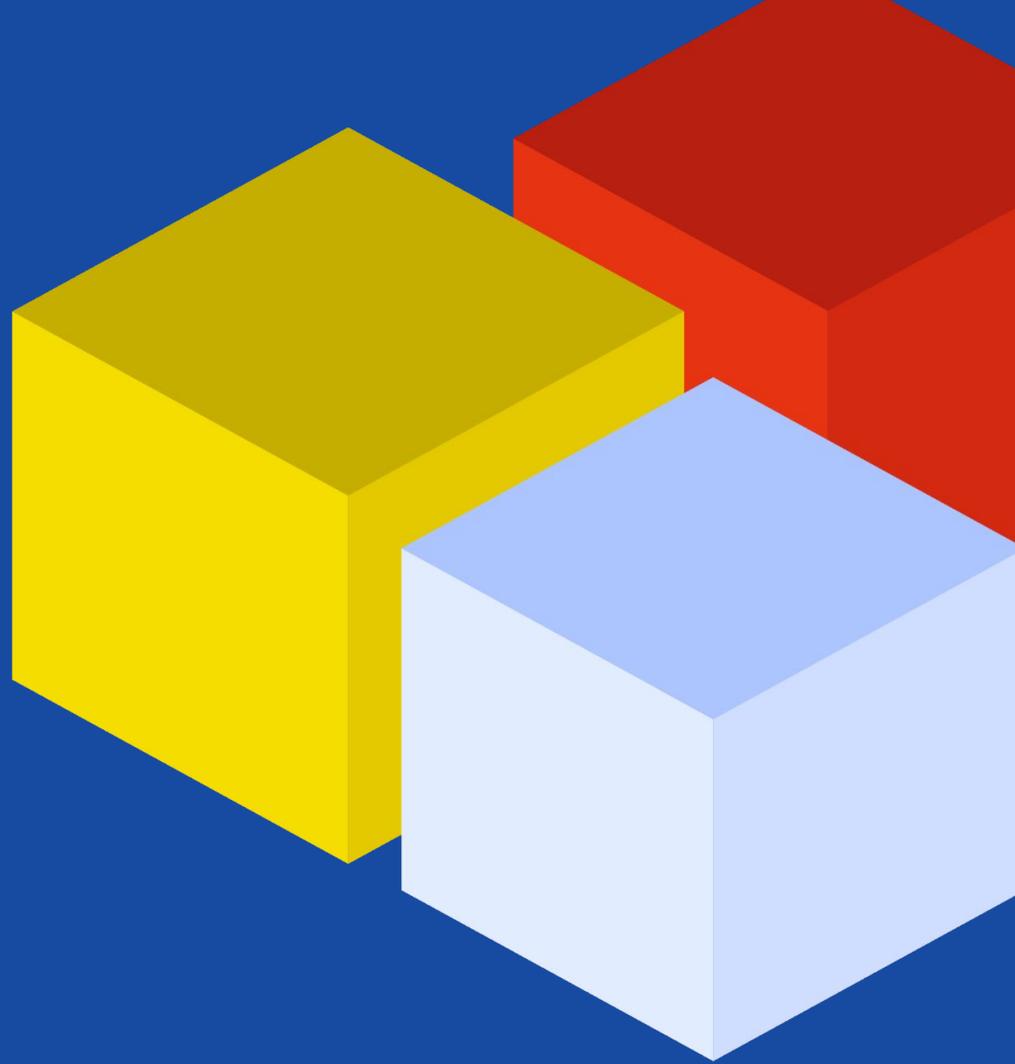


Scope Sprints.

December 2021

SCOPE
I M P A C T





Scope Sprints are a fast and focused way to help your organisation grow using a modular innovation process.

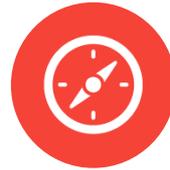
Sprints are **time-bound, facilitated sets of activities** focused on solving particular challenges.

They use tried and tested innovation, strategy, and research techniques **to kick-start a rapid collaborative process** to resolve a specific issue, whether on a micro or macro scale.

Sprints move teams from the conceptual to the concrete and **lead to quick, pragmatic decision-making, actionable outcomes, and confidence within teams** to execute.

