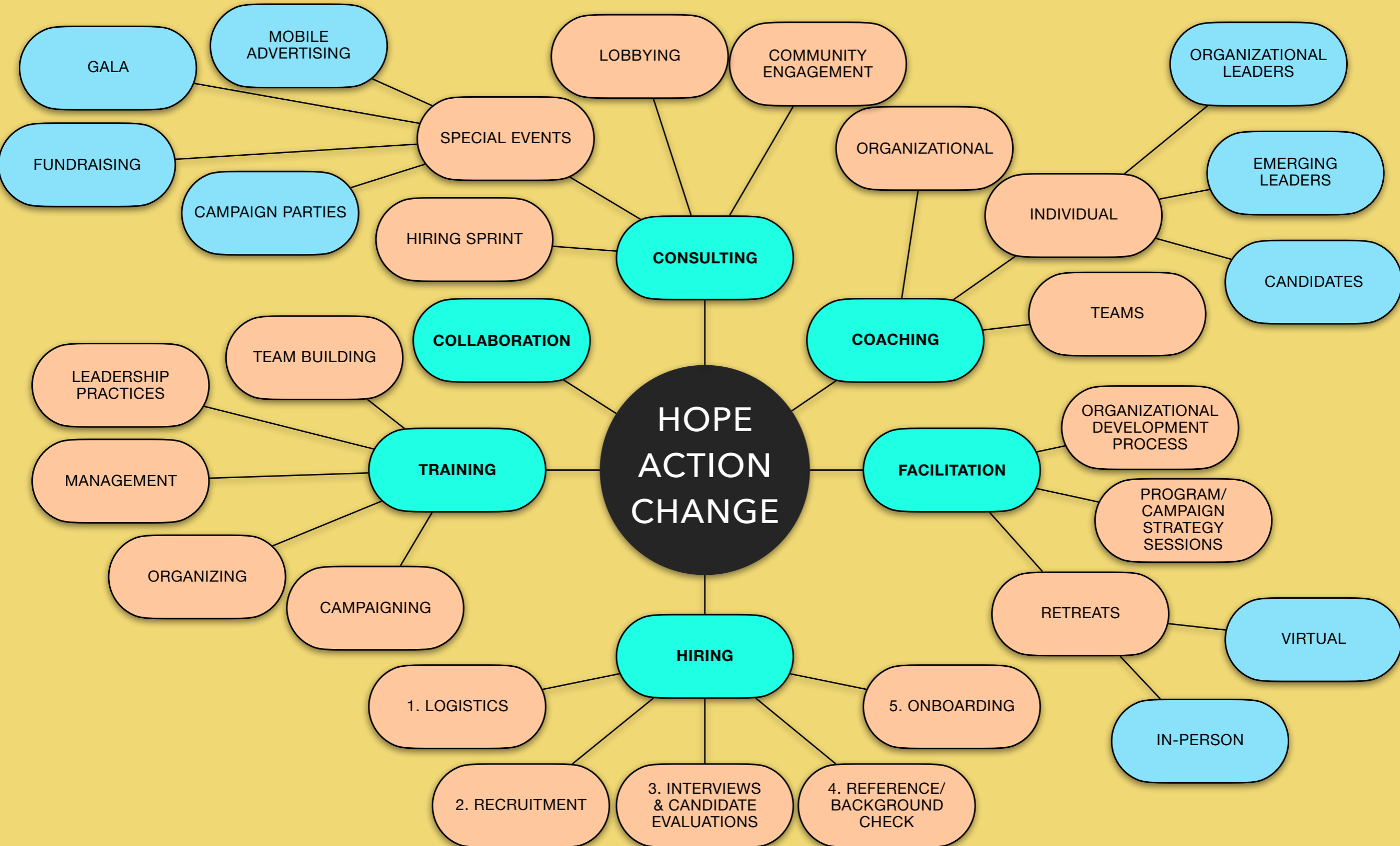
# Current Services

Part I: Who? What? Why?



# Current Services

## Part I: Who? What? Why?







# Why Hope Action Change?

Part I: Who? What? Why?

**Hope Action Change**  
**believes that fostering**  
**balance, soul, and passion**  
**are the key** to supporting  
individuals and teams in  
actualizing their highest  
potential.



# Why Hope Action Change?

Part I: Who? What? Why?

Businesses and leaders are increasingly aware of the need to address and improve diversity and inclusivity within their organizations.

**Hope Action Change identifies opportunities for both individual and organizational growth, employing a compassionate approach to building a culture of resiliency, cohesion, and success.**





# Part II:

Soul Freedom  
Balance Trust  
Bringing  
Real Time  
Knowledge  
Dancing  
the Good Connection  
Joy Love Team Players Coach  
Soft Power Fun Flow Presence Kindness Welcoming  
Comforting  
Leadership  
Passion  
Sustainability  
Work Talen  
Mindfulness

Seeing  
Play Dance  
Dreams Into  
Breadth of  
Joy Soul  
Reminder of  
Team Building  
Coaching  
Partnership  
Scaling Justice  
Recrutiment  
Heart Love

Soul  
Freedom Seeing Balance Trust  
Play Dance Bringing Dreams Into Real  
Time Breadth of Joy Soul Dancing  
Reminder of the Joy Love Team  
Players Coach Flow Presence  
Kindness Welcoming Team Building  
Leadership Connection Partnership  
Sustainability Scaling Justice Work Taken  
Recrutiment Mindfulness Heart  
Love Structure

Soul Freedom  
Play Dance  
Real Time  
Joy Soul  
the Fun  
Soul Freedom  
Trust Play Dance  
Into Real Time  
Knowledge Joy  
Fun Reminder

Seeing  
Bringing  
Breadth of  
Dancing Fun Fun  
Joy Fun Fun Fun  
Freedom  
Seeing Balance  
Bringing Dreams  
Breadth of  
Soul Dancing Fun  
of the Fun

Balance Trust  
Dreams Into  
Knowledge  
Reminder of  
Fun Fun  
Balance  
Dreams  
of

Soul  
Freedom Seeing Balance  
Trust Play Dance Bringing  
Dreams Into  
Real Time  
Breadth of  
Knowledge  
Joy Soul  
Dancing  
Reminder of  
Joy  
Soul Freedom  
Seeing

# How?

Part II: How?

