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### Welcome!

The Partner Workshop will begin at 11 a.m. ET.

Please make sure to mute yourself.

You will be able to ask questions via the chat function throughout the workshop.



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# How to Implement ESG with Workiva



#### Mark Mellen Director of ESG Enablement Workiva

**Myles Quinn** Senior Solutions Architect **Workiva** 

#### Additional sessions

Monday, November 8 at 11 a.m. ET Workiva Platform Demonstration & Overview Monday, November 8 at 2 p.m. ET Better Data Management with the Workiva Wdata Suite Tuesday, November 9 at 11 a.m. ET Workiva SEC Reporting: A Key Part of Your Growth Strategy Wednesday, November 10 at 11 a.m. ET **Evolve Your Practice with Global Statutory Reporting** Wednesday, November 10 at 2 p.m. ET Private Company Financial Reporting in the Workiva Platform Thursday, November 11 at 11 a.m. ET Implementing Workiva for ESG Thursday, November 11 at 2 p.m. ET Management Reporting in the Workiva Platform



### **Other Training Opportunities**

Learning Paths | Certification Program

- Workiva Essentials
- Workiva Platform
- ESG

2

Partner Portal | Asset Library

- Partner Materials
- News & Updates

Partnersupport@workiva.com







#### Today's Speakers





#### Mark Mellen

Director of ESG Enablement

#### **Myles Quinn** Senior Solutions

Senior Solution Architect

#### Agenda



Workiva ESG solution overview



**2** Scoping for ESG



Implementation for ESG



### **Workiva ESG Solution**

#### ESG Project Workstreams & Platform Deliverables



Names of reports. frameworks, questionnaires and standards above are examples and not representative of the scope of the project.

### High Level Implementation Method

#### **Project Deliverables Client Current State** Phases Phase 1: Align **Platform Deliverables** Unstructured data sources 1. Data Collection Establish consistency in expectations according to the statement of • Email work, timelines and objectives. Data collection sheets Excel Data collection process **Phase 2: Discover** • Sharepoint 2. Frameworks / Standards / Surveys Structured data sources Thoroughly understand the current process, requirements, controls Framework/survey indicators and data systems involved. What structured data Framework/survey mapping Phase 3: Design sources will be used? 3. Factbook (e.g. Workday, ADP) Framework indices Develop, recommend, and establish a scalable process that meets the **Data providers** Key data points for reporting customers needs and is aligned with Workiva best practices. 4. Reporting Outputs • # of Data Providers Phase 4: Build Consolidated or ESG Report granular data? Replicate and test the designed solution in accordance with the **Training & Documentation** Statement of Work. Frameworks / Surveys Core ESG team training **Phase 5: Enable** GRI-SASB-TCFD-SDG-Data provider training • CDP Provide documentation, and training allowing the client ESG team to • Others Provided by Client Data model documentation successfully maintain and iterate off of the delivered solution. Reports **Project Management Go-Live** • What reports will be part Partner resourcing • of implementation? (e.g. Project hand-off and onboarding services completion. Workiva resourcing ESG report, • presentations, surveys) Status updates and meetings

#### Workiva method proven to enable fast time-to-value

	Phase 1: Align	Phase 2: Discover	Phase 3: Design	Phase 4: Build	Phase 5: Enable	Go-Live
Objectives	Establish consistency in expectations according to the statement of work, timelines and objectives.	Thoroughly understand the current process, requirements, controls and data systems involved.	Develop, recommend, and establish a scalable process with Wdesk that meets the customers needs and is aligned with Workiva best practices.	Replicate and test the designed solution in accordance with the Statement of Work.	Provide documentation, and training allowing the customer team to successfully maintain and iterate off of the delivered solution.	Project hand-off and services completion.
Activities	<ul> <li>Establish working team</li> <li>Review/confirm scope of work</li> <li>Review/refine project timeline</li> <li>Confirm dependencies and/or constraints</li> </ul>	<ul> <li>Review current state process, people &amp; systems</li> <li>Understand data &amp; document structure</li> <li>Discuss system integration needs</li> </ul>	<ul> <li>Develop, propose &amp; agree on future state to enable targeted business outcomes</li> <li>Determine system integration options/ impact</li> </ul>	<ul> <li>Build solution based upon approved design and architecture</li> <li>Report setup &amp; linking</li> <li>Solution validation &amp; review with customer</li> </ul>	<ul> <li>Training to enable core project team(s)</li> <li>Finalize solution setup</li> </ul>	<ul> <li>Additional training &amp; enablement of new team members</li> <li>Transition to account support (Customer Success Manager)</li> </ul>
Customer Dependencies	<ul> <li>Provide source documentation and any process mapping available related to the project</li> <li>Assign main point of contact</li> </ul>	<ul> <li>Be available for discovery session</li> <li>Explain source data, documentation and current state process</li> </ul>	<ul> <li>Review and approve design concepts</li> <li>Participate in platform training from CSM (entire team in process)</li> </ul>	<ul> <li>Review completed portions of work by Workiva team</li> <li>Provide feedback and approval</li> </ul>	<ul> <li>Understand the new process</li> <li>Review remainder of the build</li> <li>Sign off on project</li> </ul>	• Continue to improve and iterate on new process

