ESG Scoping

Agenda

Welcome to ESG Scoping as part of the level 2 certification. The purpose of this training is to talk through some of the motions and overall approach Workiva takes as it relates to scoping ESG implementations. As our partner this is not a required approach to be taken, this is meant to be informative and to give you inside as to how Workiva performs this process in order to aid in establishing your own process, as well as for you to be aware as you may be looped in to the presales process.

As we look toward the agenda today we will start with some overview of the interactions with clients as it relates to the sales process and will also talk through some of the assets provided for the partners to leverage as it relates to scope and proposing on ESG implementations which would include the scoping questionnaire and calculator as well as the SOW verbiage that is used.

Pre Sales Process

As for the overall interactions with our clients during the sales cycle, we typically see 4 steps, which doesn't always equate to 4 meetings, however this is the typical order of the cadences. Step one taken by Workiva is to perform an introduction between Workiva and the end customer in order to introduce the ESG solution and to gain understanding of the client's current ESG program, their pain points and their future goals and desires. This helps to determine if the Workiva ESG solution can solve for the client challenges and if this is a yes then we would proceed to the next step of the ESG solution - the demo. The demo is performed by the workiva solution engineer and by the end of the demo is where we would determine if the client wants to proceed to the solution design and the scoping phase. Here is where we would loop in the Partner. We have found that the sooner Workiva ropes in a partner the more seamless we find this process to be and the more comfortable we find that the customer responds.

Here you can see the call out for a Workiva and Partner Checkpoint to make sure we are aligned heading into the next step, step 3 in the process which is solution design.. During this touch base Workiva will have the opportunity to share what we have learned from the first two steps, if the partner was not already involved, and overall sync up on roles and responsibilities for the Solution Design meeting.

For Solution design and scoping Workiva and the partner can work together on who would like to lead this meeting and process. If Workiva is to lead this process it is expected that the Partner will participate by asking meaningful questions to help inform their scope and demonstrate their experience implementing Workiva as well as potentially ESG advisory services. During solution design we work to walk through some of the mechanics of the implementation and outcomes to develop a deeper understanding of the Clients ESG program current and future desired state which enables a goal based solution recommendation and implementation plan. Post the solution design call we have a much more granular understanding of the relevant attributes which will help better inform the scope and level of effort that will go into the implementation and the proposal. In between step 3 and step 4 we have another opportunity for a check point between Workiva and the Partner org to align on the goals and level of effort, Workiva does not tell the partner what the level of effort should be but this allows us to align and collaborate on the proposal, both software and services, ahead of presenting the proposal to the client for them to evaluate and make a decision as they are likely evaluating other technologies.

Workiva Solution Design Slide Examples

Ahead of jumping into the Scoping Questionnaire asset that Workiva uses, we wanted to take a brief moment to showcase some of the slides or materials you would see Workiva utilize on a Workiva led Solution Design call for your awareness and reference.

FUTURE STATE SLIDE

We showcase this slide to walk the Customer through what they can imagine their future state ESG process to look like shall they perform it in Wdesk.

Walking through how the ESG frameworks and standards will be configured in the system with frameworks mapped to topics and mapped to data and data collection.

Highlighting that the Customer will no longer be managing their complex reporting through unwieldy Spreadsheets, allowing for more control and visibility into where each request and report is in the process.

We articulate that the framework management is flexible and designed to handle their evolving ESG strategy. We mention how the configured data collection templates are automatically routed to the right data contributors at the right time in order to set clear expectations for the data they need to provide, with no more back and forth emails and version control issues.

And also take time to highlight the ability to configure GHG conversion factors, future direct integration with source systems through connectors, the power of linking to any desired report outputs and the review capabilities Wdesk allows for

We overall talk to how the digital transformation of their reporting process will deliver improved efficiency and decreased risk. Allowing the Customer to have more visibility into and control of the process.

KEY DELIVERABLES SLIDE

We use this next slide to clearly showcase the 4 components of the ESG solution, which will directly relate to the effort needed to implement the solution and the fields on the Workiva Scoping Questionnaire which we will get into shortly.

TIMELINE SLIDE

In order to understand the Customers reporting timeline and when the implementation can take place we use this timeline slide and adjust Based on the conversation. This helps to provide the client with a visual representation of the expected time to implement and opens up the conversation in order to manage expectations.

These are all avenues to converse and collect relevant information from the Customer to be put into the scoping efforts and ultimately to come up with the proposal.

Scoping Questionnaire

Next we will jump into the scoping questionnaire.

You can see this is an excel document and the purpose of that is so we can share it with the client to make sure we have everything documented and the understanding is accurate. We will walk through this in the excel format but a couple things to mention first.

It is important to note that this was initially populated by the Workiva Seller and Solution Engineer during those first few steps of the pre-sales process. If we have a Customer with a more mature process with publicly available reporting we will look to that to initially populate this form, the SE would also pre populate this with any information gathered during the discovery or demo phase. Once we get through the demo we will share this with the client for them to review and further populate with any other information. This would be shared with the Partner involved.

At this point I will walk through the actual document itself.