HOPE  
ACTION  
CHANGE

**Hire**  
**Train**  
**Coach**  
**Consult**  
**Facilitate**  
**Collaborate**

# How to Scale?

Part II: How?

**As Hope Action Change seeks to scale its operations, attention should be given to balancing growth while expanding impact.**

Focusing efforts on the services and clients with potential to achieve greater social impact will help fuel “organic growth”.

Scale

Impact

HOPE  
ACTION  
CHANGE

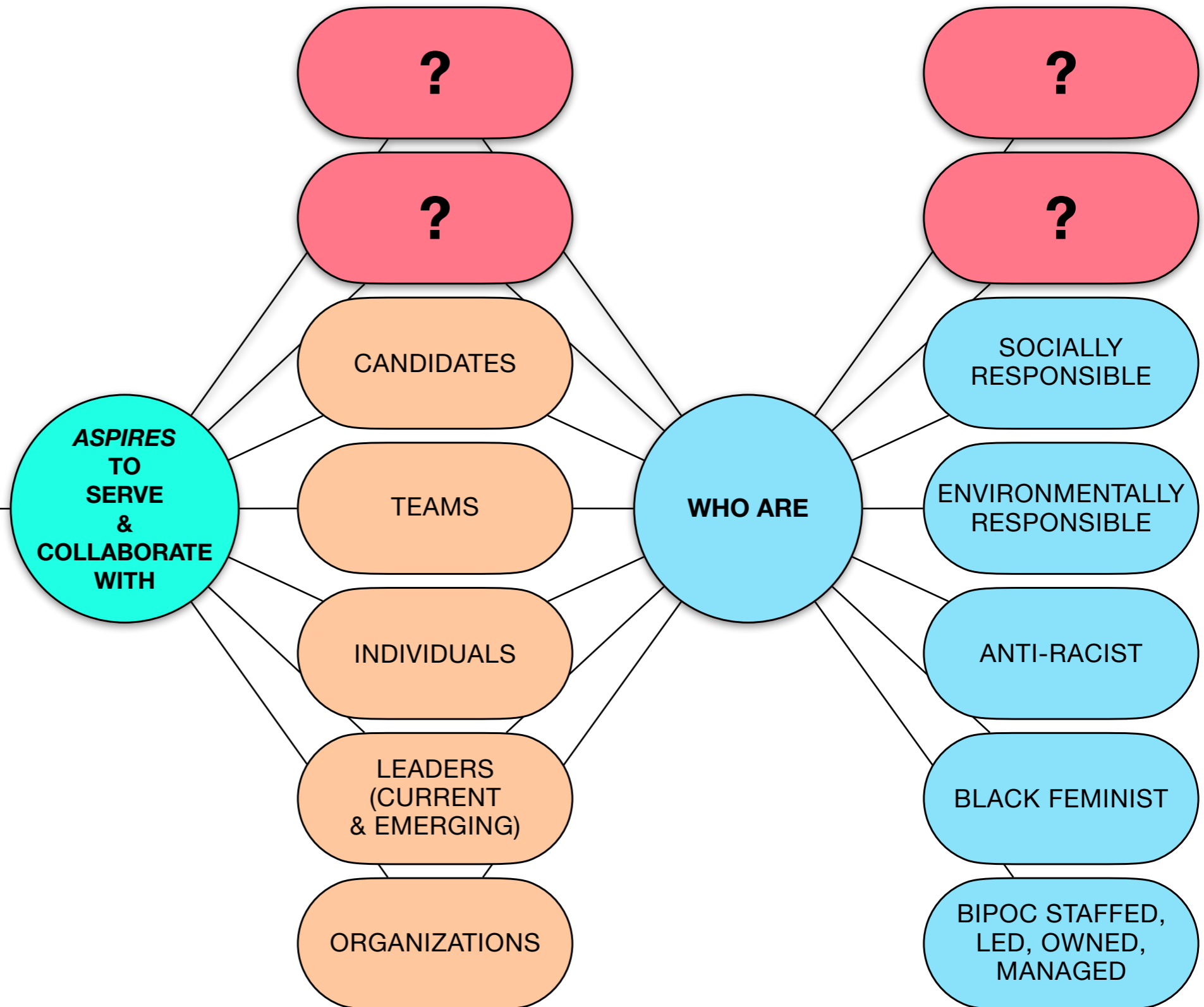
# Scaling for Impact

Part II: How?