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### **Key Build Activities and Responsibilities**

1. Data Collection	2. Frameworks / Standards / Surveys	3. Factbook	4. Reporting Outputs
	Partr	ier	
<ul> <li>Data collection discovery</li> <li>Import data collection templates and tailor to client specification</li> <li>Assign data owners and reviewers</li> <li>Set up permission structure</li> <li>Provide data collection training</li> </ul>	<ul> <li>Framework discovery</li> <li>Set up in scope frameworks</li> <li>Set up metrics / indicators</li> <li>Assign permissions</li> <li>Set up disclosure level mapping to data collection sheets</li> <li>Provide framework management training</li> </ul>	<ul> <li>Set up factbook with relevant data points for reporting outputs         <ul> <li>Frameworks Indices</li> <li>Survey structures</li> <li>Performance data tables</li> </ul> </li> <li>Provide factbook training</li> </ul>	<ul> <li>Set up in scope reporting outputs</li> <li>Configure report layout and import style guide</li> <li>Assign preparers and reviewers</li> <li>Establish data linkages from factbook to reports</li> <li>Provide report training</li> </ul>
	Clie	ent	
<ul> <li>Provide relevant data points, mapping, existing collection sheets, data reports from systems</li> <li>Provide roles/responsibilities</li> <li>Provide conversion calculations</li> <li>Validate design and build</li> <li>Assign permissions to end-users</li> </ul>	<ul> <li>Provide summary of ESG frameworks, relevant data points</li> <li>Provide framework mapping guidance</li> <li>Provide roles/responsibilities</li> <li>Validate design and build</li> <li>Assign permissions to end-users</li> </ul>	<ul> <li>Provide relevant data tables for presentation in reports</li> <li>Provide existing framework / survey presentations</li> <li>Validate design and build</li> <li>Assign permissions to end-users</li> </ul>	<ul> <li>Provide existing reports in editable format (.docx)</li> <li>Provide brand guidelines in form of style sheet/guide</li> <li>Validate design and build</li> </ul>
	workiv	/a	*see standard <u>Workiva Support</u>
<ul> <li>Guide on importing of template and creating granular tags for mapping</li> <li>Provide general support to template duplication</li> </ul>	<ul> <li>Advise on Topic-Section-Disclosure updates to meet client's reporting requirements</li> <li>Advise on Questionnaire mapping best -practices</li> </ul>	<ul> <li>Guide on importing of Factbook</li> <li>Provide general support and best- practices to template duplication</li> </ul>	<ul> <li>Assist with document creation tickets with internal team</li> <li>Provide best practices for table creation WORKIVA PARTNER</li> </ul>

### Partner-led Engagement Approach & Resources



• ESG process training delivery to customer

#### Staffing: 1 person

**Duration**: Implementation project + postimplementation relationship

and WK teams

- Build of ESG deliverables
- Test of ESG build with client

**Staffing**: 1 lead and 1 supporting\* **Duration**: Entire implementation project



\*the number of supporting professionals will depend on project scope and project timeline - all resources will be introduced to the client team during project kickoff and/or the first discovery session

### Workiva dedicated support on every implementation



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# **Scoping Method**

### Client-Sales Interactions



#### **Step 1: Introduction & Understanding**

- Introduce WK ESG support team & offering
- Understand your ESG program & goals for alignment



#### **Step 2: ESG Solution Demonstration**

- Introduce WK ESG platform to broader stakeholders
- Showcase the features, functions, and benefits of our ESG offering
- Introduce partner, if not already



#### WK & Partner checkpoint

#### Step 3: Solution Design w/WK preferred partner

- Develop a deeper understanding of your ESG program current state
- Enables a goals-based solution recommendation & implementation plan

WK & Partner checkpoint

#### Step 4: Evaluation & Decision

- Tailored solution recommendation, implementation design, & proposal
- Evaluate business impact and fit for go/no-go & Orders



### Scoping Questionnaire

Scoping starts with the first interaction with the client/prospect and continues with subsequent interactions:

