

IMAGINARY ZOO

BUSINESS IDEATION



SERVICE TRANSFORMATION

FROM IDEAS TO PROTOTYPE

WE HELP YOU BUILD CHANGE MAKERS

SERVICE TRANSFORMATION



Co-designed around your strategic objectives, our Service Transformation programmes run over a series of months building core innovation skills and competencies in highly energised sessions.

Enable different thinking and mindset shift for your Teams by developing skills in service transformation and systems thinking. Using visual and experiential learning we build innovation capability in your change agents.

Our Service Transformation programmes will guide you through the process, tools and mindset that enable you to transform your customer experience. Cross functional teams collaborate in learning new skills for service transformation and developing a change mindset that empowers them to identify opportunities for intervention for better customer outcomes.

"As a result of working with Esther the team are now more bought into change processes and regularly make suggestions on tweaks, fine tuning or even new ways of delivering the service."

Sam Mills Head of Fuel Poverty Reduction, Changeworks

"They talk about change in a different way and look for solutions rather than being frustrated by inefficiencies and the stress of managing failure."

Anne MacKenzie Chief Counsel Wheatley Group

"The team felt that they had been empowered with the knowledge and skills to take action and evolved into a proactive and energised group who used Innovation tools to come up with great solutions to customer concerns and develop new and different ways of working with them."

Dan Blake - Head Loretto Housing

Our Programmes:

- Teams will be equipped with knowledge of systems and design thinking tools and templates to undertake customer research.
- Participate in action learning sets covering Understanding Our Service, Customer, Different Thinking and Doing to achieve better outcomes for customers, partner and stakeholders.
- Establish a common language and a repeatable process for creative problem solving.
- Practice the skills through hands-on activities.



Innovation Tools:
Rich Pictures,
Brainstorming, Ketso
Collaboration, Lego
modelling, Systems
Thinking, Service Design,
Prototyping

This programme of workshops develops skills in the use of visual and experiential Service Transformation tools, explores a current situation and develops ideas for improvement to be prototyped and tested in the real world.

This programme is designed to help you meet your strategic requirements.

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