Broaden the **Audience.**

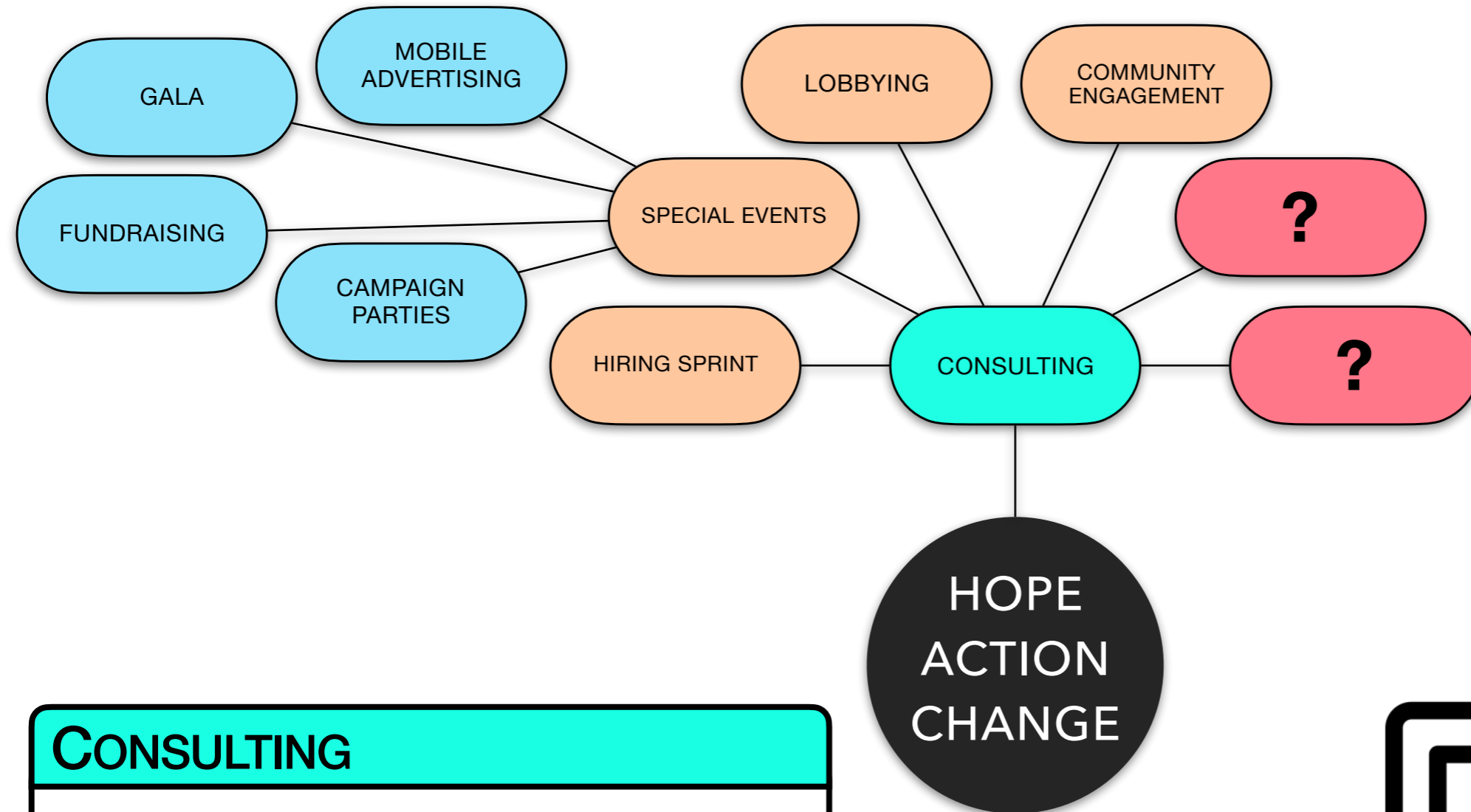


Broaden the **Impact.**



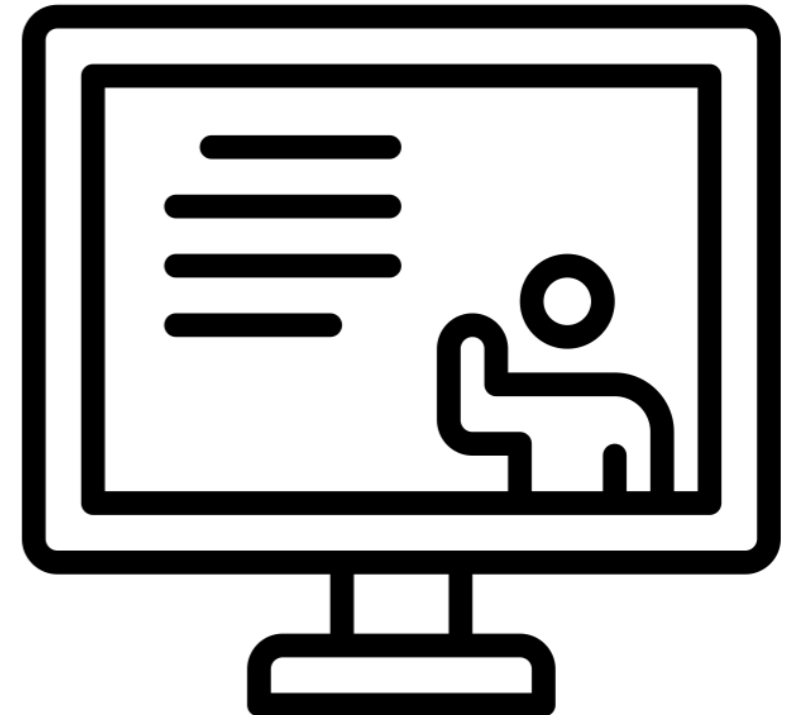
# Scaling for Impact

## Part II: How?



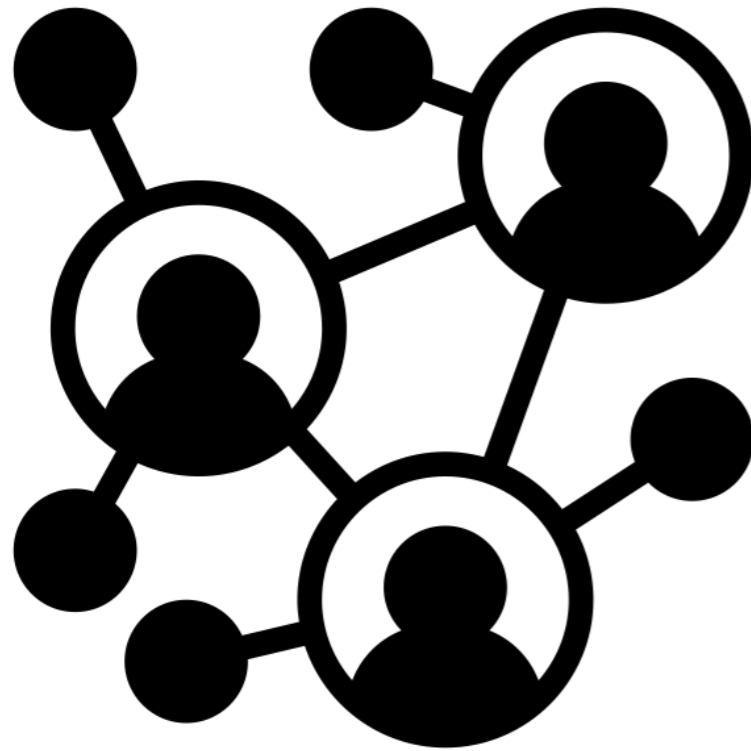
### CONSULTING

**Web-based engagement** (i.e. Zoom) **can scale consulting functions**, allowing HAC to grow while reducing the physical logistics associated with current offerings.



# Scaling for Impact

Part II: How?



