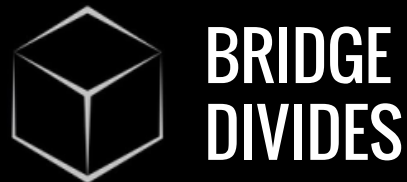
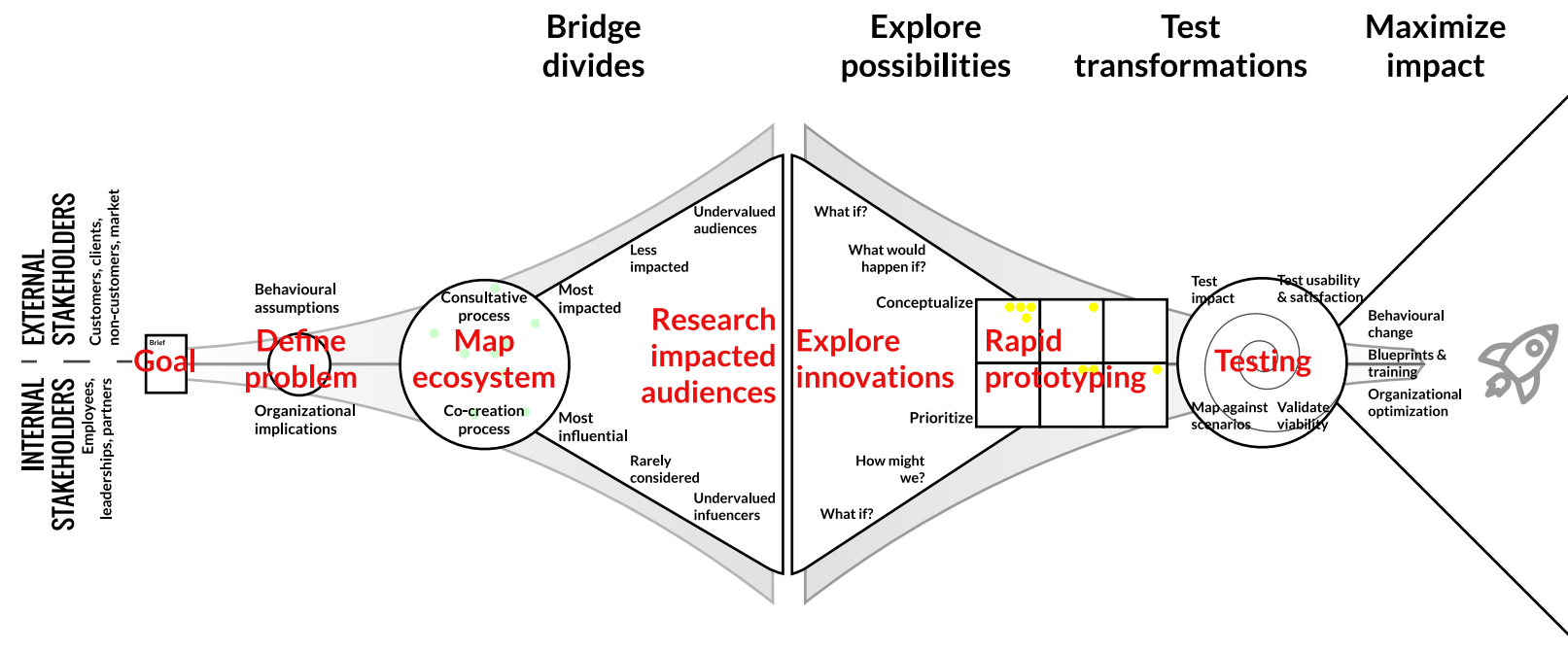


# SERVICE TRANSFORMATION METHODOLOGY



**BRIDGE  
DIVIDES**

Services impact a diverse range of internal and external stakeholders. Unfortunately many stakeholders aren't engaged in key decisions and their needs aren't considered. This is increasingly important as services must become more universally accessible and easy-to-use.

Our projects begin by mapping the stakeholder ecosystem and finding ways of bridging divides. We make sure that all voices are heard by conducting targeted consultations, co-creation workshops, and recruiting hard-to-reach audiences.



**EXPLORE  
POSSIBILITIES**

Research obsesses about what's wrong with a service when it should be exploring what's possible. Tools and tactics are constantly innovating and a small team can achieve more than ever before. Systemic research opens these possibilities by exploring a variety of potential service transformations.

We believe research is capable of more and that's why our inspiration comes from behavioural science and data science. Our hybrid research approach evaluates existing services before guiding participants through exercises that focus on 'What if?'



**TEST  
TRANSFORMATIONS**

While strategic foresight exercises shine light on what's possible, rapid prototyping provides a way to find out which are impactful and viable. It's also cost-effective and provides unimaginable ROI by getting real insights from actual users. It also dispels assumptions that often limit innovation.

Service transformation isn't a linear process. For every concept that fails you get one step closer to a true innovation. Usability, information architecture, marketing all become refined as a result. The process also unites teams around the impact created rather than siloed beliefs.



**MAXIMIZE  
IMPACT**

The uncomfortable truth is that innovation and transformation projects often fail. Designs are handed off without a consideration for how they need to be implemented and sweeping changes are planned without teams understanding the why or the how. We believe this final stage is the most critical to success.

We create service blueprints and lead training workshops to make sure your service transformation will succeed. Just like our projects begin bridging divides, we close them strengthening those relationships so we can deliver services that impact all.