Each sprint takes place over **four weeks** and is a carefully structured event with a specific area of focus such as **Discovery**, **Co-Design**, and **Social Mobilisation**.

— 4 weeks —



**Discovery
Sprint**

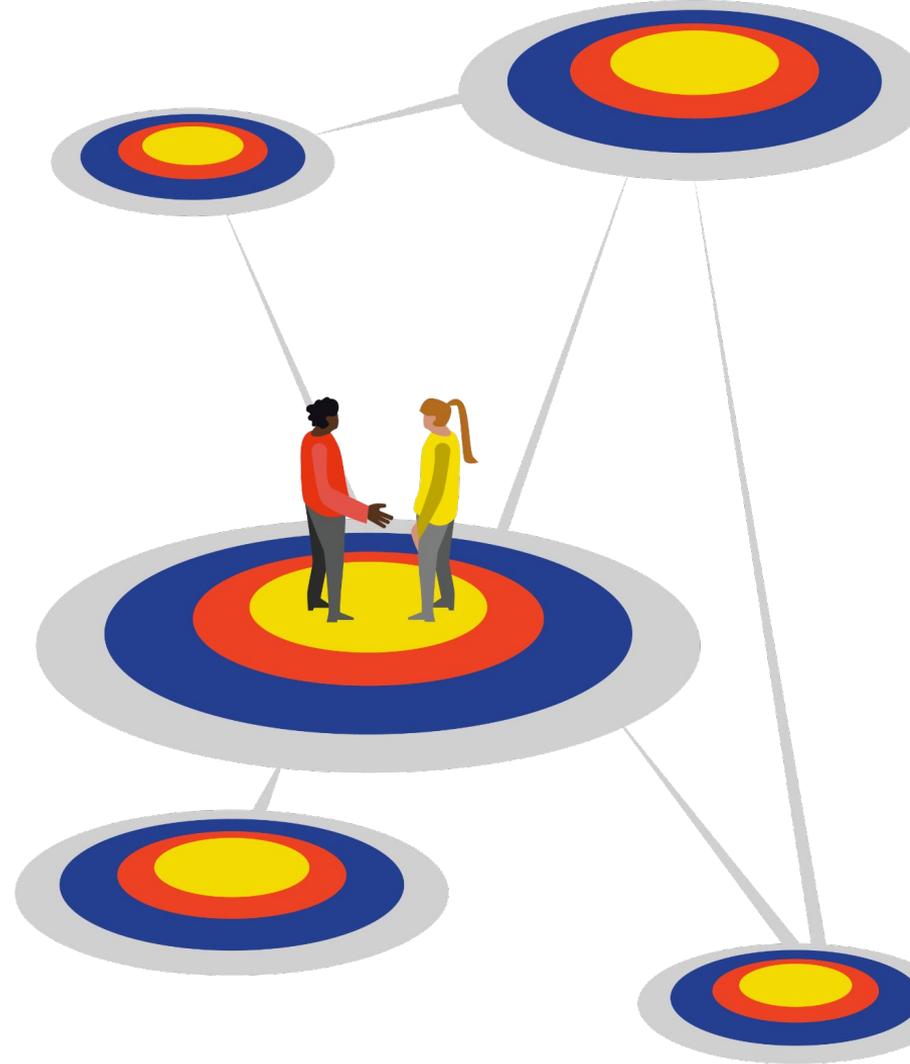


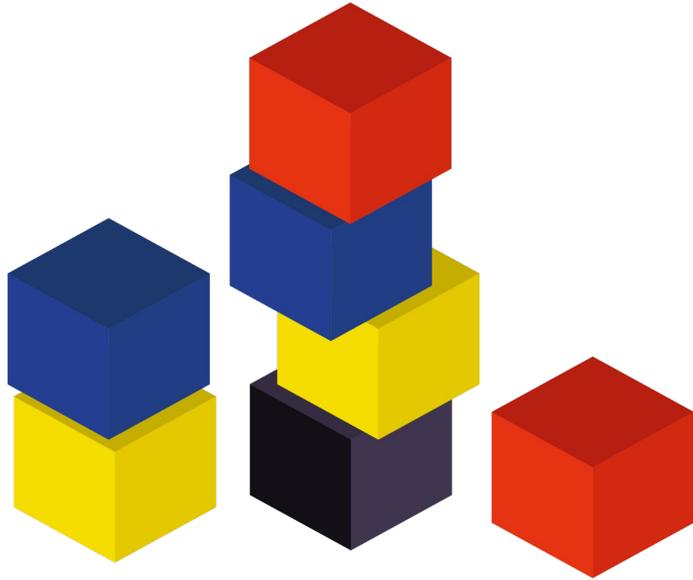
Co-Design Sprint



**Social
Mobilisation
Sprint**

Sprints engage diverse stakeholder groups across contexts through **participatory research and design methods.**



