

# Unfreeze your SOPs and make standard work ‘work’ for the frontline

 **STRIVR** WorkWise |  **SUPPLYCHAINDIVE**

Custom content for Strivr WorkWise by studioID

Conditions shift by the hour in supply chain operations. Equipment breaks, demand fluctuates, priorities shift, and workers are left guessing as processes change in real time.

**How quickly can your team access the know-how they need in the moment?** Is that knowledge backed by guidance that reflects current real-world conditions?

If your workers rely on static standard operating procedures (SOPs), outdated binders, and front-loaded training to find answers, the inevitable result is downtime, rework, and costly mistakes. These legacy approaches **aren't designed for today's pace of work**. Instead of empowering teams to adapt instantly to changes, they leave frontline workers waiting for retraining, flipping through binders, or depending on a lone subject-matter expert (SME) to step forward to keep things running.

"Most organizations still depend on outdated training and static SOPs that look polished on paper but fall short in practice," says Derek Belch, CEO at Strivr. "They're **too costly and time-consuming** to create and too far removed from the way work actually gets done."

Today's operations demand consistency and speed — qualities that yesterday's approaches simply don't have. SMEs must be able to **put their knowledge into the hands of every worker instantly**, exactly where and when it's needed. AI is helping make this level of instant expertise a reality, giving workers a way to easily capture, structure, and share operational knowledge at the pace of change.

This "ops-first" approach **marks the future of frontline execution**. It prioritizes answers and supports the flow of real work. When teams are empowered to define and update standard work as it shifts, supply chain organizations can move as fast as their operations.

Legacy approaches  
**aren't designed for  
today's pace of work.**



Our teams need visual, up-to-date guidance in the flow of work. If it's not right there when they need it, it's invisible."

**Robby Dhesi**

Director of Operations Transformation, RNDC

## Where and why static SOPs and training models fall short

It's been decades since traditional approaches to standard work have kept pace with real-world operations (if they ever did at all). Why? Because they're delivered upfront and far from the realities of the production floor.

"The challenge isn't writing down how work gets done — it's making knowledge usable, consumable, and standard across the network," says Director of Operations Transformation at RNDC Robby Dhesi. "Our teams need visual, up-to-date guidance in the flow of work. If it's not right there when they need it, it's invisible."

### HIDDEN COSTS OF STATIC DOCUMENTATION

The disconnect between traditional SOPs and real work slows organizations down, creating bottlenecks, confusion, and rework that eat away at efficiency.

**How much time, money, and energy are you spending to create, review, and revise SOPs that no one uses?**

#### Traditional SOPs:

- **Go unread.** Often, they're too difficult to read and apply in the real flow of work, forcing employees to turn to peers or seek workarounds. Sometimes, reading isn't even an option if language barriers stand in the way.





- **Take weeks or months to update.** Because SOPs are long and complex, teams often hold off on updating them until many changes accumulate. This results in long, disruptive update cycles and instructions that lag behind current practices.
- **Create knowledge gaps.** If a key worker retires or quits, decades of expertise can disappear overnight when it lives in someone's head and not in a format everyone can access at any time and from anywhere.
- **Amplify risk in critical moments.** When SOPs are hard to access or apply, workers may miss critical safety steps or quality checks, leading to avoidable errors, costly downtime, or compliance failures.
- **Result in guesswork.** Documentation is often written by people who aren't experts – and who don't want to stop what they're doing to update documentation.

## TRAINING MISSES THE MOMENT

Much like traditional SOPs, onboarding or one-and-done training can't align with the pace of frontline work. Teams need guidance at the point of execution, not months before (or after).

When jobs change, and old lessons no longer apply, teams often default to trial and error. This means more mistakes, more downtime, and a wider gap between what's supposed to happen and what actually does.

**How much risk, waste, or rework do you face because workers can't recall what they learned in training?**

**Traditional training:**

- **Expects long-term recall from one-time lessons.** Typical online or classroom training programs teach procedures that workers won't use for weeks or months; they're preparing for future scenarios and learning before work happens. By the time a true problem arises, those details they heard once are long forgotten.
- **Lacks relevance to real-world scenarios.** Lessons can feel too disconnected from what happens on the plant floor because training is detached from the immediate context of the job. This leaves workers unprepared to handle how things are really done.
- **Ages out of relevance.** Much like traditional SOPs, training materials quickly become stale when processes or tools change. Training must be revisited and recreated, which is costly and time-consuming.
- **Relies on non-teachers to train.** Some of your organization's best workers may have decades of critical knowledge in their heads, but they're not natural teachers (or not the ones tasked with doing the training).

