

S3P2-3: Visibility of Contribution

Purpose:

Acknowledge and highlight the individuals and teams who shaped the journey design and pilot. Builds ownership, pride, and belief by making contributions visible rather than invisible.

Example Formats

Contribution Type	Recognition Method	Example
Workshop Participation	Names listed in pilot design pack	“Design Co-Workshop Contributors: A. Smith (Sales), L. Chen (Ops), M. Patel (CX)”
Idea Incorporated	Call-out in briefing slides	“Touchpoint ‘Welcome Call’ emotion map suggested by frontline team”
Pilot Feedback	Quotes included (with consent) in comms	“This actually feels like what our customers go through day to day.” – CS Team Member
Sponsorship Support	Visible endorsement in comms	“Thanks to Ops Director J. Reilly for championing pilot setup”
Change Influence	Noted in governance log	“Billing touchpoint redesigned following feedback from Finance team”

Sample Output – Slide Snippet

Acknowledgements – Pilot Design Team

Customer Service Team A (touchpoint insights)

Sales North Region (language validation)

Finance Process Group (billing fixes)

Tech Ops B (identified handoff risk)

How to use:

Include acknowledgements in every formal artefact (briefings, packs, comms).

Use names, not just roles, where appropriate — visibility breeds belief.

Balance individual recognition with team or unit call-outs to stay inclusive.

What's Different from Standard Comms:

Moves beyond “thank you” emails — makes contributions **part of the artefact**.

Links recognition to the *specific design change or insight* provided.

Builds credibility by showing the system is co-authored, not imposed.

Uses:

Strengthen trust by showing staff input shapes the system.

Increase participation in future workshops and pilots.

Build momentum and pride during rollout.

Action-Response Principle (ARP)

Ref:S3P2-3