

*Diverging Phase*

*Converging Phase*

**DISCOVER**

Bridging Cognitive Gap

**DEFINE**

Bridging Context Gap

**DEVELOP**

Knowledge & Culture Exchange

**DELIVER**

*Knowledge Awareness Stage*

*Decision-Making Process*

*Implementation Process*

*Communication Stage*

**What to Scale**

**How to Scale**

**Replicating**

**Transferring & Scaling-Out**

1

Mapping & Scanning Activity

2

Strategic Roadmap Activity

3

4

Narrative Roadmap Activity

ACKNOWLEDGING

CAPTURING

ARTICULATING

TRANSFER