

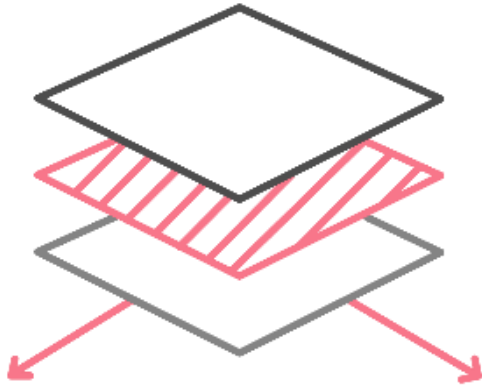
Blend it well

Assessing the case for multi-methodology programs



**Premier Foods has an
ambitious goal for its
cake business!!!**





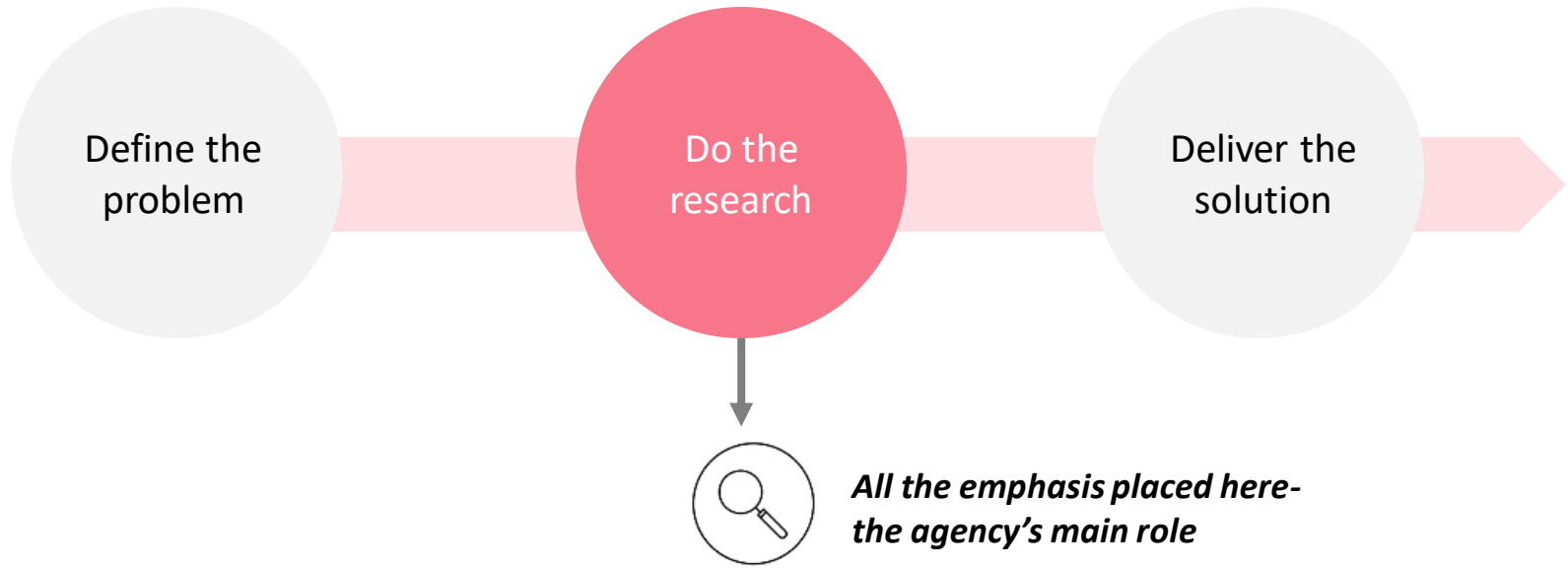
A complex and multifaceted challenge

Breadth and depth

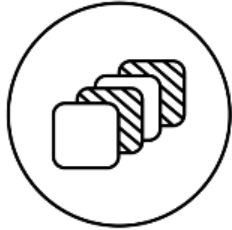
Crystal ball and foresight

Robust yet simple and inspirational

Typical strategic planning processes are linear



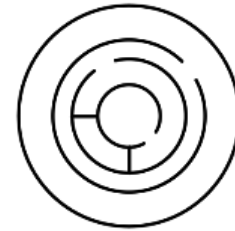
This wouldn't work for us



No single method would address our requirements



We had to be grounded in insight & lifted by foresight



This could never be a simple stepped process

We needed to design a plan

Our blend-build-prove model was a series of loops

1: Model conceptualisation:

- Stakeholder engagement
- Issue definition

2: Model development

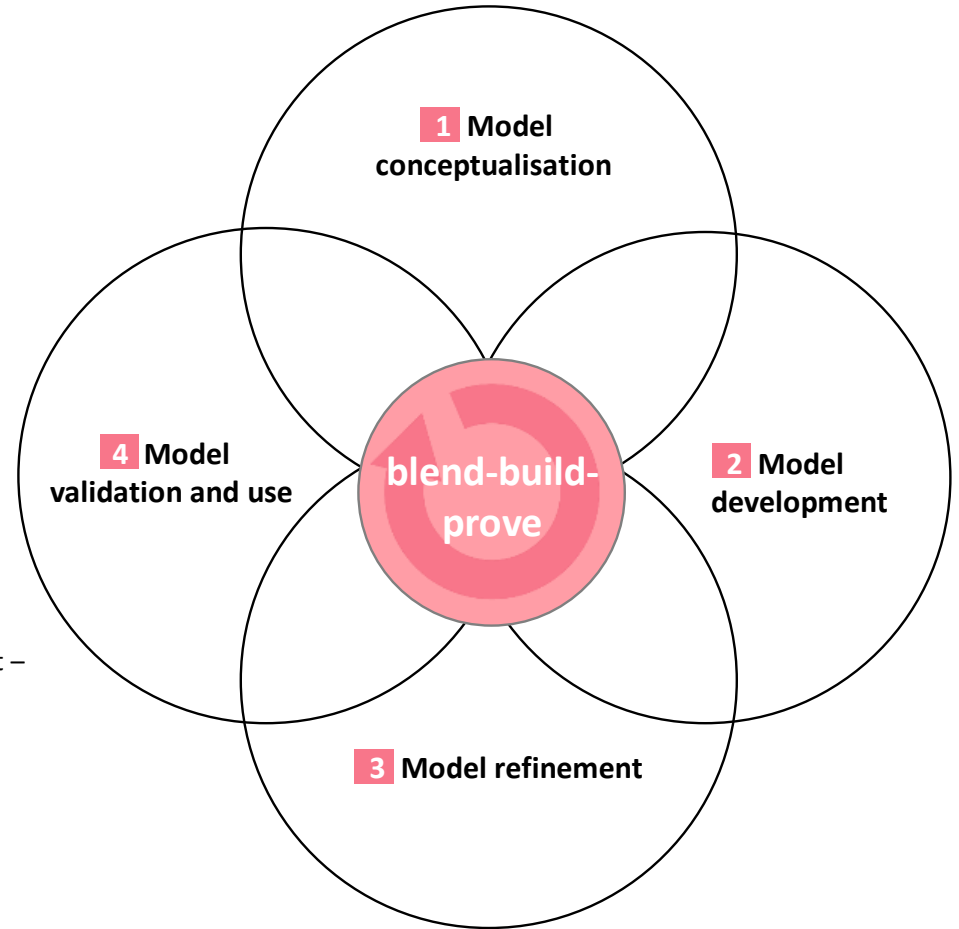
- Prototype framework
- Insight gaps identified
- Approach designed

