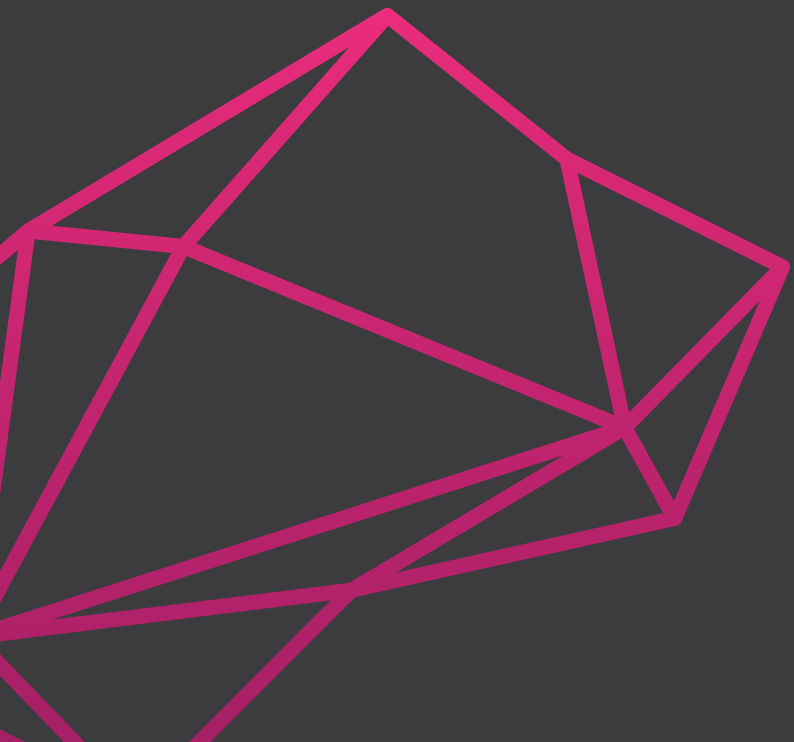




# IMPACT THROUGH INNOVATION



THE STRATEGY GROUP

# The problems to be solved

Every sector is being disrupted. Business as usual is the path to extinction. How do we evolve?

Power has shifted from organisations to consumers. Like a startup we need to be agile, nimble and reactive to our clients' experiences—their pains and their gains. How do we change our culture?

If we're not quick, we're dead. How do we go from idea to execution in 12 weeks, not 12 months?

Everyone talks about "putting the customer in the centre". Almost no-one actually does. How can we be genuinely customer-centric?

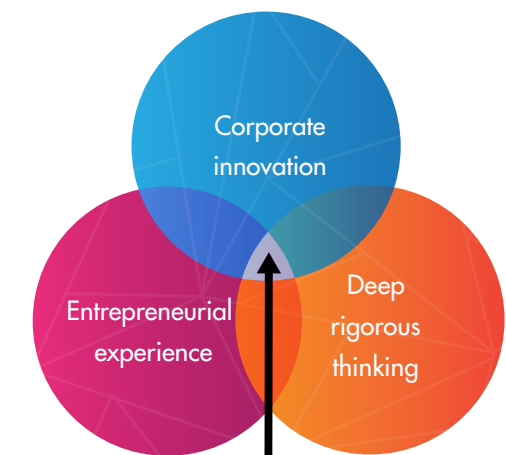
Great ideas come from anyone and anywhere. How do we capture diverse ideas and turn them into game-changing opportunities?

# How we solve them

Traditional strategic thinking needs a drastic refresh.

We leverage our expertise in entrepreneurship, corporate innovation and rigorous thinking to help you develop new business models, use unconventional strategies and drive innovation internally.

We are mind-shifters, we change the way you think and work. We partner with you to re-imagine your organisation as entrepreneurial, customer-centric and agile, transforming the way you think, work and play. In this era of disruption you can no longer rely on traditional experience and strategies. We are only satisfied when we achieve business impact and knowledge transfer for our clients.



