



// INNOVATION CONSULTING

# DESIGN THINKING & BUSINESS INNOVATION

**PH1 MEDIA**

Strategic research for corporations & startups  
to innovate the customer experience



# THE POWER OF THINKING DIFFERENTLY

While the fear of being disrupted is the headline you read, what we believe that organizations need to focus on is thinking differently.

We can look at fearful stats like “only 12% of Fortune 500 remain same” and case studies of Kodak and Blockbuster wasting market-leading opportunities. What those organizations failed to understand and what visionary companies like Apple, Netflix, and Airbnb did understand is that customers and markets are evolving at a rate that neither business school, nor regulators, can keep up with. Today’s industry leaders think differently about the needs of tomorrow’s customers.

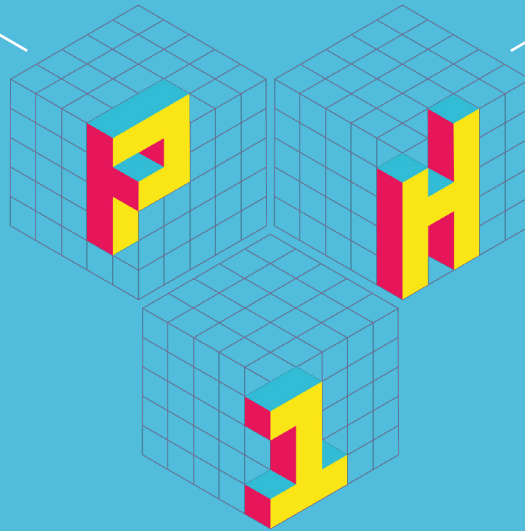
Countless innovation studies have identified legacy thinking and legacy organizational systems as the greatest limitations. PH1 Media catalyzes innovation by using Design Thinking to help teams better understand challenges and embrace unseen opportunities.



# PATH TO INNOVATION & DISRUPTION

## BEYOND THE NUMBERS

Unfortunately reporting and teams are prone to legacy bias. Rethink the 'why' and challenge the 'how' to open opportunities. In every case this requires new forms of research.



## BRINGING TOGETHER

Great change is driven by bringing together the vision, strategies, and targets of cross-functional teams. Facilitated sessions tear down barriers by focusing on doing.

## BUILDING & EXPERIMENTING

Growth happens when learning by doing, within a clear methodology for learning from failing. Focus on constant building, learning, and controlled experiments.





# 3 WAYS DESIGN THINKING INNOVATES BUSINESSES

## 1 UNDERSTAND CUSTOMERS

## 2 ALIGN TEAMS & STRATEGIES

## 3 TRANSFORM INDUSTRY

### HOW

The human centred methodology quickly enables participants to gain valuable insights about personas and customer experience.

Participatory format enables cross-functional teams to re-envision internal processes, mindsets, approach.

Creates a lab experience where marketing, product, business teams can turn research insights into industry-changing products & strategies.

### METHOD

- Context mapping
- Empathy mapping
- Ethnographic study
- Customer/consumer journey mapping

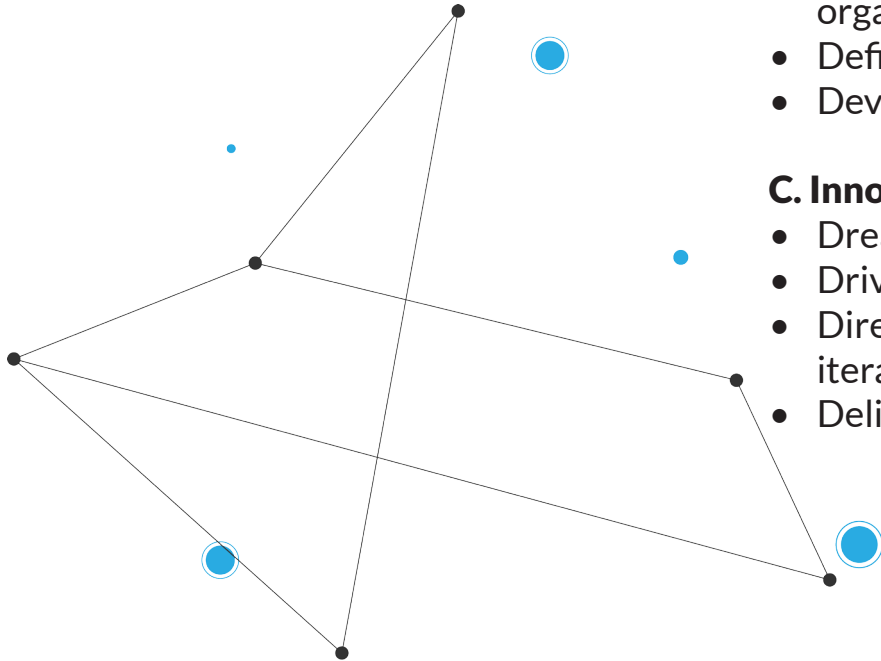
- Co-creation with all stakeholders
- Remove legacy thinking
- Service/process design

- Co-creation with executives
- Rapid ideation
- Iterative feedback
- Prototyping





# DESIGN THINKING WORKSHOP FORMATS



## A. Facilitated Strategy Session (half day)

- Distill data/results into key insights
- Design your business approach – balancing customer needs, organizational goals, and resources