3: Model refinement

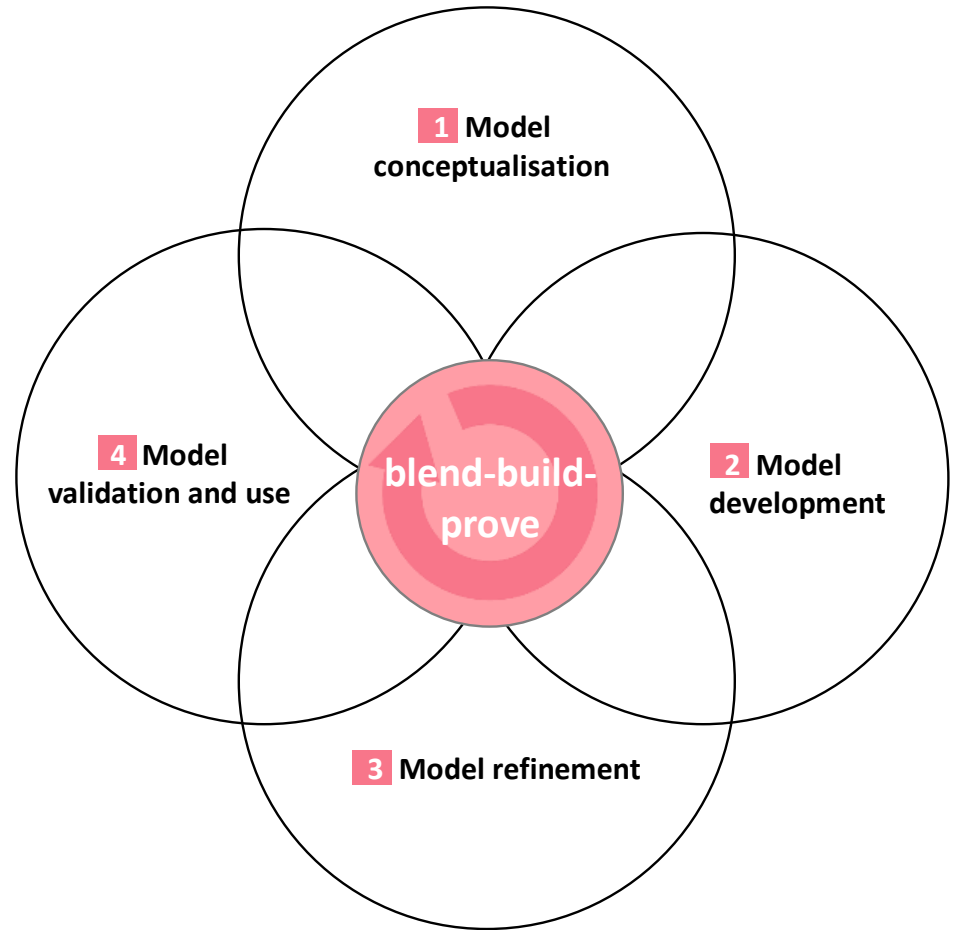
- Our stages of research

4: Model validation and use

- Innovation workshop & sprint – proof of concept



And we placed as much emphasis on what happened before and after the research as the research itself

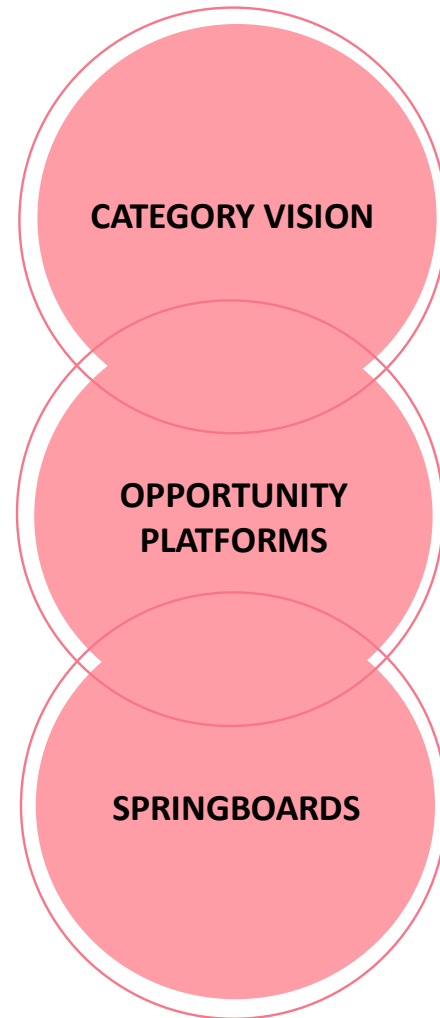


**Each element of our process
played a distinct role**

Reverse-engineering

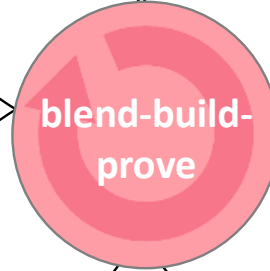


Crucial to this success of this approach was how we started – the model conceptualisation



