

Discovery Report Outputs Part 2

As we continue with the Discovery sessions around reporting outputs, we usually recommend grounding dialogue around the implementation options. This is recommended in order to confirm that the discussions having had during presales and any additional details from the kickoff call or documents provided are included and assessed as part of the design and implementation steps. One area that is helpful to clarify and discuss further with the customer team or the export requirements. If sending content externally to a design team, an ICML export works best when all the content can be prepared in a single Workiva document and the design agency plans to pull this content exported into an InDesign software. This is a recommended seamless experience and also allows content updates, even if the design agency is actively working on the page layout or final publishing of the report. For docx export, this provides flexibility in the event that there is only a certain amount of content that is coming from the Workiva platform to a section that is going to be designed externally. This does have to run through a converter tool so it may require some additional tailoring, but it is helpful to articulate that these are some of the output options in addition to PDF, if there was some proofing that potentially was helpful for a collective of the teams along the way.

As we ground the dialogue regarding content, ESG report outputs consists of a variety of narrative as that might change from reporting cycle. Therefore, if the narrative from the prior year's report is not going to be leveraged again in next year's report, we recommend establishing skeleton setup. In this setup for a skeleton report, we recommend creating a new document establishing the document outline, editing the style guide if applicable, and then the client would have the respective sections to add information and also apply the styles as these would be exported as part of an ICML file to InDesign with a design agency. There are instances where the ESG narrative content or a majority of the report is more standardized between reporting cycles and this would be better suited for a partial or full report. It is similar to the skeletal, although this can involve importing the document if they have previously been collaborating on a Docx file and then setting up these document properties, validating the document outline inclusive of adding any additional sections that might be needed, confirming the style guide or editing it as needed, inclusive of font, doing a general formatting of the document since within Workiva the document would be more of the pre-publishing state and that includes setting up headers and footers, highlighting what linking looks like, establishing permissions if there are many collaborators to identify which have only view access or edit access and then ultimately this can also be exported to a design agency via ICML or Docx.

Before we talk further around the dual language set up, we do want to highlight that it is important to have a clear understanding of the scope of the document, whether it's a skeletal build setup or a full or partial report and this is more to guide what would be the delivery requirements as an example, if this sample file here, if there was potentially charts and tables within a specific section, then it would be to better understand would those be designed externally in a design software, would these charts and tables would be where Workiva created charts and tables if there's table content, this is typically a good candidate, especially for exporting values via ICML files, so we submit this as a proposed approach to ground that conversation but can be tailored as needed with each customer team. We do want to mention general awareness in case a team does have a dual language setup here, a team would translate the final report but still link the information directly from the fact book. If there are international global teams that would have this general question this is a recommended approach but there may be more discovery needed, there should be a centralized location for values regardless of the final language that is being used for the report. We find it helpful to provide customer teams with a general sample and overview of what reports would look like inclusive of the style guide. So the style guide conversation is an area where it is important to align with the customer team if they use specific

fonts for their headings, for their bullets, their numbered lists or even their total text overall. Here we were taking a look at the style guide editor review where we are able to adjust these values and parameters across the different kind of text that would live within a document. ICML exports would carry over the style guide information and we recommend naming these style guides customized to the customer team in order to better identify when the design team are importing them into InDesign. Docx exports do not push the style guide information as part of the export process from Workiva, therefore we recommend establishing more of a skeleton set up in the event that it's easier for a customer team to manage any kinds of design or formatting changes directly within Workiva. Docx's are able to import if doing a partial or full content setup, if there is a style guide that has been defined within the Word file, then the translator tool will bring some of those elements, but we do recommend establishing a session with the customer to talk through this, show how they can edit it and also what it would look like once set up and applied. This would be a good stage to walk through some of those instances, if it was a skeletal report as we can see here to highlight what are some of those samples things, what would be a table that is highlighting some performance information, what would be just a general shell for their team to collaborate and input those values as well as follow back some of those destination links.

For a report that is more of a partial design, we recommend importing that Docx file that's provided by the customer and doing a general setup that highlights both the general layout but also the flow of the document and the information right, also ensuring that the customer team understands that they will be actively collaborating within this file to produce the finalized report. We also recommend identifying if there is a perspective that they will not be working with a design firm, leveraging one of the sample documents to show what would be more of a full report within Wdesk, at least a place to get the customers started and they will work up from their content and what they will be disclosing in this ESG reporting cycle. As we can see here, this includes both some of the finalized table information and the sample document as well as some of the risk and materiality assessment matrices. Finally, after gathering the requirements by the customer team and the design agency, we recommend establishing a check in cadence such that the design agency can interact with the document if needed prior to publishing, if they do need to be provisioned in the Workiva environment or who will be managing the exports and sharing these with the design team.