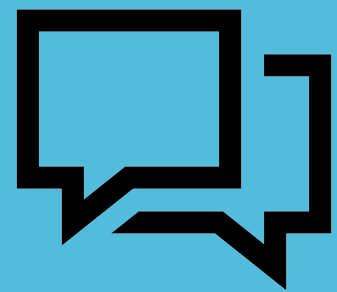
## B. Co-creation Workshop (2 days)

- Discover factors impacting your customer/organizational challenge
- Define innovation opportunities
- Develop customer-centric solutions

## C. Innovation Bootcamp (multi-day)

- Dream of disrupting your own business
- Drive to prototype new forms of thinking
- Directed by customer feedback, insights, iterative research
- Deliver industry-changing solutions

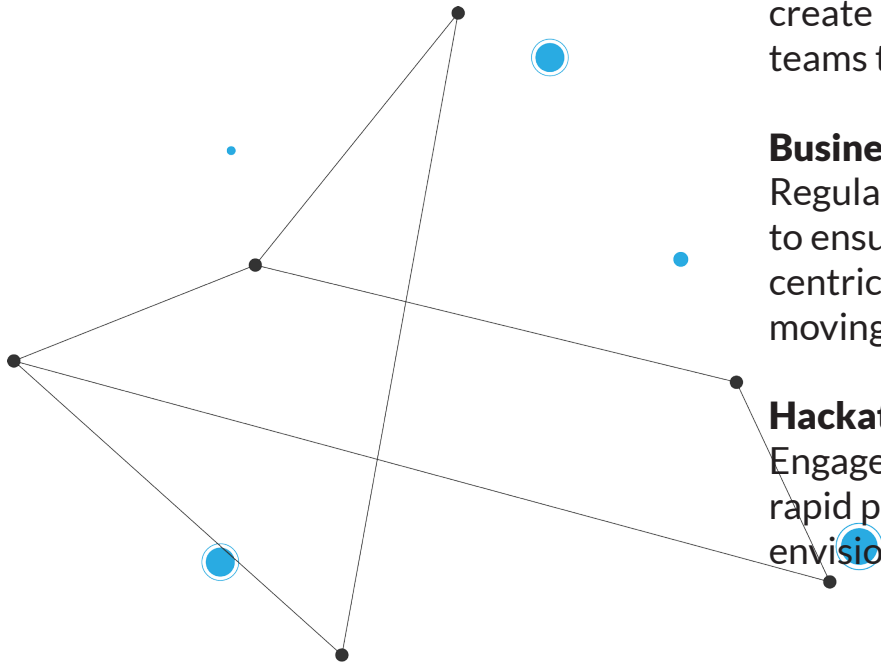
## KEY FINDINGS



Bill McFarland, CEO of PwC Canada:  
“With the unprecedented level of disruption in today’s world, innovation has become a necessity, and businesses are increasingly investing in R&D and innovation centres to proactively evolve and create rich environments to facilitate new thinking.”



# ADDITIONAL BUSINESS INNOVATION SERVICES



## Product-Market Evaluation

Through a strategic research analysis of customer motivations, market opportunities, and competitive benchmarking we evaluate business ideas/products/features.

## Custom Education

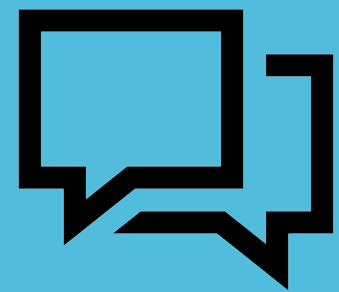
After an assessment of strategic needs we can create a customized curriculum to empower teams to adapt to business needs, challenges.

## Business Coaching

Regular strategic reviews and outside reviews to ensure teams are focused on a customer-centric vision of where your business is moving in the future.

## Hackathon / Pitch Competition

Engage and evolve ideas and teams at a rapid pace by using the hackathon format to envision new ways of solving old problems.



## KEY FINDINGS

Global design firm Ideo identified six basic vectors that it says are instrumental to an innovative, adaptive company: Purpose, experimentation, collaboration, empowerment, looking out (i.e. staying informed about what's happening in the industry), and refinement (the ability to successfully execute new ideas).



## PH1 MEDIA

Please contact us with any questions, to discuss your project, or to schedule a presentation.

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### BRITTANY HOBBS

#### RESEARCH & CLIENT LEAD

A Cannes Lions award-winning branding and research expert who has led accounts for Honda, ICBC, TELUS, BCLC, while at Canada's biggest agencies. She has advised startups, governmental organizations, and charities.

She is also the Director of Thought Leadership for the American Marketing Association in BC.



### ARPY DRAGFFY

#### STRATEGY & FACILITATION LEAD

Arpy has spent two decades leading teams for industry leaders—Hootsuite, Sage, Bodog, Red Bull— and turning startups and governmental organizations into innovators.

He has consulted early-stage startups, developed corporate innovation programmes, and lead strategic design workshops Internationally.



### DANA DAHER

#### RESEARCH MANAGER

A business process and anthropological researcher with international experience supporting agencies, financial industry, non-profits, and startups.

She is an honours graduate of University College London's Master's of Anthropology.