

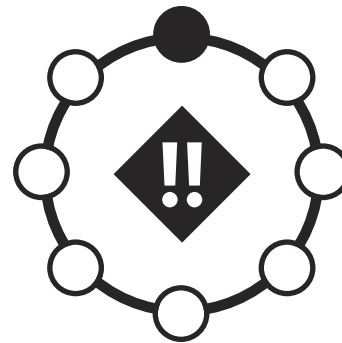
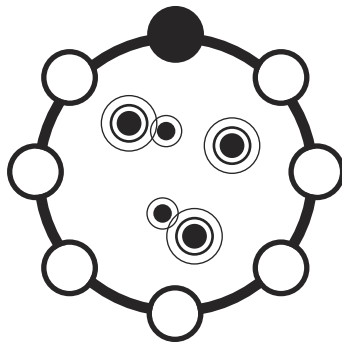
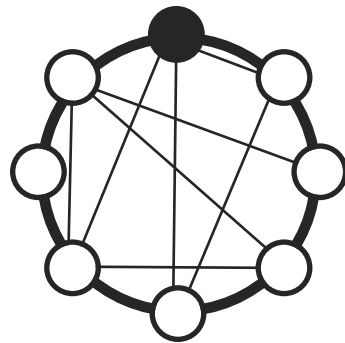
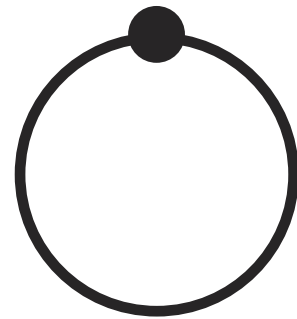


Breakthrough  
STRATEGY

**Strategic Landscapes**  
**Quests**  
**Strategic Chessboards**  
**Visions of the Future**

nowhere





nowhere



## STRATEGIC LANDSCAPES

“I can’t believe what was right under our nose. Previously it felt like a million miles away.”

This three-day workshop breaks down fragmented siloes by putting different worldviews and ‘expertise’ into an intense, creative experience to shape optimal and synchronised pathways forward.

Building on the classic process of saturation, incubation, illumination and verification, this approach uses collective intelligence tools and templates to turn strategy into a physical mapping activity.

It enables diverse groups of experts to come together and really hear and see each other, so they can then co-create a shared strategic landscape of sequenced moves, milestones, innovations and risks.

Examples of some of the outputs include:

- A blueprint for building a \$10bn vertically integrated business
- Strategies for speeding up value extraction in less developed markets
- Turning a regulatory strategy on its head and becoming eco-system leaders







## QUESTS

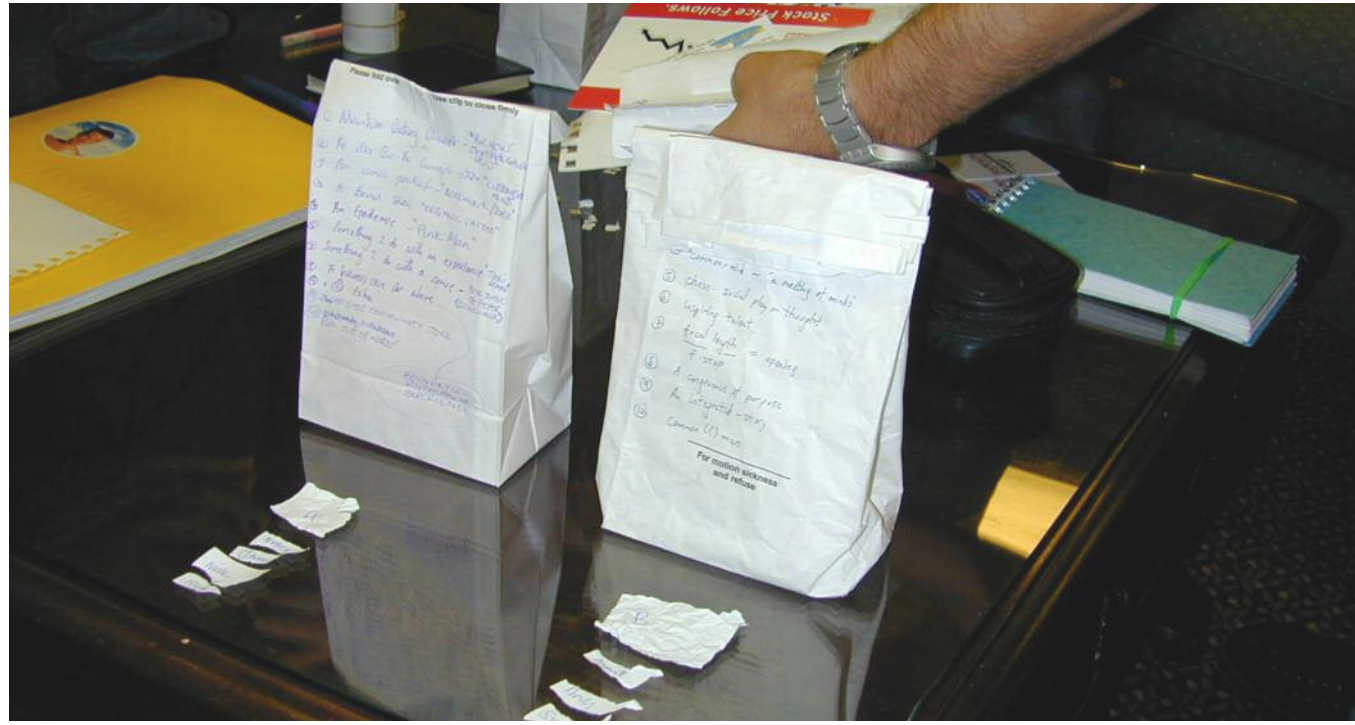
“What seemed impossible, not only became clear, but also actionable.”

