

Journey management roles

Excellent Journey Management relies on the people behind the scenes knowing exactly what they should be doing so they can stay focused on getting it done. Similar to Agile's Scrum Master and Agile Coach, Journey Management has clearly defined roles and responsibilities to ensure everyone's efforts flow smoothly. Depending on your organization's needs, maturity, and size, the same or different people can fill these roles to streamline your Journey Management process.

Admin team

The Admin Team, also known as the "core team," focuses on governance. They are the first users of TheyDo and standardize its usage across the organization. They contribute to the strategic vision of Journey Management, set up tactical standards and practices, and oversee adoption across teams and lines of business.

Journey owners

The Journey Owner holds a pivotal role, overseeing specific business journeys to ensure they are accurately mapped and up-to-date, with key business stakeholders aligned and engaged.



Journey contributors

Journey management is realized through collaboration across various stakeholders. In TheyDo, you can assign owners for the five different building blocks: insights, opportunities, solutions, goals, and metrics. These journey contributors actively collaborate within the triple diamond workflow, bringing their perspectives and expertise. The journey owner should be aware of the owners of the building blocks linked to their journey and coordinate the collaboration accordingly.

◆ Insights owners

Insights Owners act as detectives, translating qualitative and quantitative research into relevant insights. They ensure that data is used correctly, keeping research repositories well-maintained and updated. Their role involves tagging and structuring insights, ensuring they remain actionable, and continuously refining research to guide decision-making.

◆ Opportunity owners

Opportunity Owners focus on improvement initiatives, crafting and scoring opportunities based on insights and strategic goals. They assess business potential, prioritize initiatives, and ensure that impactful solutions are linked to the right opportunities. Their work drives continuous improvement and innovation in Journey Management.

◆ Solution owners

Solution Owners turn opportunities into reality by developing and launching solutions while working closely with stakeholders to ensure seamless implementation. They manage execution, align efforts with customer needs, and ensure that solutions meet business objectives. Their collaboration with cross-functional teams ensures that journeys evolve with practical, effective solutions.

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◆ Goal owners

Goal Owners oversee progress and achievement, tracking objectives at annual and quarterly levels to drive Journey Management forward. They monitor business goals, align teams toward shared objectives, and ensure that goals remain relevant and achievable. Their role is crucial in keeping teams accountable and focused on measurable impact.