



## WORK ROLE BRIEF

*We include in the last page an explanation of the role brief and its different elements in case needed.*

ROLE NAME	AIMS TOWARDS	SO THAT
<b>RELATIONS KEEPER BRANDS</b>	Find sustainable brands and develop new relations	We can help truly sustainable brands get more exposure and create a marketplace where customers can shop according to their own criteria of sustainability

### BY DOING THE FOLLOWING ACTIVITIES (Type x Description)

**Type: LEARNING CHALLENGE**

#### **Challenge 1: Business relationships development**

The Relations Keeper Brands uses both digital infrastructure and strong social abilities on the phone and face-to-face to create and nurture business relationships with sustainable brands with the objective of formalizing a relationship that allows a collaboration between the brand and Greenvouch.

As a guiding scope, the relationship development covers four distinct stages;

Stage I / Finding sparks among sustainable brands.

Stage II / Formalizing relationships into highly aligned agreements.

Stage III / Supporting participants in day-to-day work and long-term reflections towards realization.

Stage IV / Collaborating with participants towards a mutually beneficial development.

### WILL GENERATE THE FOLLOWING CONTRIBUTIONS

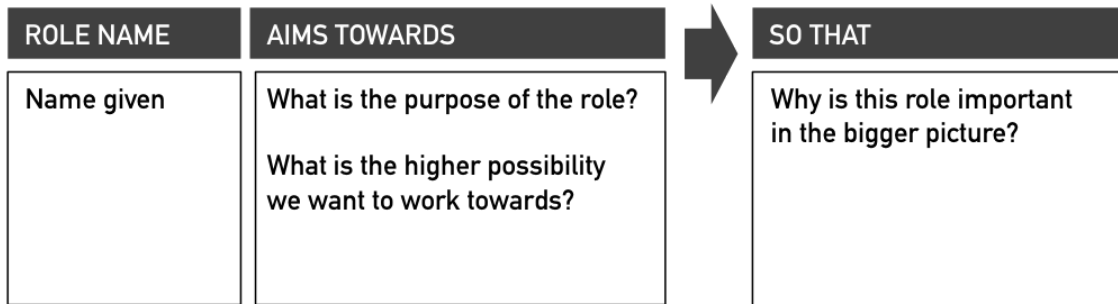
**Deliverable 1:** Sparks found

**Deliverable 2:** Highly-aligned agreements

**Deliverable 3:** Realization plans, reviews & steering

**Deliverable 4:** Further development plans

*We start explaining WHYs*



↓ *then we explain HOWs*

**BY DOING THE FOLLOWING ACTIVITIES (Type x Description)**

**A. DEFINING TYPE OF ROLE**

<p><u>1. DELIVERY PROJECT</u></p> <ul style="list-style-type: none"> <li>• Worker has long experience &amp; track record</li> <li>• Worker brings credentials</li> <li>• Worker brings her methodologies</li> <li>• Worker brings her tools</li> <li>• Project scope is fixed in detail / budget / duration</li> </ul>	<p><u>2. LEARNING CHALLENGE</u></p> <ul style="list-style-type: none"> <li>• Worker shows high curiosity/interest</li> <li>• Worker is willing to learn</li> <li>• Architect brings methodologies (worker contributes)</li> <li>• Architect brings tools (worker contributes)</li> <li>• Role is scoped in challenges that evolve once finished</li> </ul>
<p><u>3. OUT-OF-SCOPE</u></p> <ul style="list-style-type: none"> <li>• High difficulty / complexity</li> <li>• No curiosity/interest</li> </ul>	

**B. DESCRIBING THE ACTIVITIES WITH FULL DEPTH**

Activities in **Domains** or with **Elements** done thru **Methodologies**  
 using certain **Tools** provided by a concrete **Supplier**

↓ *and finish with WHATs*

**WILL GENERATE THE FOLLOWING CONTRIBUTIONS**

What is the result of the activity?  
 What contribution is generated?  
 How do we measure the contribution?