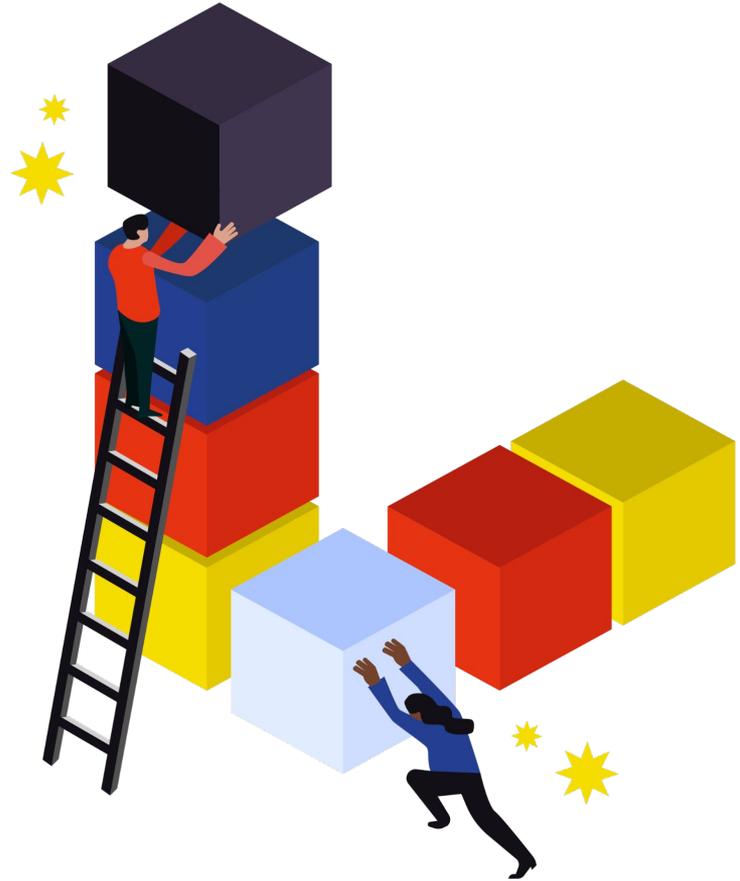


Sprints are modular units that address specific issues.

Each sprint acts as a self-contained programme of work. We work closely with partners ahead of sprints to tailor the programme to particular needs.

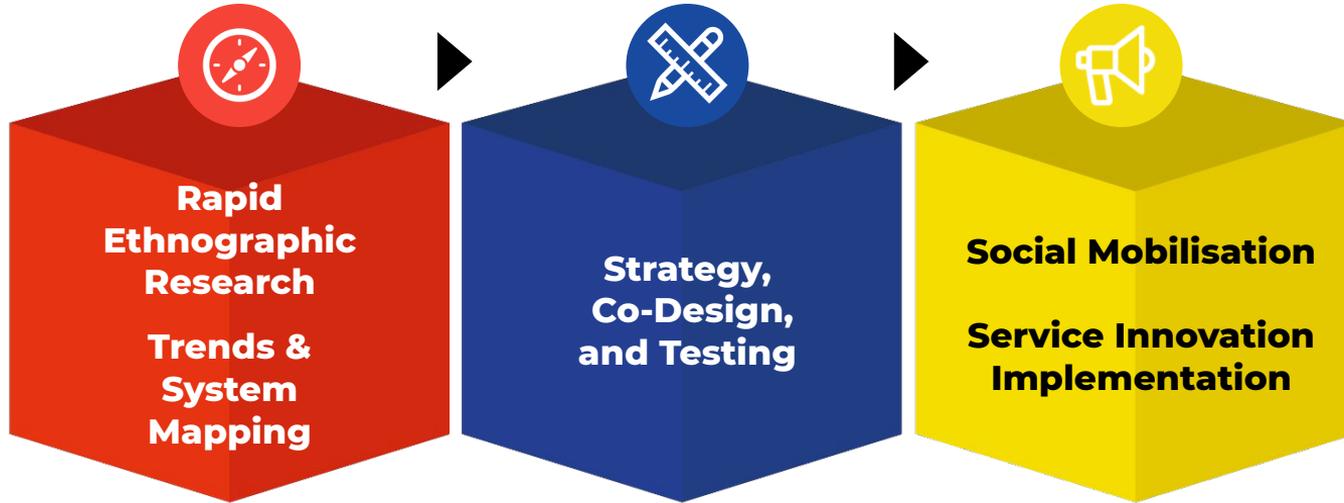
Sprints can be combined to tackle bigger problems.

