I.D.I.D WORKFLOW

EXCAVATE TRUTH. CLOSE GAPS. ALIGM EVERYTHING. BUILD WHAT MATTERS, INNOVATE WHAT'S NEXT.

TRANSFORAMTIONAL ANTRHOPOLOGY → EXECUTE

IDENTIFY
Clarify The Challenge

We align on the real challenge, define success and establish the baseline

Key Activities

- Initial Market Probe (dig I)
- Stakeholder Alignment
- Wise Why
- Challenge Definition
- Success Criteria: HPI, OKR
- Initial Hypothesis
- Project Framing (establish Dig II)

KEY OUTPUTS

- Challenge Statement
- Success Measures
- Initial Hypothesis
- Why Statement & Mantra
- Charter & Next Step Road Map

DEFINE
Uncover Truths & Close the Gaps



We dive deep to understand the current reality across multiple lenses and expose what's holding the organization back

Multi-Lens Gap Analysis, Area Specific Audits Dig II, Diagnostic

Purpose: Why v. Market direction, Customer need/want, Competitive gaps, Alignment, URDA gap

Process: Ecosystem performance gaps, Friction v. Flow, Structural fit, Capability gap, Cultural mis-alignment, Tech deficits

Proof: Data I.D. & quality gap, Data collection gap, Data analytics, Quality gaps, Data translation (foundational stories)

Promise: Say-Do gap, Communications architecture gaps, Trust gap,

KEY OUTPUTS

Gap Map & Prioritization, Root Cause, Congruence Beacons, Opportunity Heat Map, URDA, Value Prop Canvas, Strategic Canvas

IDEATE
Conceptual Bridge
Synthesize, Develop, Test



Connecting the dots between insight and gaps to form breakthrough concepts & strategy

- Synthesize: Connect patterns, themes & root causes
- Ideate: Generate bold, relevant concepts
- Test & Validate: Test assumptions, scenarios & desirability
- Refine & Prioritize: Evaluate impact, feasibility & fit
- URDA Eval: Is solution(s) Unique, Relevant & Differentiated
- Strategic Alignment: Is purpose clearly present in the ideation.

KEY OUTPUTS

Concept Options, Testing Eval, Validated Directions

DELIVER
Refine, Build & Execute
Evolve

We engineer aligned systems, experiences & capabilities that deliver results

- Task Priority Matrix & RACI: Rank order tasks and areas of responsibility
- Design Plan: Translate strategy into integrated plans & roadmap
- Execute: Build capabilities, systems, experiences and assets
- Roll Out: Educate, Integrate and Introduce to all stakeholders/users
- Continuous Improvement: Track performance, learn and evolve.

KEY OUTPUTS

Execution Plan, Ecosystem Integrity, Solution Dev & Install, Embed & Train, Metrics and Evol. Plan

Commitment Brand

An ecosystem so aligned and optimized that it moves fluidly – delivering on customer wants and needs, building relationships, loyalty and top/bottom line growth.

Loyal Customers – deep trust, advocacy that grows

Engaged Associates – empowered and proud

Operational Excellence – lean, efficient, scalable, and resilient

Profitable Growth – sustainable growth, stronger margins, long-term value.

Purpose Realized – living your purpose system wide

Evolutionary – resolved to evolve with market shifts and customer needs and aspirations.

Evolve: Sustain Then Elevate

We don't hand off and disappear. We partner for consistent evolution

PERFORMANCE INSIGHTS

CONTINOUS LEANRING

ADAPT & IMPROVE

SCALE & INNOVATE

We do the heavy lifting, stay through execution, through results. Work gets easier not by sacrificing standards & taking shortcuts, but through thoughtful design & execution

SYSTEMS THINKING

EXPERIENTIAL DRIVEN

HUMAN CENTERED

CONTINOUS LEANRING

"ON PURPOSE" DESIGN & EXECUTION

MAKING WORK WORK BETTER