LEADING
WITH IMPACT

Bridging the Divide:
ESD Workbook

1. SME Segmentation

Segment your SME portfolio by location and operational readiness. Use the space below to reflect on your current
pipeline.

What proportion of SMEs are based in urban, township, peri-urban, and rural areas?

| |
| |
| |
| |

How would you assess the level of formality and digital readiness across your SME portfolio?

| |
| |
| |
| |

Which SMEs have prior exposure to procurement or development support?

| |
| |
| |
| |

What challenges are commonly faced by SMEs in each geographic segment?

| |
| |
| |
| |

2. Intervention Mapping Matrix

Use this matrix to align SME personas with support strategies and desired outcomes.

Persona Key	Key Needs	Proposed Interventions	Expected Outcomes

3. 30/60/90 Day Action Plan

Outline practical steps and milestones to reorient your ESD approach toward more context-aware and impact-driven
outcomes.

Bridging the Divide: ESD Workbook

Timeline	Key Actions	Responsible Party	Success Indicator

4. Partner Selection and Role Mapping

Reflect on the strengths and gaps of your current implementation partners and explore new roles for local support
networks.

What implementation partners are currently involved in your ESD programme?

Where are there capability gaps in reaching SMEs in underserved geographies?

Partner	Current Role	New Role	Support Needed

5. Outcome-Based KPI Design

Move from spend-based reporting to impact-focused metrics. Use the table below to redesign your KPI framework.

KPI	Current Metric	Revised Outcome Measure	Tracking Frequency