

nowhere



Across Value-Chain Innovation

Unlocking the creative space between organisations

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We help our clients work across organisational boundaries by unlocking the creative space between departments, functions, organisations, value chains and wider eco-systems of stakeholders. By learning to generate breakthrough solutions together, organisations often move beyond the limitations of transactional and competitive relationships to more co-creative, sustainable and vital partnerships.



Reaching breakthrough



Strategic planning



'I think we really can change the industry...'

A client's view of the value of Across Value-Chain Innovation

Breakthroughs of Across Value-Chain Innovation

- Transforming a flagship category for one of the world's largest retailers, generating 25% upturn in sales from virtually no capital outlay, while establishing an ongoing strategic and creative partnership that continues to create and capture new value and innovation
- Generating \$25 million increase in sales when trialled in just one store, of a group of over 1500 stores, by bringing together three companies in a value chain to develop an innovative customer proposition
- 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

An evocative story...

'The purpose of the workshop was to explore how we could take the retail customer's shopping experience to the next level. By immersing ourselves in the co-creative process, we generated an innovation map that identified a series of essential value drivers that would enable us to deliver an industry leading shopping experience. Moreover, the way forward also promised to improve effectiveness and profitability across the entire value chain.'

The collective insights and capabilities from the five participating companies, together with the Innovation Workshop design, greatly expanded the creativity of our thinking in a unique way. As a result, we all gained a deeper understanding of our interconnection, our market place realities and our customers' behaviours. Within this context, we began the journey of re-shaping our industry together and identified the strategy and project milestones for driving collective activity.

Two years on and we have experienced multi-million dollar upturns across all participating companies with almost no outlay. Relationships continue to grow, generating new value that we never could have imagined at the beginning of this journey.

What seemed impossible from one company's point of view was a simple solution when we all came together – so much so that we won the company's Innovation of the Year Award for our category's work.'

What is Across Value-Chain Innovation...?

Our Across-Value-Chain Innovation work is often kicked off by an intense two-day workshop, where key leaders from each of the participating companies come together to co-create breakthrough strategies and solutions. Momentum is then supported post-workshop to accelerate next actions and rapid-prototyping. This results-focused approach often delivers significant commercial benefits for all participating companies.

By going beyond the limitations of transactional and competitive relationships, the workshop unlocks the creative potential between organisations by:

- getting all the right people in the room without compromise
- learning to ride the creative-rollercoaster such that blame, friction and compromise are replaced by appreciation, creative tension and breakthrough
- gaining insight into each other's needs, priorities and business challenges
- slowing down and creating space to consider future possibilities while assimilating the latest customer research, insight and foresight
- generating solutions where all parties benefit
- developing strong, healthy, creative and sustainable relationships
- aligning both energy and intention by planning momentum beyond the workshop to support swift movements into action

To learn more about *Across Value-Chain Innovation* email us at catalysts@nowhere.com

Or visit
nowhere.com