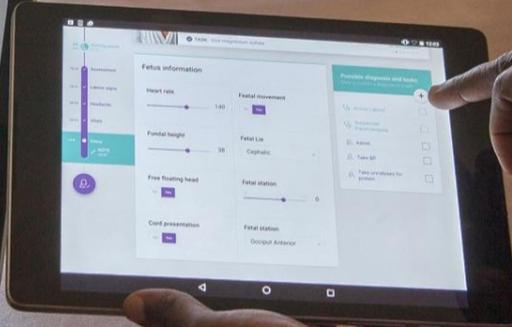
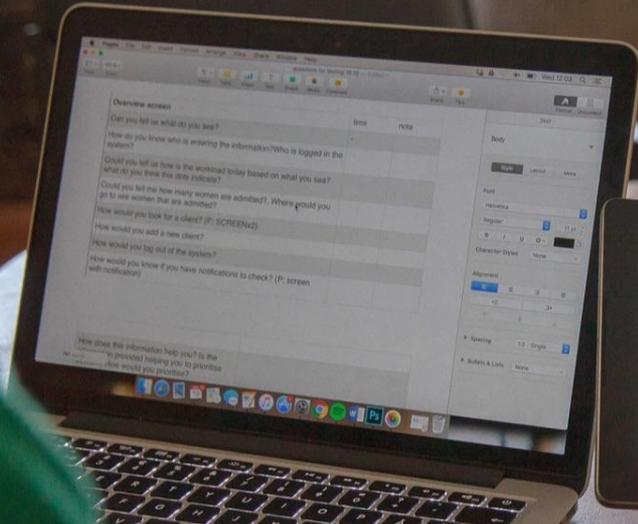
We can also sequence sprints, leading teams from exploration and strategy to innovation implementation and adaptive scaling.



Example of a sprint sequence.

Combined, the 4-week sprints can provide an efficient, interlinked method for moving from market research to strategy and intervention co-design, testing, and implementation.





Sprints focus your efforts, guide activities, and provide tangible, evidence-based and outcome-oriented results



Discovery

Sprint.

Her friend is
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Rafiki ya
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Discovery Sprint helps your team unlock new opportunities.

We help cast fresh eyes over your current requirements and carry out rapid, needs-based explorative research. The research provides new perspectives and insights into an existing or new geography, community or audience, and key markets.

The sprint helps gather nuanced contextual data, map barriers and opportunity areas, as well as identify user needs. The resulting analysed insights help lead to quick wins and recommendations for both existing interventions and new programmes.



A photograph of two women sitting at a table, smiling and engaged in conversation. The woman on the left is wearing a white and yellow patterned sari with a green and yellow headscarf. The woman on the right is wearing a blue and orange sari. They are in a room with a whiteboard in the background. The whiteboard has some text in Hindi, including 'और बचाव', 'निकलने से पहले ओ', 'सुलाएँ', '4. रात में खाने उठाकर पानी पूर', 'पर पर नदी टीपी/ऑनलाइन टीपी द्वारा अ', 'कालय का प्रयोग', '9. खुले प्रयोग नहीं', 'प्रदान की का प्रयोग/मधुर माने पाने', 'प्रयोग करें। पानी उबालकर रक', 'गो लें।', 'एव हवादा', 'किरक', '10. शौच के बाद हाथों को साबुन/ताजी राख से अवश्य धोएँ', 'पानी में किरासन तेल का कुछ बूँदे डाल दें। आस-पास साप', 'पानी में उँगली न डुबाएँ तथा 15. भोजन बनाने से पहले खा', 'करें', 'इस प्रकार लिटाएँ ताकि उसकी', 'खे के होरा में होने पर ओ.', 'न प्री नम्बर-1800-3456158', 'य न', '1'.