This is one of **nowhere's** iconic processes, whereby creative teams are put together (often a combination of internals and seconded externals) on behalf of the wider organisation to ‘quest’ into a fundamental strategic question.

Quests are like adventures, where teams literally immerse themselves in a problem/opportunity space and learn to find and follow a series of emergent and dynamic clues, which step-by-step reveal a new strategic pattern of thought and action.

Those that undertake these quests are often transformed by them, putting them in a great position to enrol others to help them elegantly execute and implement.

Unfortunately, for confidentiality reasons we can't share any insights from any of our quests.







## STRATEGIC CHESSBOARDS

“A powerful framework that not only elevated our thinking, but helped us collectively see a new way forward.”

While strategy is often reduced to a set of financial targets, and strategic planning to portfolio management or a list of must-wins on a slide, real strategy is about discovering the most elegant, value-creating movements through time and space.

It enables teams and organisations to uncover and align behind the true multipliers of value, while understanding the timing and rhythm of how and when to pull those “levers”. It also introduces a simple framework and language that raises the strategic nous of teams and communities.

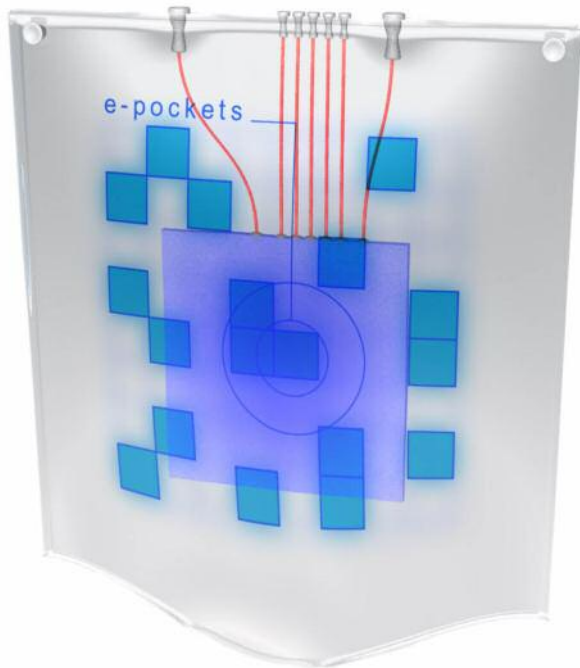
Strategic Chessboards are ways of building and/or testing strategies in 3-dimensions. They help us to: step more honestly into the present; feel into the future to discover a space that we can uniquely shape, make and claim as our own; create a set of guiding principles that are themselves impositions on the organisation; and identify the key chess-moves for getting from here to there – or at least the first few steps.

Examples of some of the outputs include:

- A game-changing platform strategy that leverages 250 million touch-points with customers every day
- Reducing 20% of a business unit’s operating costs, while increasing its productivity and speed to market
- A bold plan for leveraging the supply chain monopoly in China to reverse engineer an industry shake up







## VISIONS OF THE FUTURE

“We have broken free and now see ourselves and our future very differently – which is refreshing, enlightening and a little bit scary.”

Doing more of the same but a little bit differently is not the way to reinvent the future. The challenge is to leap into the future and innovate from the future back.

Too many times we have seen organisations try and innovate through their existing norms, filters and biases – which is generally a waste of time. It becomes even more like wading through treacle when you add in the self-limiting beliefs and orthodoxies of ‘expert’ agencies and professional service providers.

Moreover, too many companies spend too much time looking down to fix short-term

problems, as opposed to looking up to shape new futures – where some of those problems are no longer relevant.

And finally, without a light at the end of the tunnel, we all lose energy and motivation.

Building discontinuous visions of the future (products, services, business models, place, belonging, purpose, brands, processes, relationships, partnerships and platforms) is a powerful way of breaking free of the mundane and the mediocre, and enlivening and challenging a ‘system’ to reinvent the future, step by step, innovation by innovation.



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.

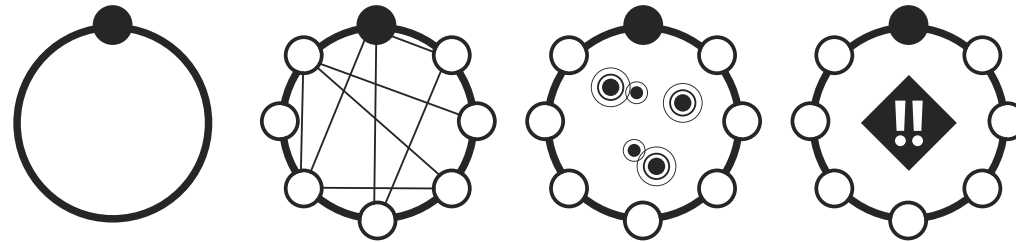
Our 'practice' is born from a unique blend of insight traditions, creative and organisational disciplines and doctoral research, and has over twenty years of development and refinement with some of the biggest brands and inspiring leaders.

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.

# nowhere

Catalysing Breakthrough



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