- Solution Engineer (SE)/Seller start populating questionnaire before/after first discovery
- SE/Seller adds more detail after demo
- SE/Seller share questionnaire with client/prospect for validation and further completion
- SE loads final scoping questionnaire into scoping calculator and hands over to scoping team (next slide)
- Scoping analyst leads scoping call and finalizes the estimates after the solution design/scoping call

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### Scoping Calculator - import process

#### Process

- 1. Import ESG Scoping Calculator Template.tar.gz file into in Wdesk Home screen
- 2. Can now utilize within Wdesk for tracking of various scoping projects as desired

#### Notes

- Calculator does NOT need to be used by partner organization but can provide a helpful resource in scoping implementation projects
- We would be happy to receive feedback on the scoping template-please direct feedback to <u>mark.mellen@workiva.com</u>



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### Scoping Calculator - update process

#### Process

- 1. Import XLSX file into Scoping Calculator Template Spreadsheet in Wdesk
- 2. Pre-defined calculations will return hours
- 3. Refine hours by running through 'Hours Calculator' and make adjustments if necessary

#### Notes

- Calculator will return ballpark estimates only - the scoping analyst will need to validate and refine the results
- Always download the questionnaire from the wiki / partner portal; iterative updates will be made over the next few months





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### Services Proposal Template Verbiage

The Discovery Template includes a 'Service Proposal' section.

This will need to be adjusted based on client specific requirements.

The Proposal can be used to provide additional context around the number of hours scoped and set the right expectations. Additionally, the content can be used in a proposal presentation

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<ul> <li>1. Client Questionnaire</li> </ul>	2	Consulting		
Report Outputs	3			
Frameworks	4	DATA COLLECTION		#N/A
Data Collection	5	Discovery session(s) to g discuss/validate future de	ather current materials. map process and esign	
Process and Planning	6		siness unit level and data collection sheets odate consolidated data provided by data	
Input	7	Data collection sheets wi sheets	II be based on client provided collection	
<ul> <li>2. Hours Calculator</li> </ul>	2 0 8	Workiva will apply best p	ractice adjustments to these sheets	
Factors	9	Data collection processe allows for collected data items	s will be embedded in a data model that to be associated with relevant framework	
3. Services Proposal	10	Set up data collection statu	is tracking	10
	11	Discovery session(s) to g discuss/validate future de	ather current materials, requirements and esign	
	12	Establishing source system		
	13	Discovery session(s) to g discuss/validate future de	ather current materials, requirements and esign	
	14	be replaced by the sourc		
	15	This scope assumes that report from the source sy	the Workiva platform will retrieve a data stem through the connection	



### SOW Template Verbiage

The Statement of Work Template has a combination of:

- Boiler-plate descriptions
- Customizable descriptions (highlighted in yellow)





# **Implementation Planning**



#### Implementation Options & Outcomes

Indicative Example - for discussion		Accelerated Delivery	Standard Delivery	Advanced Delivery
		5-7 weeks	6-8 weeks	12-14 weeks
Frameworks / Questionnaires (timelines assume customer has	2 Frameworks + 1 Questionnaire	naire		
documentation of material indicators and a high-level mapping across in-scope frameworks)	3 Frameworks + 3 Questionnaires			
	No data collection templates			
Data Collection	Consolidated data collection templates			
Data Conection	Granular data collection templates			
	Data integration			
Report Output	Report structure/outline only			
Report Output	Fully designed report			

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# Workiva Implementation Timeline - illustrative



### **ESG Reporting Cycle**



### Project Plan Template

Standard project plan template

- Following our stages of onboarding and deliverables breakdown for ESG
- Sequentially structured
- Can be used to delineate responsibilities between client, partner and Workiva
- Dependencies and milestones marked

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		20		1.5.2 Add users Client /			NA Workiva CBM	CSM			
		11	Deliverable	1.5.3 Prepare and share			Partner PM				
		22			levant learning hub sessions		NA Workiva CSM	CSM			
		20			Documents (dependent on scope)					_	
		24		1.6.1 ESG Report							
		28			replates and source documentation					_	
		26	Detwenable	1.6.3 ESG Framework m							
		27		1.7. Schedule training se 1.7.1. Schedule training			NA Working CBM	CSM			
		29		Workspace Adr			NA Working CSM	CSM			
		29		Document Train			NA Working CSM	CSM			
		30		Process Admin			NA Working CSM	CSM			
		30		Data Approver			NA Working CSM	CBM			
		10		Data Provider 1			NA Working CSM	CSM			
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#### **Document Request Guide Template**

Baseline Document Request Checklist - can be customized with more client specific detail

- Follows the defined breakdown of deliverables
- Provides context around the reason for the Document Requests

