



SeriouslyCreative



Who We Are

We are an international **innovation, strategy, and experience design** firm.

What We Do

Our simple, dynamic, and structured approach to **problem solving** facilitates **collaboration**, pushing teams to find the bolder solutions they seek. **faster.**

How We're Different

We get people thinking like designers, imagining like kindergartners and acting like revolutionaries to make innovation happen.

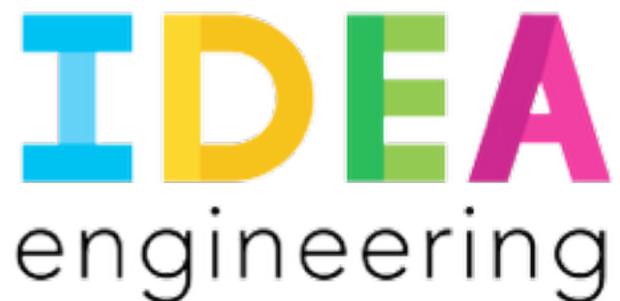
Unlike traditional consultancies that focus on telling you how to do what you do just a bit better or applying last decade's best practices, we at SeriouslyCreative focus on developing next practices; disrupting the thinking of you, your people and your industry. We get teams unstuck, thinking like entrepreneurs and accelerating growth through fresh new thinking that you put into action. **We focus on results. Not reports.**

Contrary to what people think, we know creativity can be learned and managed. It is both a mindset and a discipline; a set of skills matched with tools. We help our clients discover their inherent creativity which they use to develop solutions to their complex business problems.

Our Approach

The method to our madness is in **IDEAengineering™**; a process that provides a clear roadmap for innovation to be managed, directed, and produced on demand.

It brings together the best from proven methods such as **Design Thinking, Lean Startup, Agile Development** and **Creative Problem Solving** and addresses key mindsets necessary to build collaboration and creative confidence in professionals.



IDEA
engineering

Rocking Facilitators

It is a truth universally acknowledged that bad meetings happen almost every day. Despite the best intentions, meetings are often not designed for collaboration, which results in low participation, reheated ideas, frustration, and even resistance.

Our team of experienced facilitators are specialists in team dynamics and have access to a bottomless bag full of canvases, tools and techniques that serve to engineer and deliver sessions that are engaging, fun and productive. They are also disruptive thinkers who know how to help people rethink, reimagine and reset challenges thereby getting teams excited about becoming agents of change for the organization.

Areas We Work In

Strategy, Insight & Innovation

We apply our design driven and collaborative approach to help organizations craft improved or new strategies, develop deeper customer understanding + insights to discover areas of opportunity and leverage innovation.

- Human Centric Research & Insight Development
- Brand Experience, Positioning & Review
- Ideation & Brainstorming Sessions
- Solution Prototyping and Testing (Decision Making Sessions)
- Business Model Generation Camp
- Strategy & Innovation Sprints (4 weeks - 100 days)
- Problem Definition & Reframing Sessions

Experience & Service Design

We work with clients to explore current consumer experiences, find areas of opportunity, design meaningful solutions and then test the viability of those solutions matching them with the business objectives. We also support rapid launches of new services and help clients create a culture that puts consumers at the center of organizational efforts.

- Customer Experience
- Customer Journey Mapping
- Service Blueprint
- User Experience Design (UX)
- Employee Experience (EX)
- User Personas
- Customer Opportunity Mapping
- Service Audits & Design

Organizational Change

Change is the only constant. To help organizations manage change, we work with teams to move them towards new visions, embedding new skills and mindsets and guiding them through the crafting of a clear roadmap forward.

- Change Management & Acceleration
- Vision of Change Session
- Team Charter / Journey Session
- Project Jericho (silo breaking session)

Employee Engagement

We get your people to understand and commit to collaborating around the mission, goals, needs and future of your organization. Whether it's groups of 10 or 1,000, we bring value, adding content and excitement to your meeting, summit or convention.

- Culture Sprints (4 weeks - 100 days)
- Team Engagement & Team Building
- Happiness / Purpose Engineering™
- Offsite Events. Content Direction & Production

"Seriously Creative's expert – and fun – facilitation of our strategic retreat gave our staff an opportunity to lift up from their day-to-day work so they could inform and absorb our strategic direction, and see themselves as part of a great team. The tools that the SeriouslyCreative team provided were pitch perfect, bringing out people's willingness to play and explore, while also advancing our organizational goals. There is no doubt we are better off for having worked with Seriously Creative."

Joe Rooney, Deputy Director at The Brookings Institute Metropolitan Policy Program