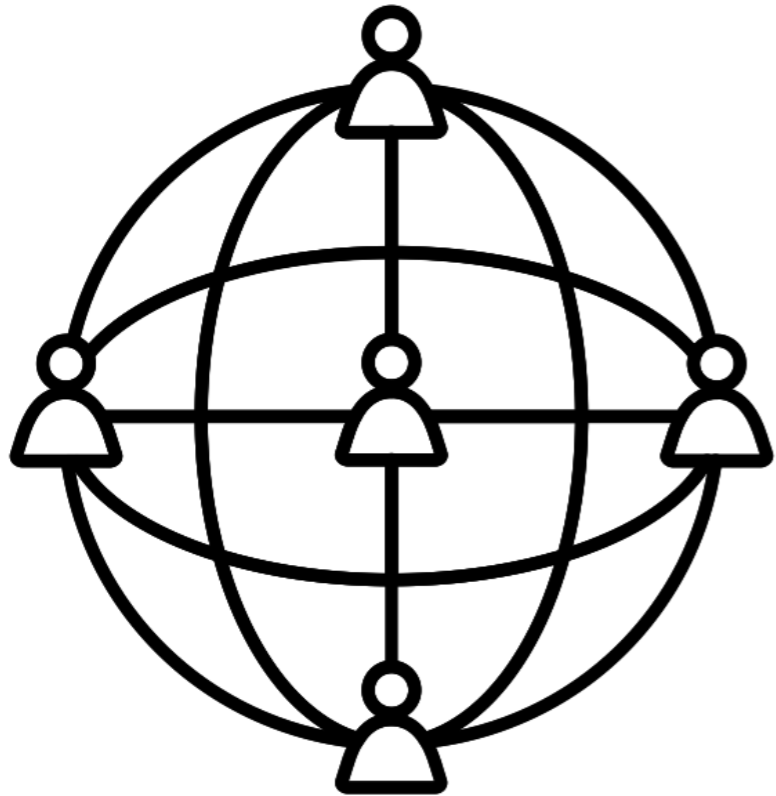
## COACHING

**Network and constituency building** were mentioned as aspirational coaching opportunities. Expanding the audience of individuals to non-leadership roles could help diversify HAC's impact.



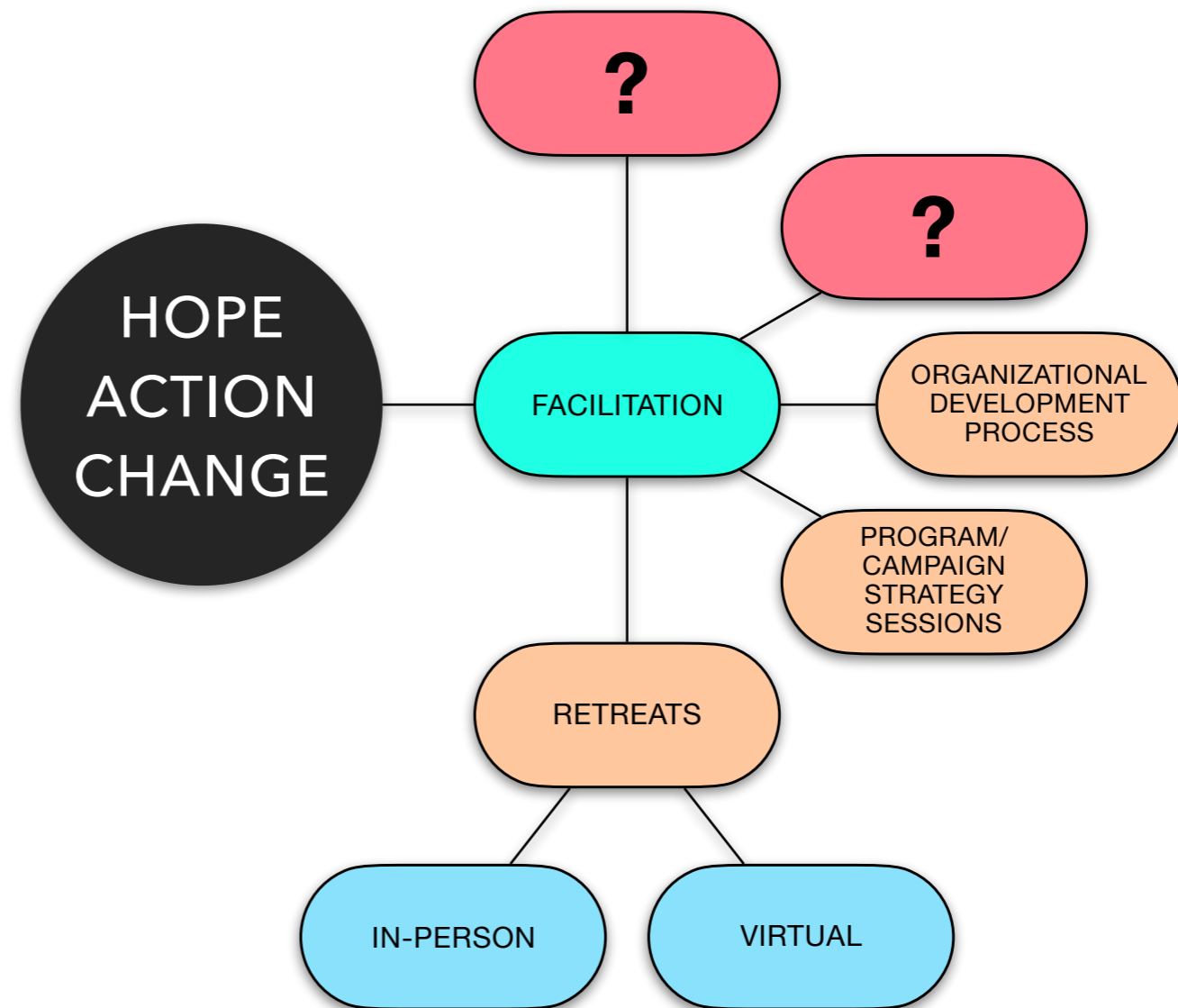
# Scaling for Impact

## Part II: How?



### FACILITATION

As with consulting, **web-based engagements act as a capacity-multiplier** when considering the additional logistics involved with in-person facilitation. Using digital tools to increase HAC's hosting ability in virtual space can reduce overhead cost.