Learn from market trends, social listening, and lived experiences



Co-Design

Sprint.

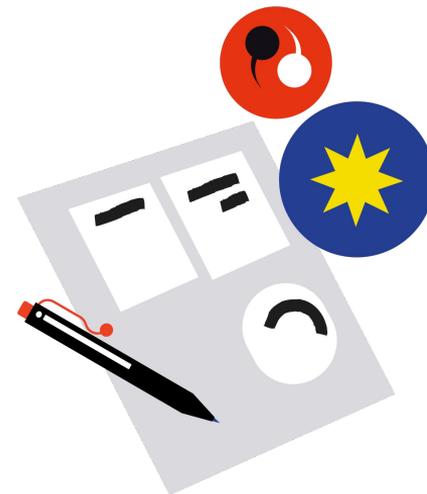




Co-Design Sprint helps co-create audience-validated innovation.

When you already have a clear understanding of the problem space, the complexity within it, as well as set goals, we guide teams through co-creating, testing, and validating solutions and services.

Our approach helps you deliver impact by rapidly developing and evolving new, market-ready ideas and strategic approaches in collaboration with stakeholders and end-users.





**Leverage participatory methods
to co-design innovative interventions
that meet your target audience's needs**



Social

Mobilisation

Sprint.



Social Mobilisation Sprint helps amplify voices and generate demand.

When you already have a clear understanding of your target audience needs, we support you co-create actionable messages, tap into human networks, and amplify voices around key issues, spurring action across ecosystems.

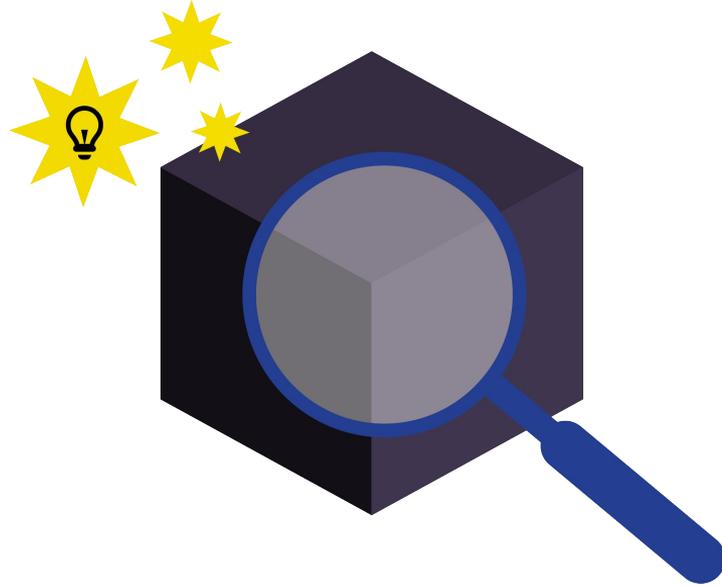
Our approach helps you co-create and roll out an approach that strengthens buy-in, changes target audience behaviour, and mobilises communities to drive forward change.

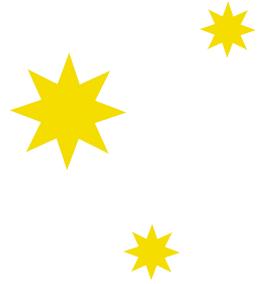




Tap into trends, popular culture, and influencers to amplify community voices, help prioritise needs, and connect people to services

Scope Labs





Scope Labs are an efficient and engaging way for internal teams to explore new pathways and speed up the innovation process.

Labs match the rapid pace and outcome orientation of sprints but with a focus on **internal ideation and co-creation sessions**. Labs act as a platform for your team to experiment and explore new spaces.



