



our experience and capability

examples of past work

The following examples of our work include where we have worked with organisations to set a new strategic direction and growth plan.

Co-creating a membership model

Challenge

Engaged by CEO of a major research body (research centre for carbon capture, storage and reutilisation). The organisation was vulnerable to government policy of the day and was struggling to retain their membership base (energy sector). It needed to create new value for the sector to be sustainable.

Approach

We delivered a series of co-creation workshops, bringing the the research body together with its key members (Rio Tinto, Chevron, CSIRO etc). Our workshops focused on:

- Customer personas, customer journey & experience mapping
- Reconstructing market boundaries
- Strategic Planning

Outcomes

Deeper insights into customer experience and work across market boundaries led to plans to reposition the organisation from carbon capture to carbon management, to engage members in research and prioritisation and the development of global consulting services.

A new business model was recommended that considered: open innovation platforms, crowd-sourcing scientific expertise and creating new co-created projects within the energy sector.