

# Point C Credentials

CLIENT	CLARIFY	CREATE	CULTIVATE	CARRY OUT
Engineering Advisory Consultancy	<p>Client looking for new service ideas for Manufacturing Advisory Service SE bid. Discussions and challenge let to:</p> <p>"How do we make MAS so attractive that every manufacturer will be beating a path to our door to get at what we offer?"</p>	<p>1-day session held at country house hotel - sunny day, so worked outside.</p> <p>Top Point C moments...</p> <p>Meeting the hotel manager as an expert witness on services</p> <p>Conducting an Alien Autopsy to explore structural changes</p>	<p>At same session, pairs selected the ideas they were most passionate about.</p> <p>Each idea was worked up on a single flip chart sheet, including a next steps action plan.</p>	<p>Flip charts were presented to management immediately on return to the office.</p> <p>Ideas will be put into action when new MAS bid is announced later in the year.</p>
Global Pharmaceutical Company	<p>Client looking for ideas for a roll-out workshop. After discussion we agreed:</p> <p>"How to get away from the usual to create an impactful and inspirational launch event that engages the organisation and has people buzzing?"</p>	<p>Our team established a creative war room for all ideas.</p> <p>Top Point C moments...</p> <p>Our artist bringing a different twist to Client's 10 Principles by drawing them as cartoons.</p> <p>Turning the event on its head - do the opposite of what you'd expect.</p> <p>Peru holiday photos as stimulus.</p>	<p>The sponsorship group was closely involved all the way through the process.</p> <p>The event design was laid out on the floor so they could walk through it and be part of the design for review and feedback.</p>	<p>The event happened - we facilitated it 3 times in the UK, Europe and the USA.</p> <p>Having clear commitment and sponsorship from the off made it easy to get ideas implemented.</p>
UK Division of Global Bank	<p>Looking for ideas for "High Street Presence of the future?"</p> <p>Conducted creative interviews and a branch visit to gain insights.</p> <p>Point C questions included pictures e.g. "Which is more like the future - a horse or cheese?"</p>	<p>2 separate groups - London Zoo and a hotel in a lake by Wakefield.</p> <p>Cooker warm-up started by a walk down a "radical journey timeline".</p> <p>Top Point C moments...</p> <p>Being taken through an assault course experience by a Marine</p> <p>Close encounter - feeding the pygmy hippos</p> <p>Acting out the retail experience as KwikFit, Amazon &amp; Specsavers.</p>	<p>Hothouse event in HQ.</p> <p>Ideas selected on basis of passion, but had to be pitched to sponsor.</p> <p>Artist in residence for whole event to draw worked-up ideas.</p> <p>Challenge team were vital.</p> <p>Exec dropped in during the event to see it all in action - great for sponsorship and commitment.</p>	<p>A plan is in place to develop concepts to full proposal for sign off and then pilot.</p> <p>Ideas are now in their standard process. Danger that things slow down as a consequence.</p>



