SOME PAST PROJECTS

FACILITATE SUCCESS

LIVE PROJECTS

Leading, coaching and mentoring teams in identifying, validating and proposing innovation opportunities. (Business model development, learning plan, piloting, business case).

INSIGHT AND OPPORTUNITIES

Distilling customer and adviser insights to drive M&G digital channel and service development priorities.

Enabling fast high-impact sharing of country experiments and learning for global adaptation.

IDEATION & BUILD

Designing and leading ideation events for categories including confectionery, personal care, mortgages, oral care, retail, beverages, hygiene, food delivery, ice cream, fashion, property, insurance, social care and sleeping aids...

STRATEGY DEVELOPMENT

Facilitating a cross-functional Tesco team and partners to revitalize their leading customer loyalty offer.

Navigating the response to competitive developments in Starbucks' CPG business.
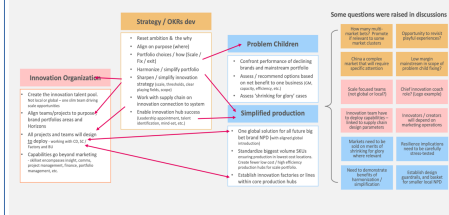
FUTURE HORIZONS

Leading the 'horizon 3' assessment for a global foods business. Distilling trend findings and foresight from agency partners and challenging this with input from leading experts and disruptive start-ups (via interviews and panels.)
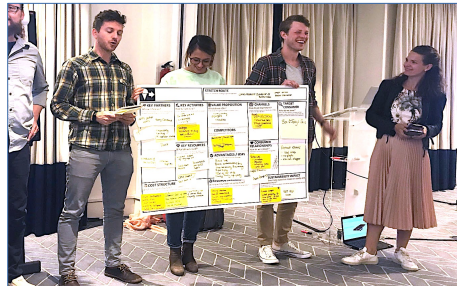
ORGANISATIONAL DESIGN

Supporting executive team to collaboratively create an improved innovation way of working and organizational design to address future challenges and accelerate growth.

MODELS & STRETCH

Supporting a wearables / medical device company's development of destination business model / portfolio and the road map to achieve this.

Facilitating brand stretch business model development for a refreshments business.

CAPABILITY DEVELOPMENT

Designing and delivering innovation capability development programs for global companies. These have included on-boardings for senior management and a residential innovation academy.

PROBLEM SOLVING

Leading problem-solving workshops to enable teams remove project barriers and enable decision-making.

Facilitating diverse teams to address the organizational, cultural and behavioural barriers constraining performance.

LEARNING PLAYBOOKS

Codifying learning from experiments and activities across all markets to accelerate growth on delivery platforms.

Developing an experimentation playbook for digital marketing teams.