1 Model conceptualisation

2 Model development



4 Model validation and use

3 Model refinement

4

1. Expert consultation
2. Innovation workshop
3. Consumer sprint

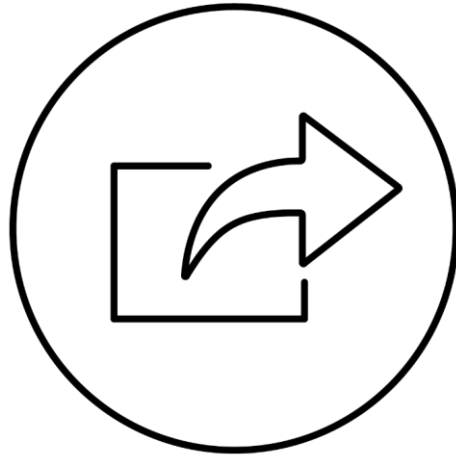
2

1. Resight – over 150 inputs
2. Commissioned Mintel

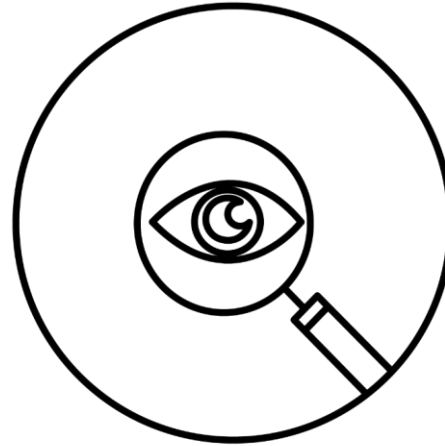
3

1. AI-driven cultural insight by Discover.ai
2. Online auto-ethnographies
3. In-home interviews
4. Consumer workshops

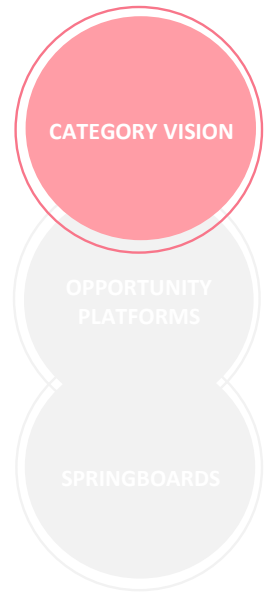
Model development: Starting to scope the category vision and broad opportunity areas