**Workers don't want (or need) a new course to finish or a new manual to memorize.** They want clear answers, insight, and practical guidance as soon as a task or issue arises. That's where **an ops-first mindset changes the game.**





## Three key steps to transform your SOPs

---

**1** CAPTURE WHAT MATTERS IN THE MOMENT

**2** DIGITIZE STANDARD WORK WITH AI

**3** MAKE KNOWLEDGE ACCESSIBLE

## The power of an ops-first approach to standard work

The plant floor “isn’t a black-and-white SOP,” Belch points out. “It’s dynamic and full of workarounds and constant adjustments. People do their jobs in shades of gray. Having a subject-matter expert show and talk their way through how they do something is invaluable and reflects the real world. Digitizing this knowledge is priceless.”

### How fast can your frontline adapt when work changes?

A true ops-first model not only embraces complexity but puts operational teams in the driver’s seat. It gives everyone the tools they need to quickly capture, share, and learn about work where it happens — in the language and context that gets results.

What does an ops-first approach to standard work look like?

“It comes down to **three key steps that help supply chain organizations turn thousands of pages of static SOPs into clear, visual content** that speaks the language of the frontline,” says Aneesh Kulkarni, CTO at Strivr.

### 1. CAPTURE WHAT MATTERS IN THE MOMENT

Giving operators and SMEs the tools to capture processes from a first-person perspective moves operational knowledge out of binders and into actionable assistance. **Real-world execution replaces theory**, closing the gap between what’s written and what works.

With smartphones, wearable cameras, or any other video-enabled device already in the field, frontline experts can easily capture the flow of work as it happens.

In situations where additional context matters, it's important to give SMEs the ability to capture views beyond first-person, including third-person perspective capture or shared screen views to improve comprehension.

## 2. DIGITIZE STANDARD WORK WITH AI

An ops-first approach to standard work should let SMEs simply do their jobs and talk about what they're doing as they go — without worrying about formal writing or editing along the way.

As an AI-powered platform built to accelerate this process, WorkWise by Strivr enables SMEs to record valuable institutional knowledge (along with tips and tricks), traditionally not accessible through standard SOPs. With WorkWise, AI takes it from there, summarizing and transforming it into easily accessible and digestible assistance that operators can follow.

With a tool like WorkWise, your SMEs can **quickly create short, authentic videos in the field** that rapidly become step-by-step guides with clear visual reference points for anyone to access at the point of work.

## 3. MAKE KNOWLEDGE ACCESSIBLE

An ops-first approach makes previously untapped knowledge searchable, discoverable, and accessible. It **puts critical know-how into the hands of anyone who needs it**, wherever and whenever the job demands. Workers simply scan a QR code, access a video, or pull up an annotated process that walks them through the steps they need, where tasks happen.

Even if standard work evolves every day as best practices are found and shared, SMEs can make edits and get updates back into the workflow with minimal friction.

“We haven’t met any operator who says, ‘I don’t need to continuously improve standard work,’” says Kulkarni. “Everyone needs to. But the challenge is getting those instructions in the hands of workers quickly so they are getting the support they need when they need it — in the most accurate state possible.”

## The real-world impact of instant, accessible guidance

When frontline knowledge is freed from binders and shared instantly, the benefits quickly ripple throughout the organization.

- **Faster adoption.** Teams ramp up on new processes instantly with visual, step-by-step guidance right where work happens. No waiting for retraining or shadowing—just faster learning at the point of work.
- **Less downtime.** Downtime drops sharply when teams have tools and guidance to solve problems without waiting minutes or hours for SME assistance or looking up outdated documentation.
- **Better quality of work.** Clarity and consistency make execution better, with visual, step-by-step instructions that ensure high levels of “first-time-right” performance, even among new team members.
- **True continuous improvement.** Organizations can finally unlock continuous improvement. As workers update and share procedures as they learn, incremental gains spread across every shift and role. Constant updates ensure that standard work evolves with the needs and innovations of the team.
- **Improved retention.** Making knowledge accessible keeps people engaged in their roles, making them confident in and proud of the work they do. They perform at a higher level and get better with every shift.