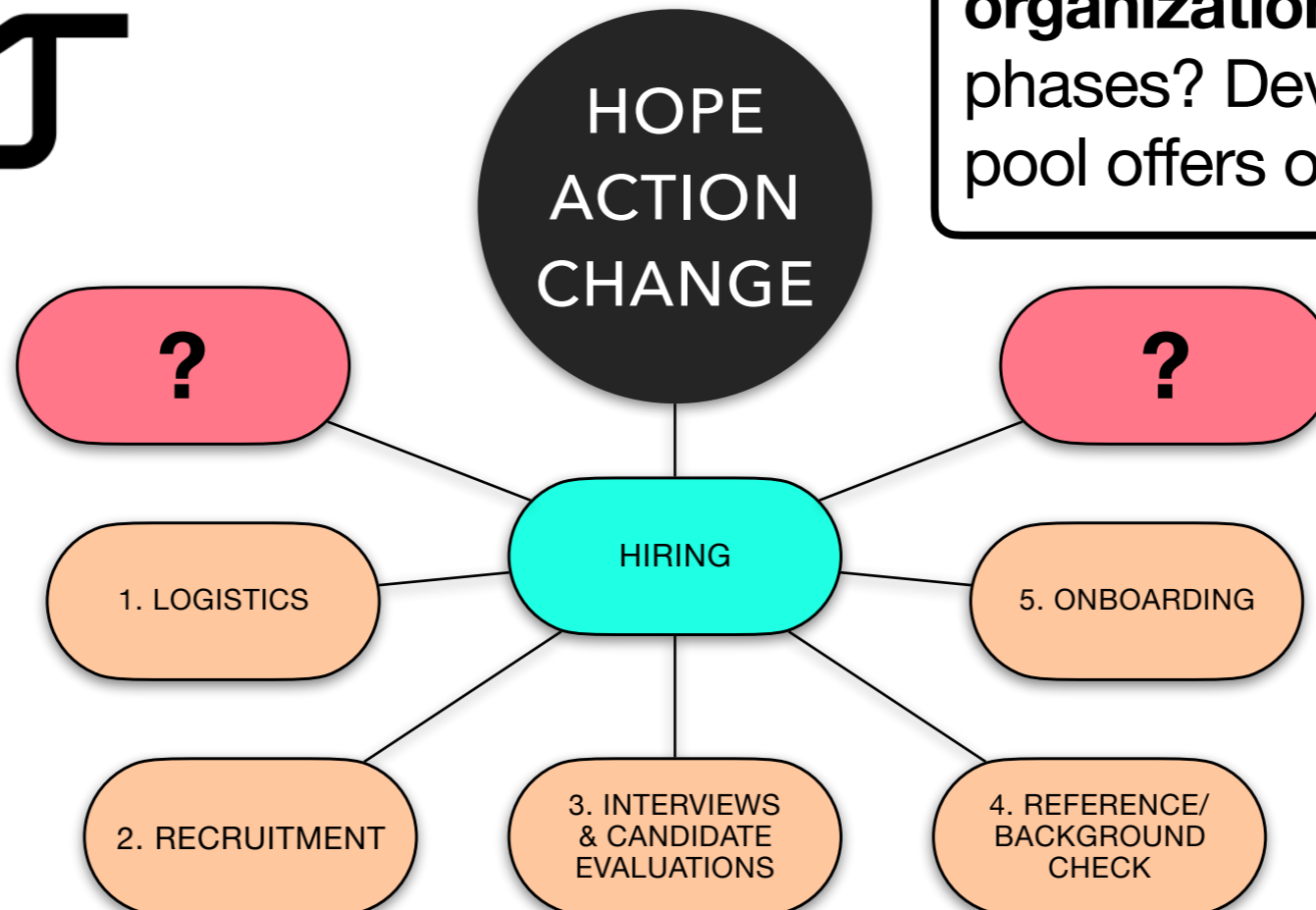
# Scaling for Impact

## Part II: How?



### HIRING

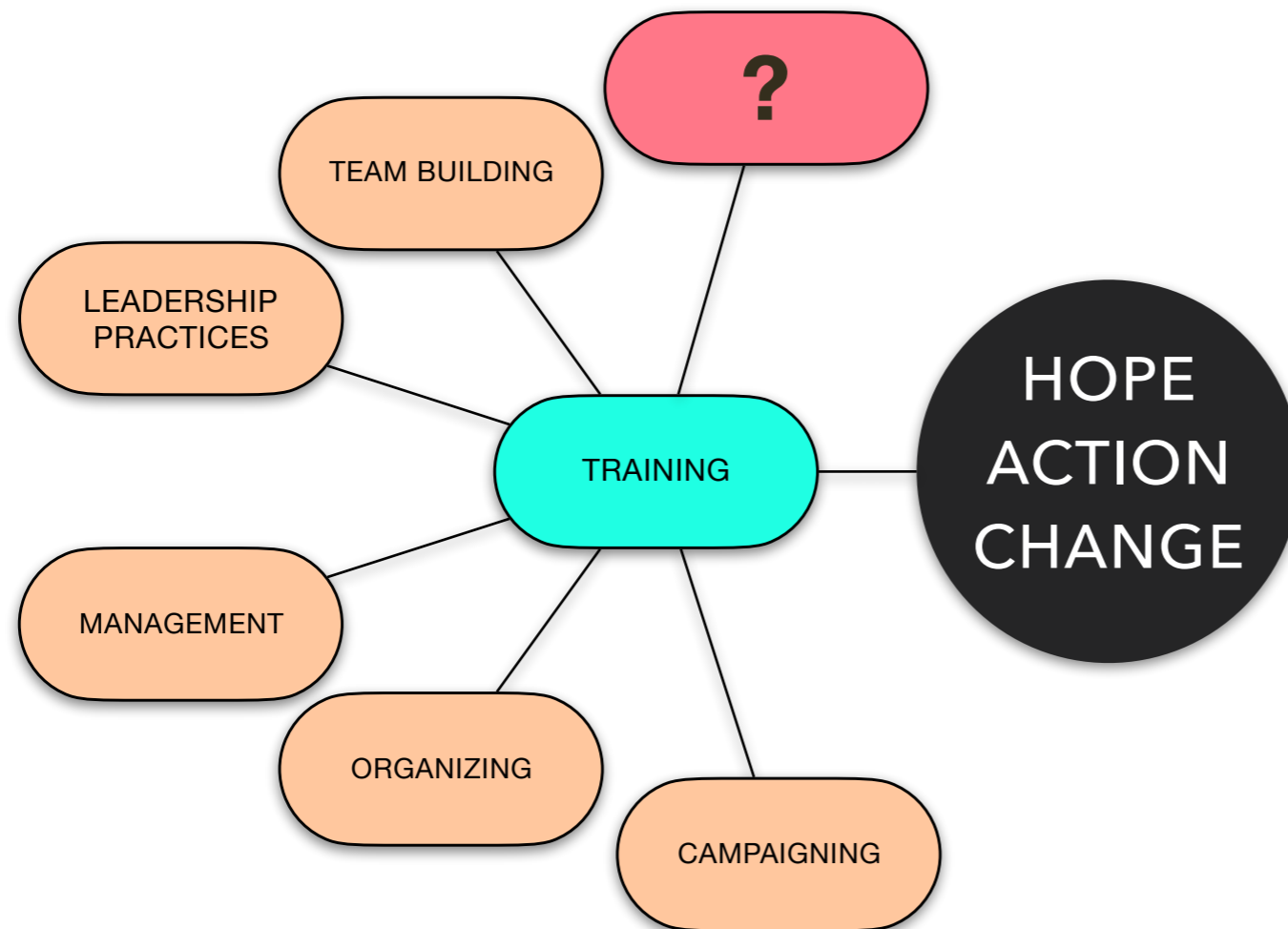
Considering the lifespan of a hire/role within an organization, **what HR opportunities exist that might allow HAC to maintain/grow the relationship with the hire/organization** beyond these five phases? Developing HAC's talent pool offers one such opportunity.