THE STRATEGY GROUP



## CASE STUDY

# Launching three startups in six weeks at Scentre Group

## The Challenge

Deploy a radically different approach to developing internal ideas at Scentre Group – running projects as if they were startups.

## The Outcome

Three developed, prototyped and validated ventures that were given the green light for implementation by the executive team.

The Strategy Group designed a Venture Strategy program that took three startup teams' ideas from conception to market validation in just six weeks. By design, the program was fast-paced, intensive and immersive in order to give the founders a real world experience of life in a

startup. The evidence generated through the program gave the executive team the confidence to approve all three startups through to the next phase. In just six weeks, significant potential value had been unlocked for the organisation.

“ Working as a startup has been a life changing experience. I think its really changed my perspective on so many things. When I think back to how I thought about innovation and what it took to be innovative, I just think this experience has opened my mind to a whole new world. ”

– Justine Guest, Scentre Manager at Liverpool NSW



# Building an innovation mindset

## Executive & Board Advice

**Impact:** Development of an innovation strategy that delivers business impact.

Innovation strategy and vision at the enterprise level is essential to embedding innovation into organisational culture. We provide executive and board advice on governance, leadership, culture and metrics to ensure that innovation investment at your organisation ultimately leads to impact.

## Innovation Metrics

**Impact:** Measuring Innovation capability to identify areas ripe for transformation.

The Innovation Index is a solution to the innovation measurement gap. It is a diagnostic tool designed to assess innovation capabilities across any organisation. It is useful as a measure of innovation across entire sectors by aggregating the scores of a representative sample of sector organisations as well as an internal measure of innovation. The Innovation Index provides a clear framework to understand the capability areas that require greater focus in order to improve their innovation capability into the future.

## Building a Consumer Centric Mindset

**Impact:** Employing customer empathy to re-design products and services.

The power shift from institutions and organisations to the consumer has never been more apparent. So, if you exist to serve customers, then your view should be their view. We help you use empathy to see the world through your customers' eyes and experience life as they do.

## Future Ready Organisations

**Impact:** Hands on innovation experience.

We work with your staff to develop the skills that will ensure they can innovate when faced with disruption. We help staff adapt to new ways of working and explore the roles of customers and organisational culture. From 1/2 day sessions to 3-5 day intensives - we give your organisation a taste of innovation in a hands-on and experiential fashion.

## Lunch and Learn

**Impact:** Introduction to innovation.

Our 1 hour Lunch and Learn sessions introduce innovation to your organisation through new methodologies and frameworks. These sessions use powerful case studies to illustrate the successful outcomes of innovation in startups, corporates and government organisations.







## CASE STUDY

# Designing delightful experiences at Harris Farm

## The Challenge

To design a genuinely special in-store experience that continually surprises and delights customers and keeps them coming back.

## The Outcome

Four new, innovative and creative ideas were prototyped and endorsed, with one idea - Single Herd Milk scaled to stores across NSW.

Using Design Thinking, the team came up with 100+ ideas, cutting them down to a shortlist of 32 concepts and eventually choosing four fantastic ideas to bring to life. All four ideas were designed, prototyped and tested in store with real customers to

see what worked, what didn't and what could be tweaked to make them even more memorable. This sensory retail experience is unlike any other in the competitive Australian food retailing sector and cements Harris Farm Markets in a league of their own.

“ We invited The Strategy Group into our business to help us deliver some new and exciting concepts to our customers. I am so pleased with the ideas that have come out of the process, particularly Single Herd Milk which has been really popular amongst our customers. ”

– Tristan Harris, Co-CEO, Harris Farm Markets



# Building innovative organisations

## Business Model Transformation

**Impact:** Business model transformation.

We take a radically different approach to developing new business models – we run them like startups with seriously limited time, budget and resources. Your staff become founders of their own internal startups and create ready to scale business models that will unlock opportunities for your organisation. Your staff will develop the agility, courage and “just do it” attitude of real startup founders.