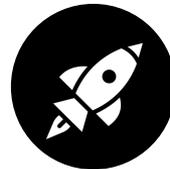
**Discovery
Sprint**



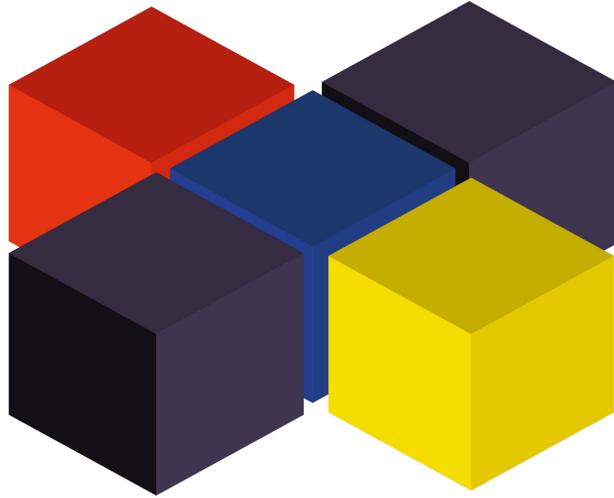
Co-Design Sprint



**Social
Mobilisation
Sprint**



**Futures
Lab**



Labs are parallel processes to individual sprints.

They tap into the potential of trends and new contexts to develop novel concepts and market strategies.

A group of four women are seated at a table in what appears to be a meeting or workshop. They are all looking towards the right side of the frame. The woman in the foreground is wearing a light blue denim shirt and has her hair in a ponytail. To her left, a woman is wearing a black top and a tan headscarf. Further left, another woman is wearing a grey top and a colorful necklace. On the right, a woman with blonde hair is wearing a black cardigan over a yellow top and a colorful necklace. The background shows a blurred office or meeting space with water bottles and other people.

Labs inspire your team to envision future scenarios, innovate solutions, and develop adaptive scaling strategies for interventions



Futures

Lab.





Futures Lab helps you create from the future.

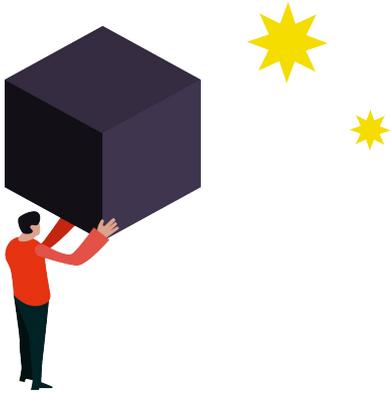
To transform, we need to collectively look across the horizon and imagine new ways of doing.

When you already have an understanding of the problem space and industry trends, we help your team to create an alternative vision, build diverse scenarios to develop roadmaps, find new directions, and drive forward change.

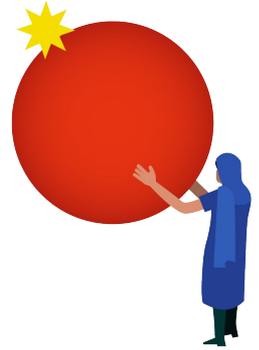




Create a unifying future vision and deeper collective ownership of solutions, bringing together an inclusive pool of participants



**We would be happy to
chat about how we can
tailor sprints and labs to
your needs.**

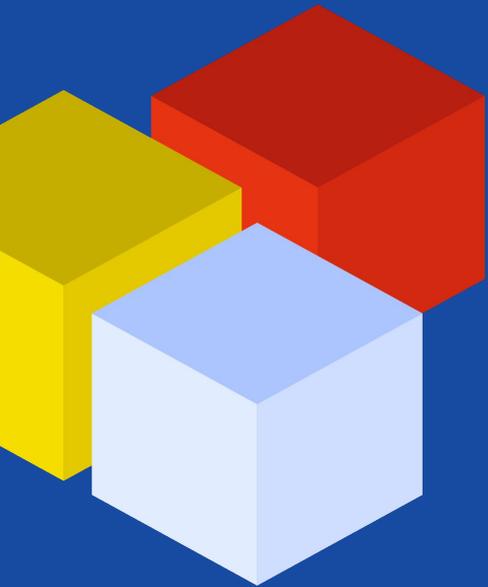


Get in touch!

mari.tikkanen@scopeimpact.fi



SCOPE



Thank you!



scopeimpact.com