Scoping calculator - All of the information asked for in this document directly relates to uncovering the amount of effort this implementation will take . We look to collect information on report outputs, frameworks and questionnaires and data collection. We will take a look at each tab to walk through the different fields

REPORT OUTPUTS

This is where we try to capture all of the outputs that could be part of an Implementation. As we know a lot of ESG reporting is very diverse in practice. A lot of companies have glossy ESG print reports, but also numerous other ESG disclosures that they might want to automate through the ESG platform such as survey or Questionnaire outputs, presentations to management or other internal stakeholders or other info that may be produced based on the data collected. Identifying all of these will help establish the effort that it will take to get these reports live in Wedesk. Some of the information that we collect on each of these reports to help assess the level of effort are

What is the desired report output format from Workiva platform - PDF, Presentation, content for a website, or design agency file design?

How many pages is this report?

Is this a new or existing report? If existing we will have an example to start with, if not this would be a report started from scratch that make require more time in discovery

If this is an existing report we ask if they have a working document they can provide and ask what format that is in. Workiva import capabilities from a native Word or PPTX will be a lower level of effort than replicating a PDF

It is important to understand if a Design agency or software is utilized to create this output.

Does this report need to be in more than 1 language?

All of these are important to think about as we think about the level of efforts that goes into producing and standing up these reports

We also have some general fields about the overall planning on this tab such as desired timeline and kick off date, or if any reports carry priority over the other. This gets the client thinking about these things ahead of solution design.

FRAMEWORKS AND QUESTIONNAIRES SURVEYS

As we move to the frameworks tab this is to help us understand what frameworks or surveys/questionnaires are important to the client to be used in the implementation.

You will notice that we have a section for Frameworks and a separate section for surveys, raters rankers and questionnaire to help us delineate between the two.

You will also notice the notes from Workiva that describe the frameworks Workiva has content partnerships with and therefore are in the know with those standards and have the framework mapping guidance pre-assessed in the Solution. We call these our core frameworks, as of now they are SASB, GRI, TCFD, UNSDG and CDP. From a Workiva standpoint, this is to indicate to the Customer that if they would like any frameworks or standards that fall outside of these core 5 implemented, The customer will need to provide framework content, mapping and guidance to Workiva. Workiva will take this information and enable the Customer to implement these additional standards, however Workiva will not implement these for the Customer. This allows Workiva to further open up the Partner conversation to Customers who have this extended level of effort, to encourage them to engage with a Workiva partner for this type of implementation.

There are drop downs prepopulated with the core frameworks and standards. We have an option to select other so that the client can populate any framework or standard not listed in the drop down in column F under Additional notes.

Other items that are collected here to help understand the level of effort are noting if the client has aligned to this standard before to indicate their knowledge of it, if the mapping and scope of this standard has been assessed or evaluated. If it has not, we would want to have a conversation with the client around materiality assessment and mapping which would indicate a higher level of effort.

You also see a field asking the client to attach any guidance they may have , what output they would like for this standard or how it is desired to be reflected in any end reports.

DATA COLLECTION

This is designed to understand how many people are involved in the overall data collection process, how the client is managing their data collection process today and what may exist already that could be leveraged or what may need to be built.

From a data granularity perspective- how granular is data collection expected to be? Is it at a high level, or a more granular level. This could drive the level of effort it takes to set up this data collection process by understanding at which level the client would like the data to enter into Workiva

For source data systems - this gives understanding as to what data is being pulled from systems and which systems. This is meant to gather what type of data is being collected from where and asks if the Client desires a direct connection to this source system.

Scoping Calculator, Sample SOW and Conclusion

CALCULATOR IMPORT PROCESS

Now that we have talked through the scoping questionnaire we are going to look at how this all comes together.

As I switch back to the presentation here we have a slide that demonstrates how we import this collected information via these excel tabs to a mirrored version of this questionnaire in a wdesk Spreadsheet which also contains the scoping calculator which calculates the estimated number of hours this implementation could take.

It is important to note that this calculator is what Workiva uses and is by no means required to be utilized by the partner in order to come up with the level of effort. However this asset will be made available to you to utilize as you wish.

The purpose of having the calculator in wdesk is to have this in one central location to all view, house and collaborate on.

You will see when you are able to download this it is a .tar file and you will be able to upload this to your workiva workspace through the process that is shown on this slide. On the homepage you will import the wdesk file. You can utilize this as you wish to help you efficiently scope and organize projects.

CALCULATOR IMPORT PROCESS - UPDATE PROCESS

Once you have imported this to your workspace you will be able to update the document from excel through an import process and it's very simple and shown here on this screen. You basically overwrite the tabs that are named the exact same, this enables the info collected from the client to be applied into your workspace and there are additional factors that you see on the second screenshot here that show and hours calculation, now those factors do not need to be taken as the rule, they are just examples and what we use to guide our scoping, you can modify this as you wish.

SERVICES PROPOSAL TEMPLATE VERBIAGE

As look towards additional sheets within this wdesk version of the calc, we see the services proposal, this provides additional sample verbiage that you can use in the proposal that you provide to the customer that we are working on together. Again, does not need to be used but can be used as you identify your own process and methods as you become more versed.

SERVICES SOW TEMPLATE VERBIAGE

Sample SOW - We also include a sample SOW that Workiva has utilized for the workiva led ESG implementations. We have put time and thought into all the relevant details that need to be displayed on the SOW. This is a sample and included here for your reference.

We appreciate your time today and welcome any feedback or questions on this content to the Partner Enablement Manager for ESG. Her info is here on the screen - colleen.quinn@workiva.com. Thank you again!