## Ideas to Execution

**Impact:** Ongoing flow of innovative ideas supported by internal processes.

We work with you to develop an internal ideas-to-execution program for internal staff. Our ideas-to-execution models are interactive, experiential and make progress on real business and social issues. The program ends with an opportunity for staff to receive “seed funding” for their projects.

## Startup Partnerships

**Impact:** A value-creating partnership between organisations and startups.

For years, corporates have been trying to identify valuable and symbiotic startup partnerships with little success. The problem is that corporations and startups have tried to emulate each other rather than focusing on how to create value together. We offer strategic advice around implementing the correct governance, equity and cultural structures to help these partnerships flourish. We are well connected in the startup community and can work with you to identify relevant startups, founders and entrepreneurs that will align with your business.

## Spin-ins, Spin-outs, Spin-offs

**Impact:** Venturing beyond the traditional business to explore growth areas.

Innovative organisations identify growth opportunities and invest in new ventures outside of the traditional alignment. The Spin-in, Spin-out and Spin-off structures are used to draw external businesses into the fold

or support external growth of ventures. We work with you to identify the appropriate method for your business opportunity. Additionally, we ensure that the correct governance models and organisational structures around these growth opportunities are set for success.

## Breakthrough New Solutions

**Impact:** Reframe business problems to design impactful solutions.

We help your staff reframe their thinking through empathy, exploration and experimentation. We get your staff “out of the building” and working with real customers to understand their needs. We teach your staff to validate and invalidate hypotheses over 6-8 weeks to identify scalable solutions to real business problems.



## CASE STUDY

# Redesigning integrated healthcare with Telstra

### The Challenge

Identify and solve communication and information problems in the integrated care setting at Calvary Health Care.

### The Outcome

Five key communication and ICT issues were identified, prototyped and scaled into a digital platform that meets patient needs.

“ The Strategy Group’s expertise and knowledge in Design Thinking was instrumental in the success of our Design Thinking project...Most importantly they have a strong focus on creating winning outcomes, creating a real ROI for us on the project. ”

- Tanya Felton, National GM Health Industry Development, Telstra

We used Design Thinking to approach the development of innovative and meaningful methods of communication for the integrated healthcare setting. Working with clinicians and stakeholders from the community, Design Thinking highlighted the

unintentional disconnect between the delivery of care across integrated care units, and the resulting impact on patients. By putting the patient first rather than the technology, a digital platform that truly meets patient needs was delivered.

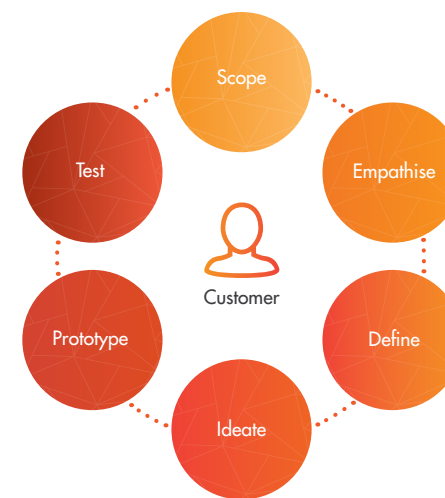


# How we work

### Design Strategy

Solution design with an obsessive customer focus.

Our proprietary Design Thinking methodology approaches solution design with a new outlook: the outlook of your customer. This process combines ethnographic research, brainstorming, prototype development and testing with real customers. The process is repeated until customers’ problems are solved, their needs met and solutions are designed that deliver tangible impact to your organisation.

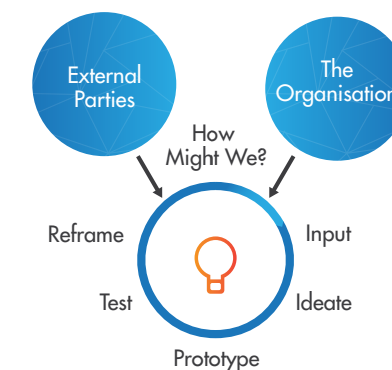


Our Design Thinking Model

### Idea Strategy

Shattering assumptions and exploring what’s possible.

