

Putting the Human Back into a Dehumanized World™

ENGAGEMENT LIFECYCLE

Your Engagement Journey.

Every nDemand engagement moves through six clear phases, from a brief discovery conversation to a long-term partnership. Timeline and scope vary widely by engagement, some products move in days and some programs run for years. This guide shows what happens at each phase and exactly what you walk away with so there are no surprises and no fuzzy handoffs.

THE SIX-PHASE ENGAGEMENT JOURNEY AT A GLANCE



1 Discovery

RECOMMENDED ENTRY POINT

Pathway Assessment first, then a fifteen-minute conversation. Honest fit signal in or out.

WHAT HAPPENS

- Begin with our online Pathway Assessment to identify your primary service area
- Fifteen-minute discovery call covering goals, priorities, and constraints
- Initial service area match based on the pressure you are feeling
- Direct read on whether nDemand is the right partner for this
- NDA execution if proprietary information needs to be shared

WHAT YOU WALK AWAY WITH

- Clear yes or no on fit
- Recommended primary service area
- Path to the diagnostic if aligned
- Honest referral elsewhere if not

2 Diagnostic

BASELINE

Readiness baseline. Where you actually are, not where you think you are.

WHAT HAPPENS

- Readiness assessment using the nDemand framework
- Pipeline and capability inventory review
- Gap analysis against goals and constraints
- Stakeholder interviews where relevant
- Diagnostic readout meeting with leadership

WHAT YOU WALK AWAY WITH

- Written readiness assessment
- Pipeline and capability baseline
- Priority plays recommendation
- Scope and pricing options

3 Strategy

ALIGNMENT

Plays, targets, plan confirmation, and a signed scope of work.

WHAT HAPPENS

- Strategy session to confirm priority plays
- Targets, accounts, and milestones identified
- Cadence, team structure, and reporting agreed
- Statement of Work drafted, redlined, and signed
- Success measures defined and baselined

WHAT YOU WALK AWAY WITH

- Signed Statement of Work
- Plan with clear milestones
- Defined plays and target list
- Named engagement team

4 Launch

ACTIVATE

Tools live, team aligned, first deliverables in motion.

WHAT HAPPENS

- Kickoff meeting and team introductions
- Tools, accounts, and access provisioned
- Project tracking and communication channels set up
- Working cadence and reporting rhythm established
- First deliverables started immediately

WHAT YOU WALK AWAY WITH

- Engagement officially launched
- Active tracking and dashboards
- Defined cadence and check-ins
- First deliverables already moving

5 Execute

ACTIVE DELIVERY

Working cadence. Milestone reviews. Real outcomes, not slideware.

WHAT HAPPENS

- Working sessions and progress check-ins on agreed cadence
- Deliverables shipped against the plan
- Milestone reviews and course corrections
- Executive readouts to leadership on agreed cadence
- Business review at agreed engagement checkpoints

WHAT YOU WALK AWAY WITH

- Engagement deliverables completed
- Quantified outcomes vs success measures
- Business review with results and lessons
- Renewal or expansion decision

6 Expand

ONGOING PARTNERSHIP

Adjacent service areas activated. Long-term partnership. Referrals begin.

WHAT HAPPENS

- Adjacent service area activation based on new pressure points
- Engagement expansion conversation and right-sizing
- Long-term partnership terms formalized
- Case study and proof-point documentation
- Referral and ecosystem introductions begin

WHAT YOU WALK AWAY WITH

- Multi-area partnership in motion
- Continued access and priority
- Documented success story
- Referral network engagement

Start with the Pathway Assessment.

Take our online Pathway Assessment, then we will follow up with a fifteen-minute discovery call. The assessment helps us maximize our time together and focus on what actually matters for your goals. If we are aligned, we move forward. If we are not, you walk away with a recommendation and a referral.

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