1+3. Data Collection & Factbook	2. Frameworks / Standards Surveys	4. Reporting Outputs	People
<b>3.1.</b> Existing data collection templates that are used for a) quantitative data collection b) qualitative data collection or combined.	<b>2.1.</b> Document and spreadsheet(s) for each scoped <u>framework</u> with full listing of material items for each framework (filled out with prior year's responses if available)	<b>1.1.</b> Prior year's version of all output reports in scope of the project	<ul> <li>5.1. List of key team members on this project with an assigned</li> <li>lead for the following areas: <ul> <li>Reports</li> <li>Frameworks</li> <li>Data Collection</li> </ul> </li> </ul>
<b>3.2.</b> Central factbook in which all collected ESG data is consolidated/stored (if available)	<b>2.2.</b> Document and spreadsheet(s) for each scoped <u>questionnaire/survey</u> with full listing of material items for each framework (filled out with prior year's responses if available)	<b>1.2.</b> Style guide associated with each output report (i.e. brand guidelines, style sheet)	<b>5.2.</b> Prepare overview of periods of downtime, unavailable key team members and holidays
3.3. Guidance on how data collection sheets relate to specific framework indicators (if available)	<b>2.3.</b> Framework-to-framework mapping (if available)		
Note(s)	Note(s)	Note(s)	
<ul> <li>If some of these items are combined in a single file, please provide your Workiva team with sufficient information to locate each individual item.</li> </ul>	<ul> <li>If some of these items are combined in a single file, please provide your Workiva team with sufficient information to locate each individual item.</li> </ul>	<ul> <li>If no prior year example exists, please provide draft/ template/skeleton structure of report</li> <li>Please provide in editable format (.docx)</li> </ul>	

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#### **ESG Deliverable Workstreams**



Names of reports. frameworks, questionnaires and standards above are examples and not representative of the scope of the project.

### Process flow in Workiva - Technical



### Data Collection



Names of reports. frameworks, questionnaires and standards above are examples and not representative of the scope of the project.

#### **Frameworks/Standards/Surveys**



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2. Frameworks / Standards / Surveys

#### **ESG Fact Book**

This will be used to stage the all types of data collected including:

- Metric specific data points, one level deeper than the disclosure level
- Disclosure level data, used to satisfy framework disclosures and questionnaires

This goes hand in hand with the (custom) granular data collection sheets we set up for clients per project - the level of data that is reported needs to be accounted for in what the data collection can facilitate.

#### 3.1 Central Factbook

3. Factbook

#### **Performance tables & Indices**



#### Consists of the following elements:

- Connected Sheet to aggregation query
- Ready to link Framework Indices utilizing formulas from the connected sheet
- KPI and Performance table templates - enable clients to generate key tables
- Ad-hoc Query templates can be used to extract data for ad hoc data requests, agnostic of framework
- Mapping across frameworks

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Two types of report builds and outputs:

- 1. InDesign focused build:
  - Foundational build focusing on reoccurring indices, tables, graphs and narratives
  - Important factors: Outline and Style Guide
  - Client's design team will have the ability to export an InDesign file for seamless Workiva → Design Formatting
  - Build utilizes consulting hours for a basic build
- 2. Full Document Set-up:
  - Used for ESG reports that are light on formatting
  - Common in emerging clients
  - COA ticket for Doc Set-up
  - \*\*Some copywriting partners may own document set-up and formatting



GRI Index

CDP Questionnaire



Presentation

ESG KPI

Dashboard

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Names of reports. frameworks, questionnaires and standards above are examples and not representative of the scope of the project.

### Process flow in Workiva - Technical - Wdata



Aggregation Query

#### **Core Components of Wdata Build**

#### **Primary Data Collection table**

• A single table where we capture all data points based on unique codes; queries will distinguish between qualitative and quantitative data

#### Framework Items table

- Single table that takes in the Framework Mapping sheet as a dimension set
- Flexibility to seamlessly add custom framework mapping on top

#### **Aggregation and Mapping Query**

- Single Query to aggregate data and another to display mapping across frameworks
- Investigate if additional queries are needed for more granular data / source system data for fact book

#### **Drilldown and Period-over-period Views**

• Prebuilt Views to help with the drill-down of current and prior data

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# Workiva | Partner Enablement

For both functional and implementer roles, the learner progression is as follows:



#### Badges

Awarded for successfully completing each course outlined in a learning path to signify an individual's time and effort to increase their Workiva acumen.

🕲 vs. ⊘

Awarded for successfully passing a certification exam after a learning path is completed to signify an individual's demonstration of applied skills/competencies.

Certification