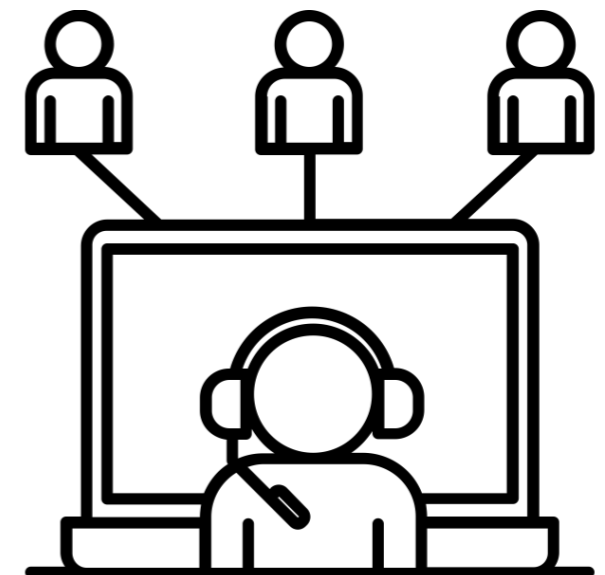
# Scaling for Impact

## Part II: How?



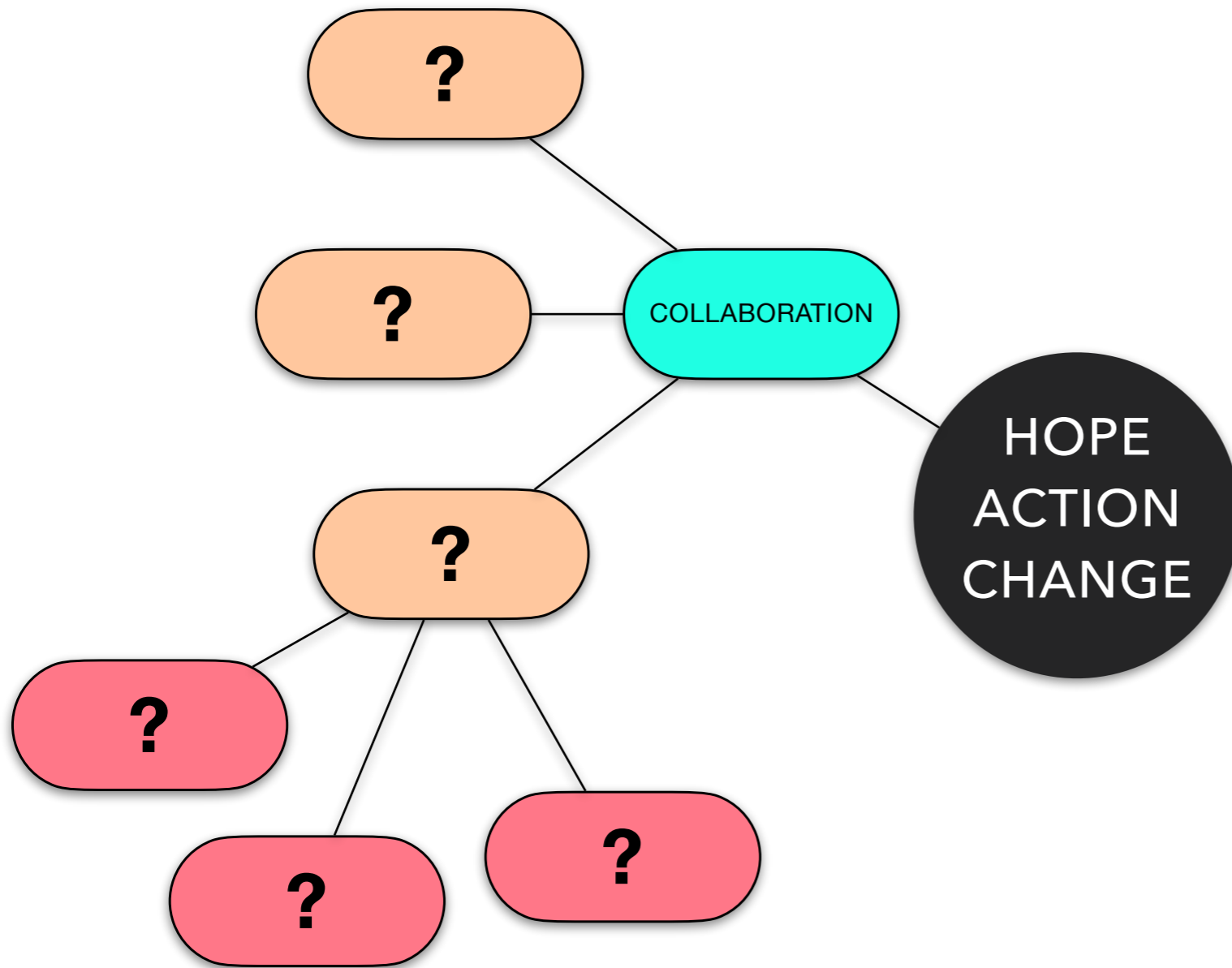
### TRAINING

Given the prevalence of today's remote work model, non-local training is poised for growth. **Consider creating training content that can exist in online format and be sold on platforms such as teach:able or LinkedIn Learning** to scale HAC's training impact. This also has the ability to support HAC's marketing and networking efforts through the proliferation of its products across wider audiences.



