



Our Process

Description

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What We do

We employ a process of Holistic Disruption, where we use your Disruptive Leadership to ignite Employee Passion, engage and develop a deep Customer Understanding and then create truly ground-breaking and Innovative Products

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Process for Generating Employee Passion

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Listening Deeply to Issues and Needs.

Listening cafes, skip levels, and one on one interviews

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Teach and insist on accountability

responsibility, trust and empowerment

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Take immediate actions

for quick wins with employees and build momentum

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Crystallizing the company's vision and mission

through a breakout brainstorm with your leadership team

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Share customer insights

and ask for inputs on how to solve

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Complete a 360° review of your market and competition

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Data analytics of your performance

and discover new opportunities

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Personal and real customer focus group

to gain insights into the hearts and minds of your target markets

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Review your USP™s

and create new and exciting differentiators based on your company™s DNA

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Process for Developing a Deep Customer Understanding

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Process for Product Innovation

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Phase 1. Orientation

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Market Research:

we scrutinize the market, looking at your market, your products, your clients, your competitors, and other parallel segments. We want to understand your business landscape.

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Immersion:

we immerse ourselves in your processes and among your people to learn how your business works. We want to become part of your team to help understand your strengths, what™s working great, and where you could be stronger.

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Brief Definition:

Together we create a very specific plan of action, identifying the areas of greatest opportunity and making sure that the solutions we create together will be laser-focused on the aspects of your business you would like to take to the next level.

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Phase 2. Conceptual Sprint

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Conceptual Ideation:

Through brainstorming, workshops, and a bit of grinding we start imagining solutions to help your business thrive and answer the questions defined in Phase 1. We start with a blank page to generate maximum and free-flowing ideas, and gradually coalesce the most promising and exciting ideas into more concrete business (or product) concepts.

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Workshopping:

Key players of your team are involved to bring their experience and insider knowledge. We help magnify, reintegrate and hone these ideas into business and product concepts.

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Concept evaluation:

At the end of the phase we deliver 3 proposals - which could be entirely different models or variations on a central theme - of ways that your business could change. The objective here is to identify the ideal "end-state"™, imagining a time in the near future - what will that future look like? We will zero in on the concept that works best for your business and move onto the next phase.

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Phase 3. Design and Prototype

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Problem Solving:

If Phase 2 is about identifying the "what"™ your future business will look like, Phase 3 is the "how"™

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Prototype and test:

We develop mockups, prototypes, and demos of the concepts (of business operations, processes, training plans), use them and prove them out. The aim is to learn by using and through experience. Several rapid iterations allow us to identify what works, and flush out any problems or dead-ends in the process.

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Finalize:

The outcome of this phase is a bold but detailed vision for your future, and a plan to get there. At the end of this stage we formalize processes and firm up the plan. We have the recipe - we just need to start cooking!

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Phase 4. Finalize and Implement

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Timing:

Any plan roll-out requires precise scheduling to make sure the steps are done in order. This may be a hard cut-in, or a choreographed sequencing, etc. We develop the roll-out schedule for the new version of your business. All the ins and outs and what™s needed at each step to ensure a successful launch.

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Training:

We train your team and provide full visibility of the plan, and what role they will play. Any required training or briefings will happen in this phase to make sure your entire organization is ready to launch.

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Go-Live:

We help you implement your new plan and embark on your new future

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Ready to boost your Business forward?

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[Letâ€™s get in touch!](#)

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Author

platypussolutionsadmin