MINTEL EXTRACT



INSIGHT AND INPUTS REVIEW

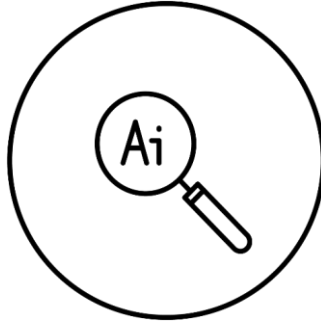


CATEGORY VISION

OPPORTUNITY
PLATFORMS

SPRINGBOARDS

Model refinement: fine-tuning the vision, scoping the framework



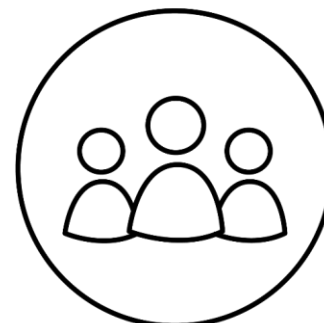
DISCOVER.AI



ONLINE AUTO ETHNOS



IN-HOME INTERVIEWS



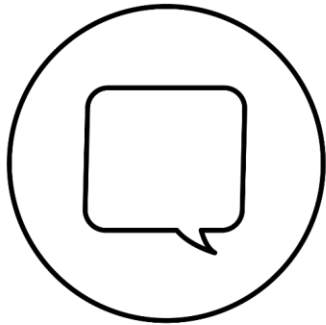
CONSUMER WORKSHOPS

CATEGORY VISION

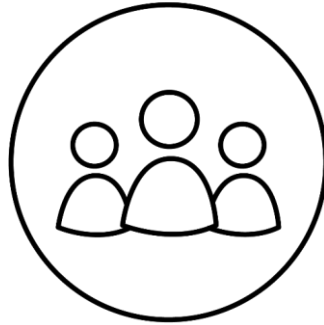
OPPORTUNITY
PLATFORMS

SPRINGBOARDS

Model validation: proof of concept



EXPERT CONSULTATION



INNOVATION WORKSHOP



CONSUMER SPRINT

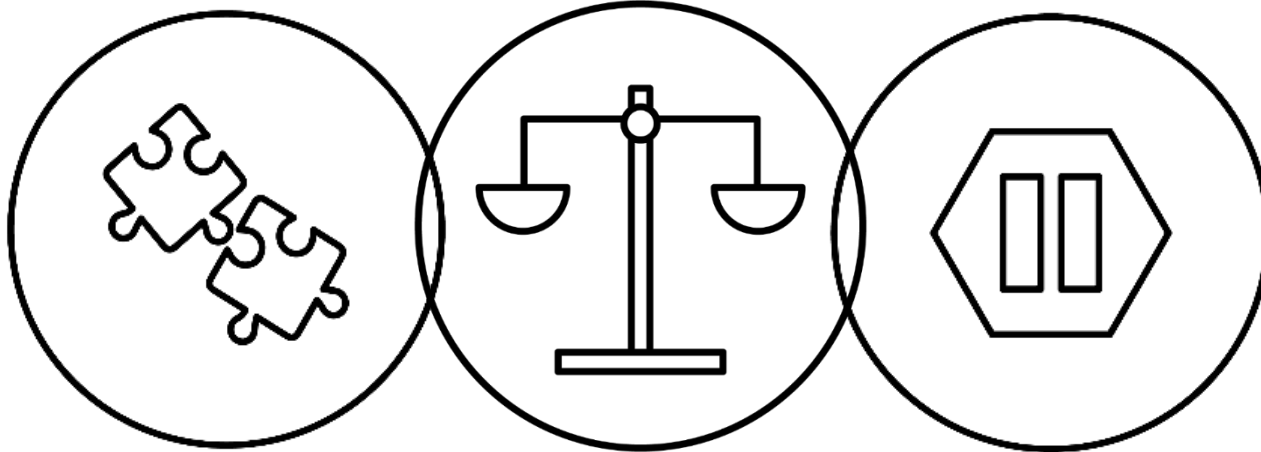
CATEGORY VISION

OPPORTUNITY
PLATFORMS

SPRINGBOARDS

So what did we learn?

