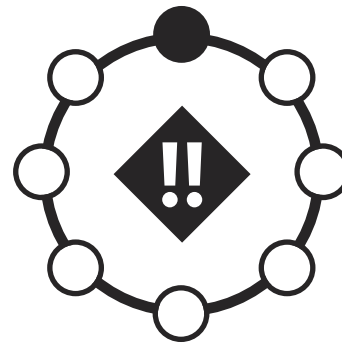
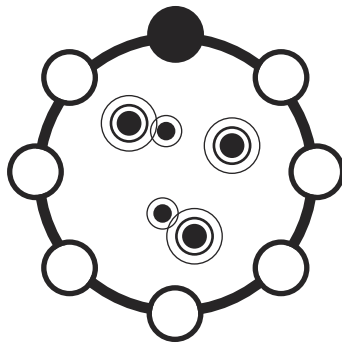
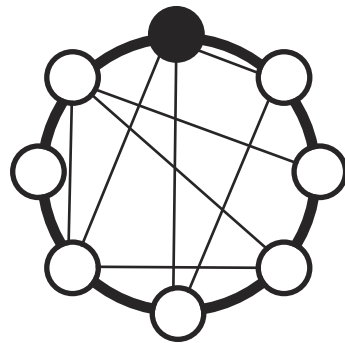
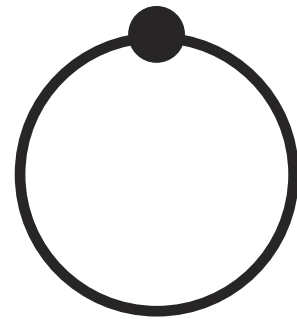


Breakthrough INNOVATION



Innovation Accelerators
Breakthrough Innovation Projects (BIPs)
Cross Value Chain Innovation (XVCI)
Collaboratories





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INNOVATION ACCELERATORS

“We all left the workshop thinking that what we achieved in those three days would have taken us at least six months to resolve, if at all.”

This three-day workshop is for intact or project teams to accelerate business critical issues to first insight and new movement.

Typically these workshops are run with one or more teams simultaneously.

Examples of some of the outputs include:

- How to generate an eight-fold increase in the rate of innovation of a global R&D pipeline
- Halving the annual IT spend without decreasing the quality of service
- Finding a creative way of taking \$100m cost out of a Supply Chain
- Crafting the principles that led to the process simplification of all global functions
- Reducing R&D timelines (from molecule to market) by over 30%
- Significantly increasing the productivity of a strategically vital manufacturing plant



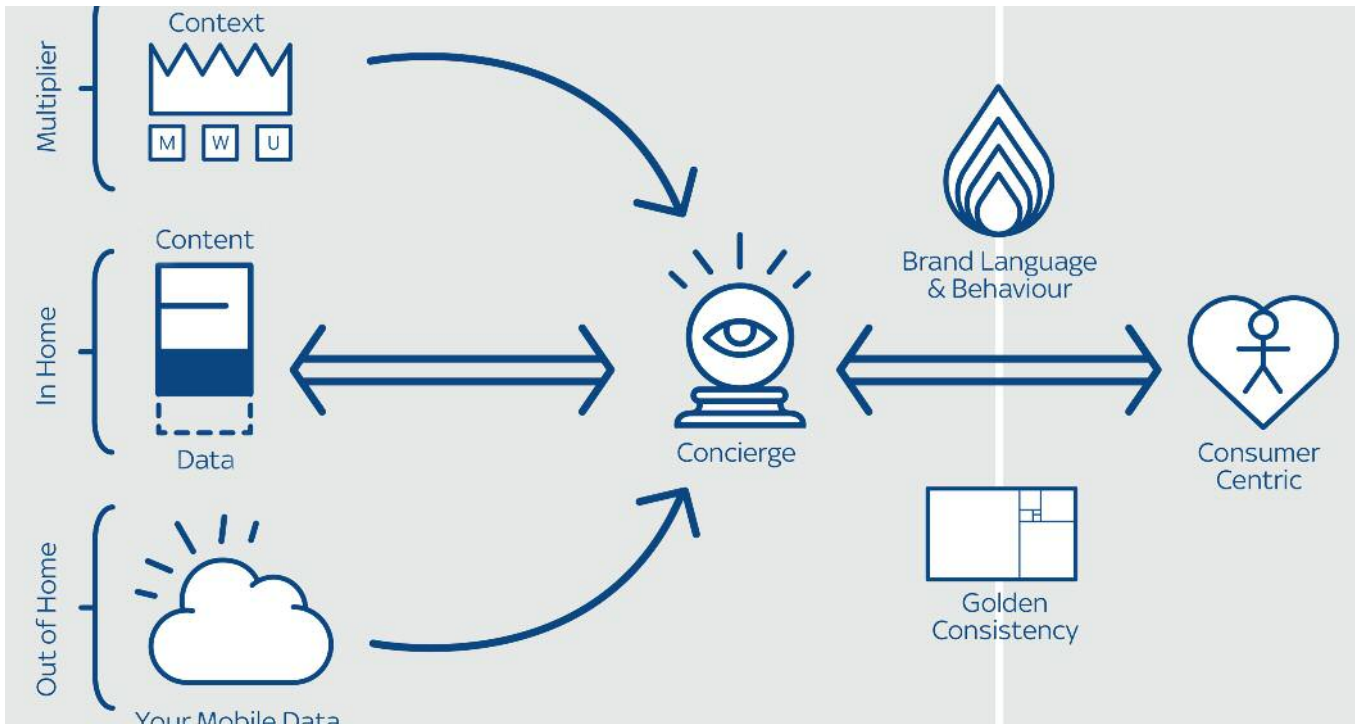
BREAKTHROUGH INNOVATION PROJECTS (BIPS)