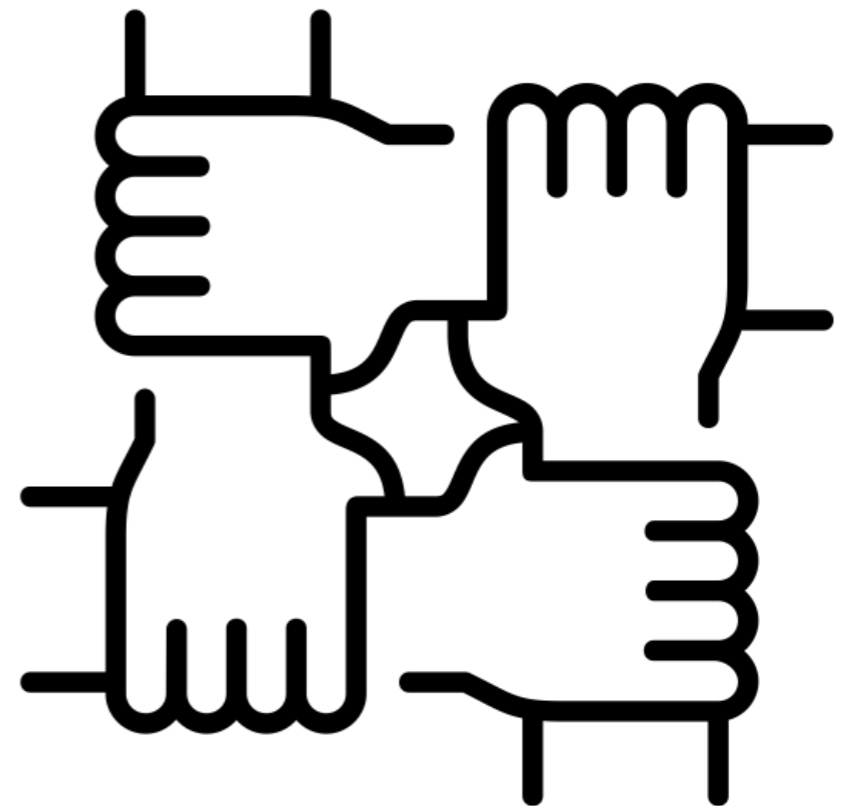
# Scaling for Impact

Part II: How?



## COLLABORATION

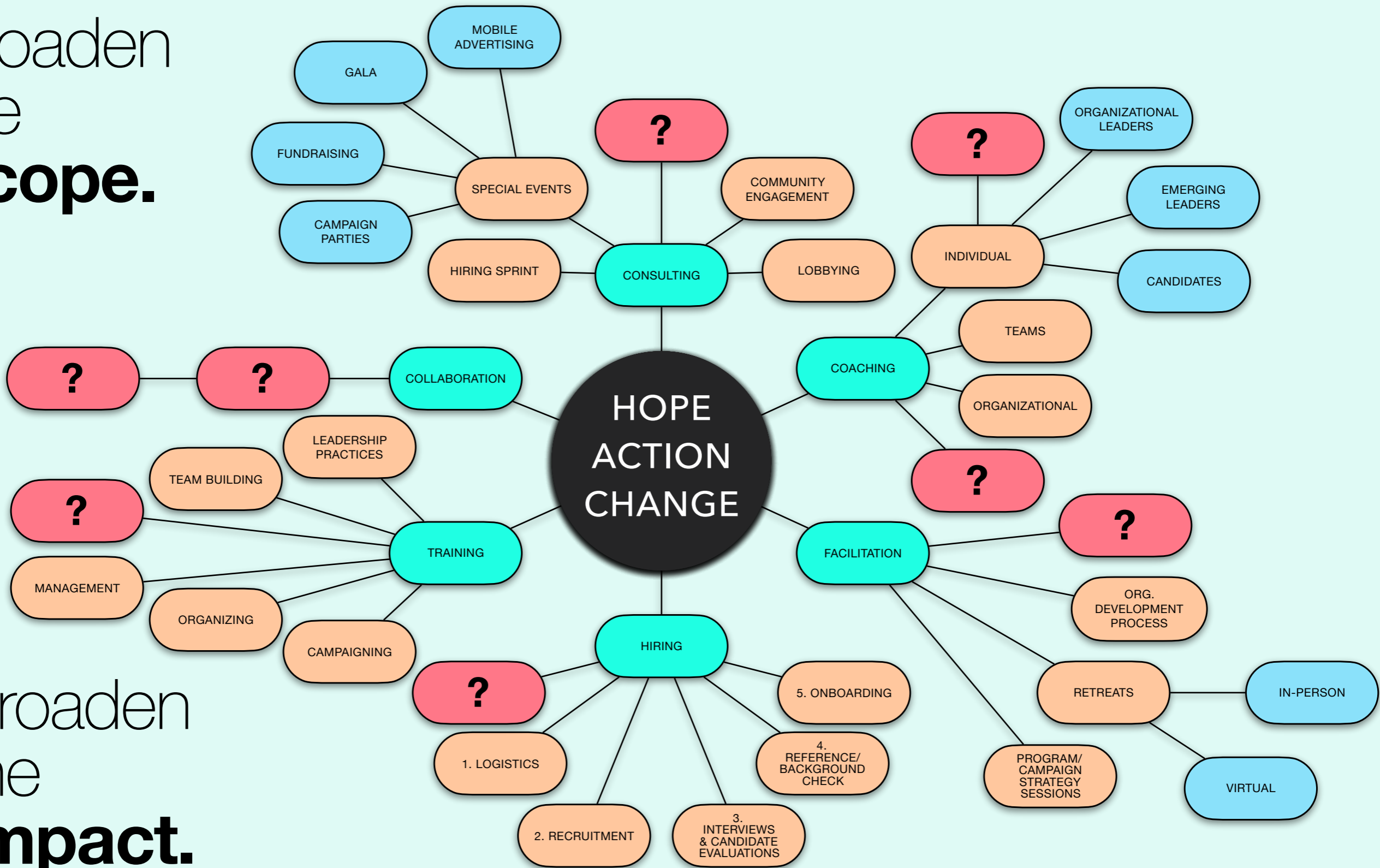
This is the dynamic space at HAC that fosters networking potential and the impact resulting from consulting, coaching, facilitation, hiring, and training work.