1 Getting the brief right

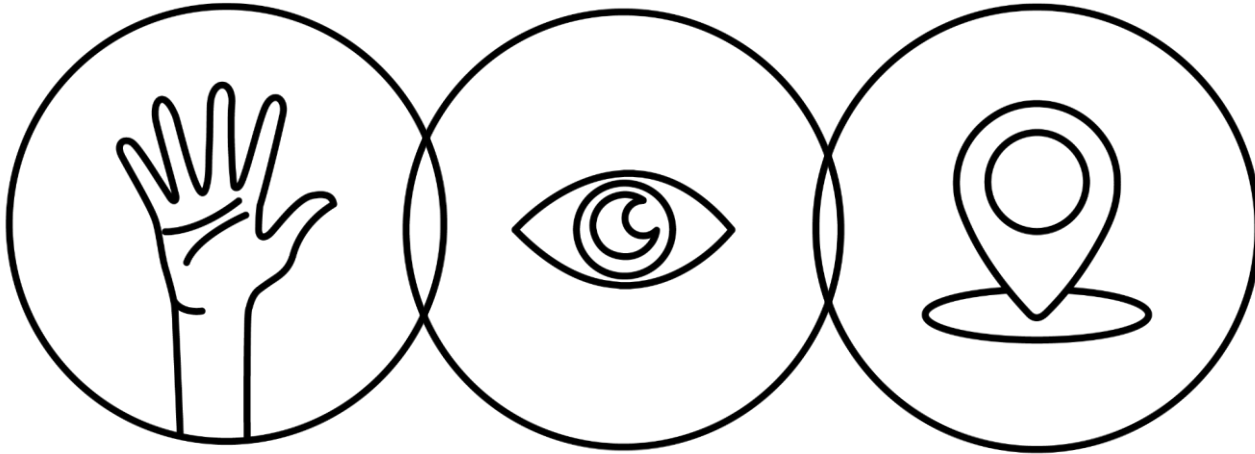


Aligning visions

Managing expectations

Designing in pause points

2 Getting the methodology right

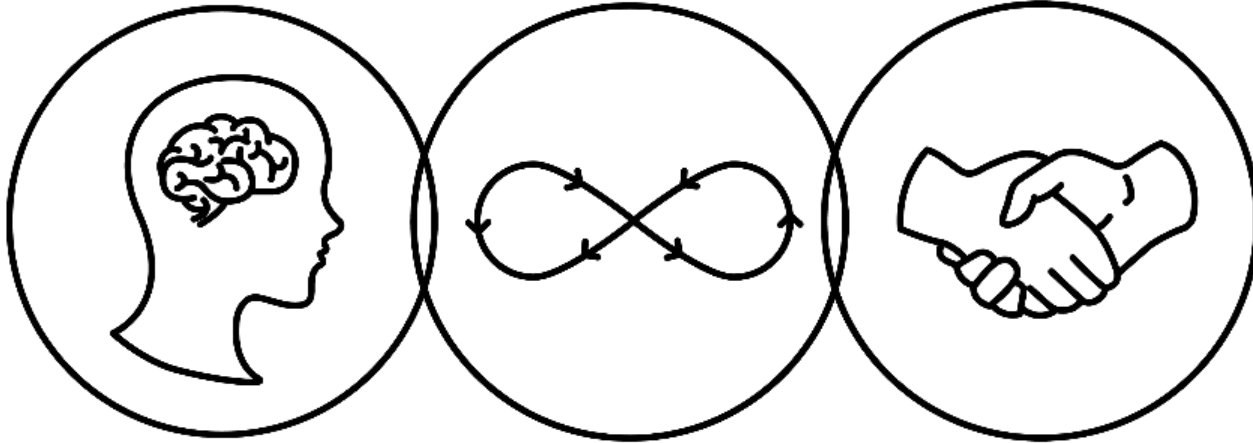


Be honest &
pragmatic

Reality &
aspirations

Be on it

3 Getting the ways of working right



Open-minded

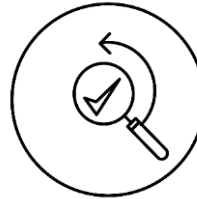
Continuously
(re)thinking

Collaborative
throughout

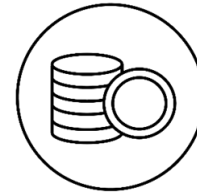
4 Getting the delivery right



Complex process,
simple integrated story



Focus on the '*proof
of concept*' and
work backwards



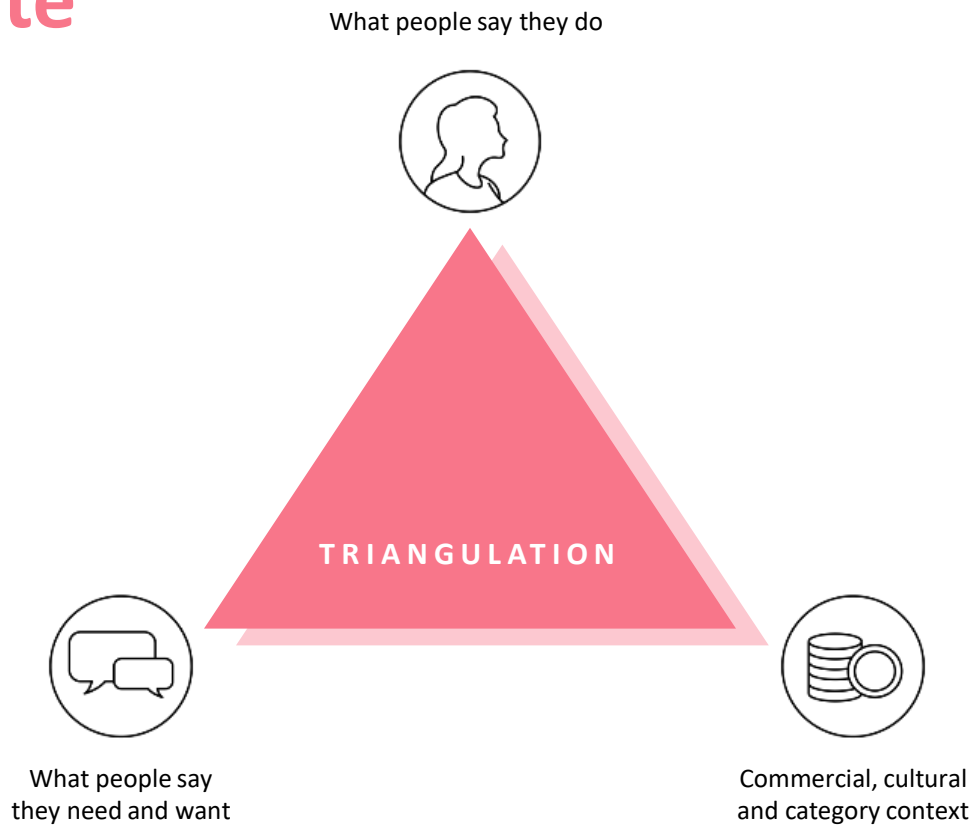
Connect directly to the
commercial opportunity with
immediate action planning