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Customer Mgm't Outsourcing Company	<p>Helped confirm what was in-scope and out-of-scope for a bid to provide services to a utility company - via 'circle of clarity' technique.</p> <p>Defined some inspirational statements for what success would look and feel like as a result of this bid being successful.</p>	<p>Ran a rapid idea generation session based on the inspirational future statements.</p> <p>Used A-Z and Celebrity Views techniques to generate ideas.</p> <p>Also built high-energy, fun atmosphere that team took through to next phase of work.</p>	<p>Immediately built on 6 of the ideas generated in the previous session using constructive thinking to complete a standard template.</p>	<p>All 6 ideas went forward into the bid documentation.</p> <p>Specific ideas included:</p> <ul style="list-style-type: none"> <li>■ Client hosting a site visit by target client and other 'A' list clients and suppliers.</li> <li>■ Enhancements to Client Brand work to support this bid.</li> </ul>
UK High Street Bank 'A'	<p>Interviews with Executive Team Members. Input from similar, previous Creativity Event.</p>	<p>Held at a barn in rural Gloucestershire. (Certainly nothing like the usual, banking working environment).</p> <p>Take people to Point C via:</p> <p>Meeting a "shoe-a-holic"</p> <p>Taking part in a game show</p> <p>Simply finding a random object</p>	<p>Passionometer used at creative event. Extra 'choosing' then done with key sponsors.</p> <p>Separate Greenhouse event at Client site for better access to expertise - particularly Finance - for working up ideas to required level of detail.</p>	<p>Produced 18 mini business cases with an EP impact of £59m in 2004</p>
UK High Street Bank 'A'	<p>Original target was to take £100m out of cost base. After challenge:</p> <p>"Be radical - how to take £500m out of cost base?"</p> <p>Series of insights events - Star Chamber, data analysis and creative workshop. Best Point C moment was lunch task - take photos, interview someone, visit competition, £5 to spend</p> <p>200 insights → 20 idea areas</p>	<p>Barn in Tetbury for massive 3 day event. People stayed in farm cottages. 4 parallel groups, team of 6 facilitators and support staff.</p> <p>End of day review was vital for feedback and in-flight changes.</p> <p>Wallpapered the barn with ideas from some top trips to Point C...</p> <p>Many expert witnesses e.g. guide-dog trainer, vegetable judge, Olympic medalist, Army Brigadier and magistrate.</p> <p>Getting people to put their hands in boxes containing maggots, a tarantula &amp; an electric shock.</p> <p>→ 600 raw ideas</p>	<p>Returned to barn for hothouse. Decorated the place with plants and gardening stuff. Strong team identities established with seed packet introductions.</p> <p>Worked with sponsor to identify priority ideas for teams to select from. Supporting experts vital for challenge, finance and strategy help. Artist captured all the ideas</p> <p>Teams completed summary templates to capture ideas.</p> <p>Many ideas were about behaviour change, so included a change management session.</p> <p>→ 30 work-up ideas</p>	<p>Gallery event engaged Client Exec.</p> <p>Initial quick wins bagged £100m. Remaining ideas valued at over £320m.</p> <p>Cultural ideas resulted in organisational and behavioural change e.g. decision council - a subset of 3 people from the Exec to make decisions faster.</p> <p>In a short period of time, a high level of commitment, enthusiasm, passion and engagement was created within the business.</p> <p>→ £320m EP</p>



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UK High Street Bank 'A'	<p>Initially looking for ideas for new HQ building. After discussions with sponsor:</p> <p>"How can we stretch our performance and turn a great building into a great community?"</p>	<p>A half-day workshop, so powered through with just 45 minute creativity engines.</p> <p>Top Point C moments...</p> <p>Thinking about athletes when considering maximum performance.</p> <p>Michael Caine wanting to "blow the bloody doors off" as a celebrity view of the building.</p>	<p>At same session, pairs selected the ideas they were most passionate about and worked them up on a single flip chart:</p> <ul style="list-style-type: none"> <li>■ Title</li> <li>■ Description</li> <li>■ Benefits</li> <li>■ Challenges</li> <li>■ Do-Ability</li> <li>■ Impact / Messages</li> </ul>	<p>The sponsor for the entire programme was at the workshop, so he made sure that the "best" ideas were put into practice.</p>
UK High Street Bank 'B'	<p>Interviewed several key people</p> <p>Studied some data - but not too much.</p> <p>Agreed with client what was "in" and what was "out" of scope.</p>	<p>Held event at an old, rambling manor house in the Peak District (a physical Point C) .</p> <p>Other visits to Point C were mad via:</p> <p>Rock climbing and tight-rope walking</p> <p>A "relaxation" experience!</p>	<p>Contiguous with the creative event.</p> <p>Used "Passionometer" for people to choose best ideas.</p> <p>Split into small teams to work up ideas using more constructive thinking.</p> <p>Used an artist to bring ideas to life.</p>	<p>Top 3 ideas presented to Chief Exec and other Board members on the Monday following the event.</p> <p>2 ideas sponsored through to next level business case.</p>
Major Mortgage Provider	<p>Client was looking for mortgage product ideas as part of their new strategy.</p> <p>This wasn't challenged and maybe the right question was "how to retain existing customers?"</p>	<p>2 idea sessions - HQ &amp; Business Design Centre, Islington.</p> <p>Captured ideas on cards and used them to build a house.</p> <p>Mindstorm generated lots of ideas maybe demonstrating that "product ideas" was not the issue.</p> <p>Top Point C moments...</p> <p>Getting a mortgage through the Eyes of an Alien leading to "Single signature for a mortgage"</p> <p>Bio-Association card with a sea-shell leading to "Moving Manager"</p>	<p>Favourite ideas were developed and written up off-line by the strategy team.</p>	<p>Ideas were presented to the Client Exec as part of the strategy.</p> <p>With little commitment none saw the light of day.</p>