“I am stunned at the simplicity, clarity and elegance of our solution.”

A three to six-month process where creative teams are formed around breakthrough questions, and use high consequence, rich environment and deep embodiment methodologies to co-create game-changing solutions.

Teams follow a four-step process: Onboarding, Questioning, Illumination and Seeking Council.

- Examples of some of the outputs include:
- A unique \$1bn market opportunity, that was previously thought to be only \$50m, emerged when two competing scientific disciplines transcended their assumptions of each other and turned what was a low priority market segment into a massive growth business
 - A game-changing breakthrough in the production and distribution of a core, emerging markets product pipeline
 - A strategic blueprint that innovatively wove together breakthroughs in user experience, prescient technology and branded behaviour





CROSS VALUE CHAIN INNOVATION (XVCI)

“I think together we can change the industry.”

This three-day workshop is for organisations in a value chain, or eco-system, to move into creative relationship and co-create around a key innovation challenge.

Moreover, learning to work in creative partnership beyond the workshop itself often generates more value than can ever be comprehended before it.

Examples of some of the outputs include:

- Transforming a flagship category for one of the world's largest retailers, generating 25% upturn in sales with virtually no capital outlay
- Saving £8 million by enabling the disconnected regions of a national charity to learn to think together
- Reshaping government policy and corporate and consumer behaviours by supporting a cabinet government department in the hosting and catalysis of a co-creative event for key stakeholders in a regulatory driven value-chain





COLLABORATORIES

“Simply put, this approach is a game-changer.”

For many years now we have been helping our clients build innovation ‘hubs’ and eco-systems. This is different to managing the innovation process with funnels, tunnels and stage-gates.

A ‘collaboratory’ is a **nowhere** methodology that uses deep understanding of human process design, and a unique knowledge of the creative process (at both an individual and collective level) to build core teams, and communities of creative teams, around complex challenges. This organic eco-system approach to innovation is infinitely more effective and efficient than the pyramidal use of expert teams, governed by hierarchical steering groups or committees.

This breakthrough methodology is not only replicable but also scalable, and can also be used as a blueprint for innovating within, across and between all of your core value drivers.

Examples of some of the outputs include:

- Optimising the success of a new \$4bn per annum peak sales product
- Accelerating the progress of a conglomerate’s top-10 billion dollar ventures
- A new concept store that generated 25% increase in profit
- An innovation hothouse facility that incubated new products and services for an international retailer



nowhere

Since the mid nineties, **nowhere** has been working behind the scenes and at the highest levels, with multi-national companies all over the world, tuning the creative frequency at which their cultures operate.

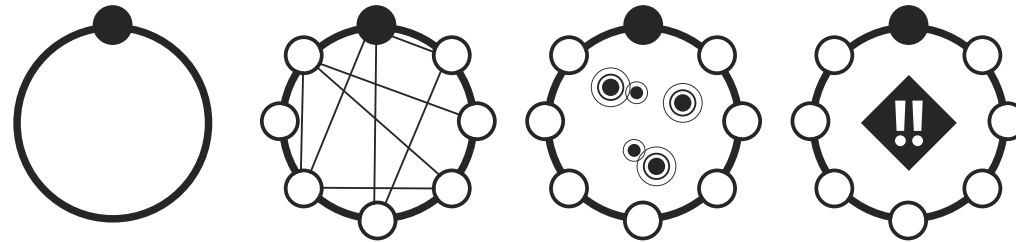
Our 'practice' is born from a unique blend of insight traditions, creative and organisational disciplines and doctoral research, and has over twenty years of development and refinement with some of the biggest brands and inspiring leaders.

It enables us to work in creative partnership with our clients & partners to:

1. **design, catalyse and choreograph breakthroughs** – including breakthrough teams & meetings, strategies & innovations, cultures & journeys.
2. **transform the way they work** so they can breakthrough the cultural ceiling that many organisations all over the world are hitting up against ie. thinking that doing more of the same, but a little bit better, is good enough (it's not), or thinking you can work harder and longer hours (you can't). The challenge is to think, relate, learn and organise differently.

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Catalysing Breakthrough



www.now-here.com
enquiries@now-here.com

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