Avoiding a mish-mash

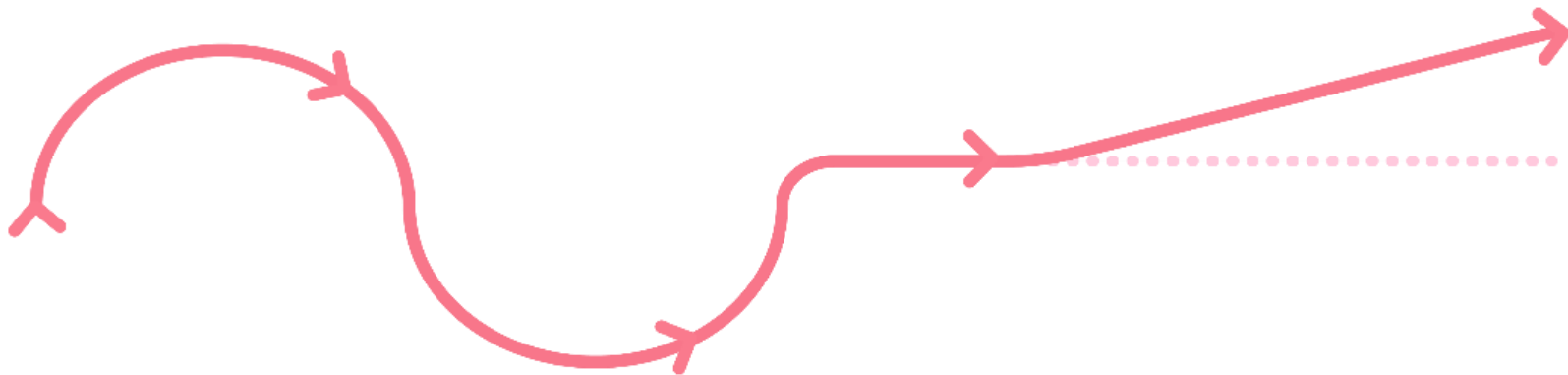
Three key success factors



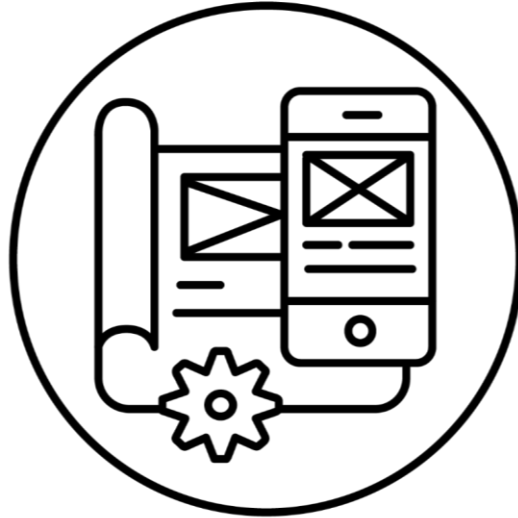
1 Triangulate



2 Be prepared to pivot



3 A prototyping way of working



Blend it well

Assessing the case for multi-methodology programs

Truth.