Making guidance instantly accessible is also **more cost-effective and makes better use of resources**. As Belch adds, Strivr partnered with a national retail organization that spent nearly \$40,000 per month to create operational training videos. “They thought about bringing video creation in-house, but that required an instructional design team and would take weeks or months to produce a single video. With WorkWise, I watched the operations lead create a digital procedure in three minutes, giving their teams an early glimpse into the future of standard work.”



With WorkWise, I watched the operations lead create a digital procedure in three minutes, giving their teams an early glimpse into the future of standard work.”

**Derek Belch**

CEO at Strivr





“

That future only becomes possible if the right operational foundation is built today — processes must already be digitized, visual, and dynamic.”

**Derek Belch**

CEO at Strivr

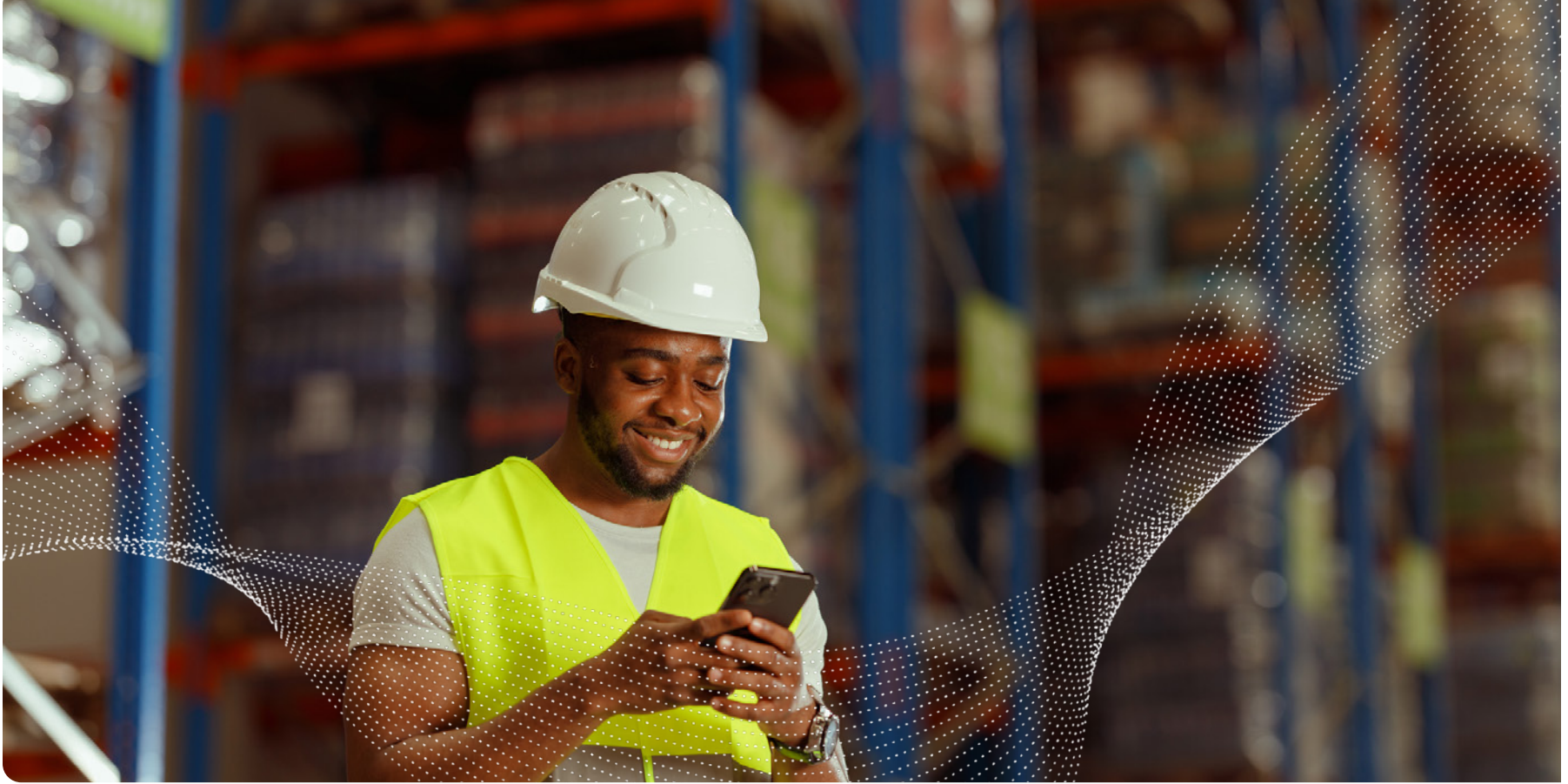
## Futureproofing operations for resilience and innovation

Ops-driven standard work lays the foundation for lasting resilience: Processes run smoothly across every shift — regardless of who's working or what's changing day to day. By capturing expertise once and making it accessible to all, organizations protect critical knowledge from disruption and turnover.