# Scaling for Impact

Part II: How?

Broaden  
the  
**Scope.**



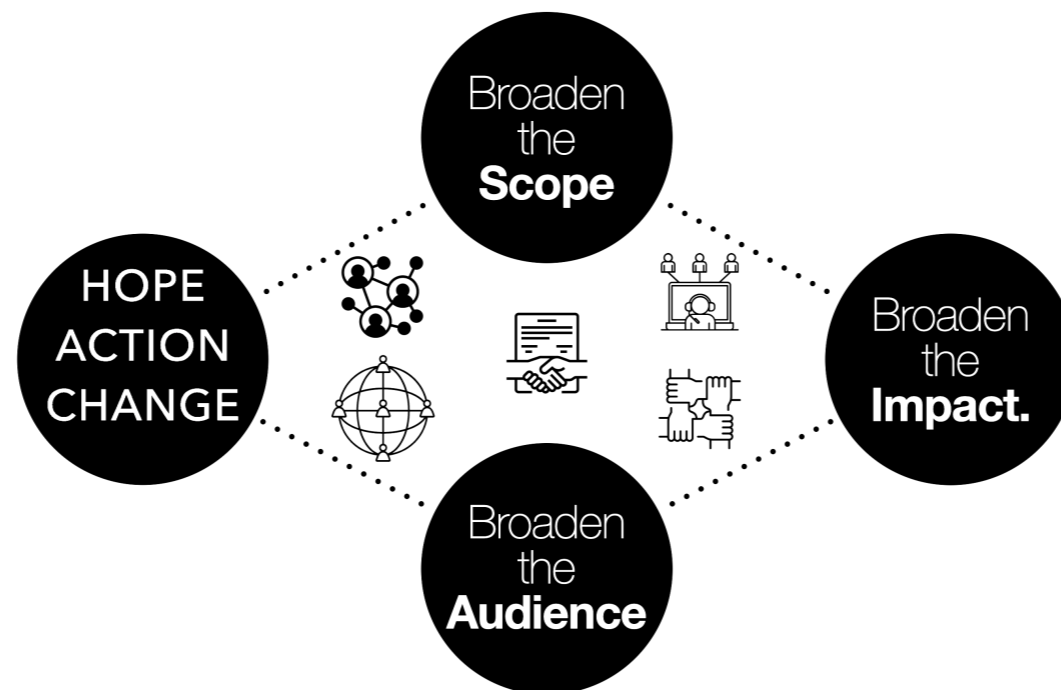
Broaden  
the  
**Impact.**

# Scaling for Impact

Part II: How?

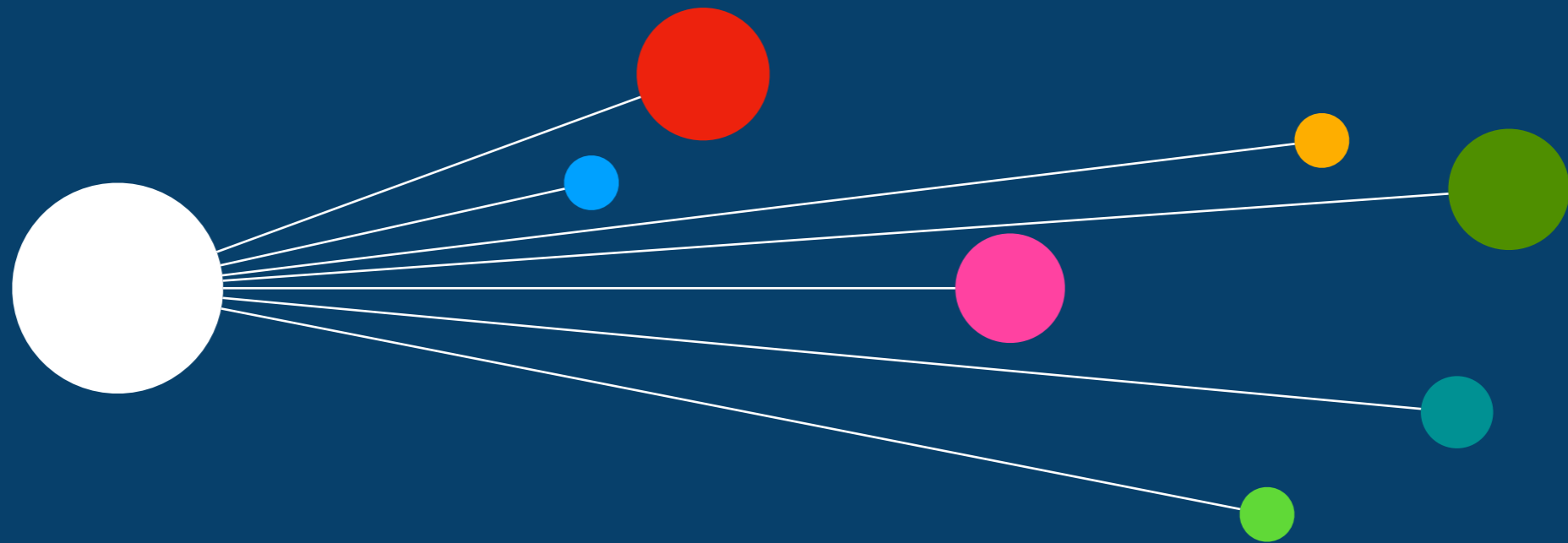
## Conclusion

Hope Action Change can achieve organic scalability by adopting digital tools that allow it to expand its audience and service offerings which increase impact.



Implementing new technology as needed, ensures balance and capacity are maintained throughout HAC's growth.

# Part III: **Appendix**



## Google Drive

[Link to Session Artifacts \(Audio, Photos, Notes\)](#)