Good ideas can come from anywhere. We encourage organisations to expand their idea potential by creating opportunities to engage with external stakeholders. We build internal idea-to-execution models to facilitate a diverse flow of creative ideas.

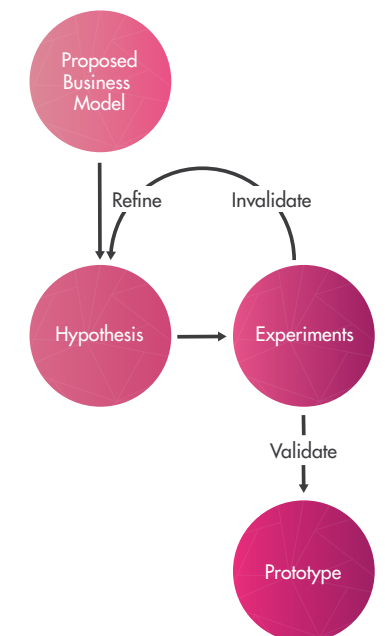


Our Open Innovation Model

### Venture Strategy

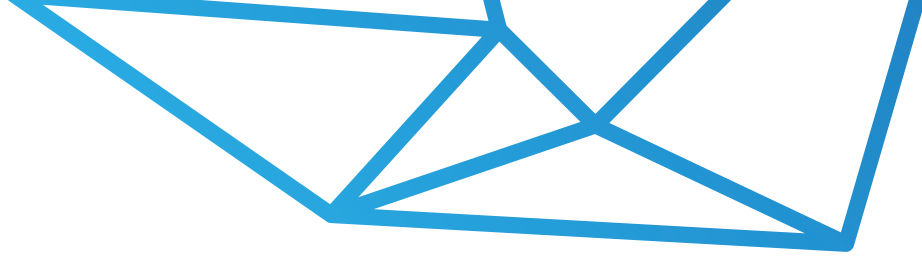
Transform your business models with a lean mindset.

Through Venture Strategy, we define a business model to be tested, then systematically validate this model against nine key criteria with customers and in the market by rapidly prototyping ideas, experimenting with customers, receiving feedback and iterating until your organisation is ready to deliver business model transformations.



Our Lean Startup Model





# What it's like to work with us

## We are part of your innovation team

As your innovation partners we work side by side with you to develop and grow your innovation capabilities. We prioritise action over teaching because we value learning by doing.

## We drive impact and knowledge transfer

We are only satisfied when we achieve business impact for our clients. This impact is self-sustaining as we transfer knowledge about our ways of working and methodologies while we work alongside you.

## We are creative and curious

Traditional models of thinking and working don't result in business model innovation. We encourage creative, visual thinking and curious questioning which in turn, generates new and imaginative solutions to complex problems.

# Leadership team



## Jeffrey Tobias

Managing Director

Dr. Jeffrey Tobias' career in innovation has spanned academia, corporate organisations, entrepreneurship, government and research. He is an accomplished strategist, academic and active angel investor. Jeffrey is a global and respected thought leader in innovation with a wealth of commercial and business experience.

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## Jemma Parsons

Director

Jemma has spent a significant part of her career working in Asia in business development and project management roles for an ASX200 company consulting on large scale government projects. Jemma is a passionate advocate for using innovation methodologies to solve complex problems and an entrepreneur in her own right.

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## Julian Kezelman

Director

Julian has delivered Design Strategy projects, facilitated Idea Strategy campaigns and delivered Venture Strategy incubation programs. Julian's started his career in financial services and later completed an MBA winning class medals in Entrepreneurship and Innovation.

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# Our clients





# LET'S CHAT

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