It also positions supply chain teams to embrace the next wave of innovation. As digital technologies continue to merge with physical operations, the line between training, guidance, and execution is disappearing. AI will be a critical enabler in this transformation, accelerating the ops-first approach by turning insights and expertise into instant, accessible support, and doing so at a scale and speed that manual processes can't match.

As Belch explains: “The future of work will undeniably be powered with augmented reality. Standard work will mean wearing smart glasses that guide every step. But that future only becomes possible if the right operational foundation is built today — processes must already be digitized, visual, and dynamic.”

Ensuring your teams have clear, accessible standard work to rely on today paves the way for the augmented and virtual reality overlays, digital twins, and real-time decision support that will define tomorrow's high-performing operations.



## Turning knowledge into action

Today's supply chain operations are too dynamic to be managed by processes that are frozen in time.

Adopting an ops-first approach makes standard work instantly accessible, consumable, and easy to update as the job evolves. When frontline experts can capture, refine, and share guidance, everyone works with the best knowledge available in the moment.

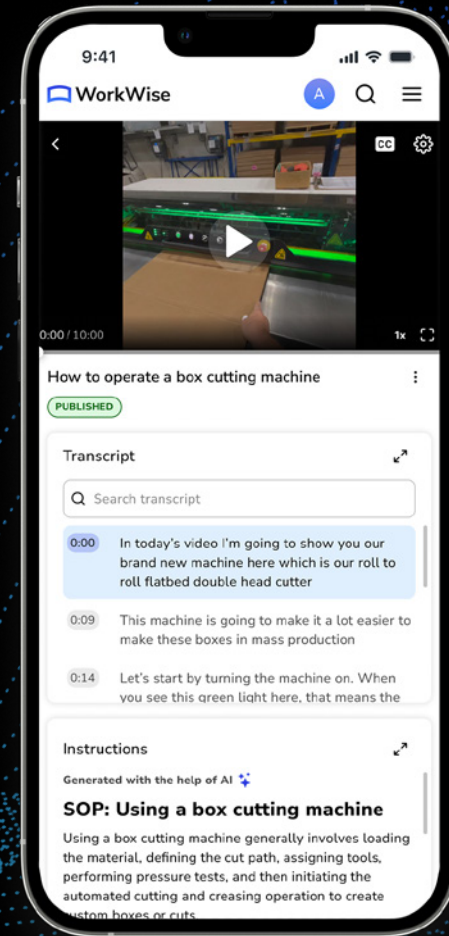
"The frontline doesn't just need information — they need clarity and confidence," Dhesi adds. "WorkWise helps us capture what experts know and turn it into real-time guidance. This is the future of standard work."

Future-ready supply chains empower people, not paperwork. When the right digital tools are in place, creating usable SOPs becomes as seamless as doing the job itself.

# About Strivr WorkWise

Frontline teams often lack the clear, timely guidance they need to do their jobs. SOPs are outdated, institutional knowledge disappears, and execution suffers. Harnessing the power of AI, WorkWise transforms real-world expertise into step-by-step visual assistance — instantly. The result: faster knowledge capture, more visual instructions, and better execution at the point of work. WorkWise is a video-first, AI-powered operational intelligence platform designed to turn frontline know-how into instant, visual guidance. With WorkWise, Strivr is expanding from immersive training to real-time operational execution — bringing speed, consistency, and confidence to the way work gets done.

[LEARN MORE →](#)







# studio / **ID** BY INDUSTRY DIVE

studioID is Industry Dive's global content studio offering brands an ROI rich tool kit: Deep industry expertise, first-party audience insights, an editorial approach to brand storytelling, and targeted distribution capabilities. Our trusted in-house content marketers help brands power insights-fueled content programs that nurture prospects and customers from discovery through to purchase, connecting brand to demand.

[Learn more](#)