



# Fusion: a unique offering

*Releasing people potential*

*Case studies*



## *Leadership, Talent & Learning*

*Leadership Development  
Talent Management  
Capability Building*



## *Strategy & Culture Activation*

*Strategy Realisation  
Culture Engagement  
Values Activation*



## *Team Development & Effectiveness*

*Purpose Clarification  
Performance Boost  
Collaborative Working*

# Rising Leaders



## ***Business Consultancy***

*Yearlong development programme for global cohort of future leaders*

- Focused discovery led to design of yearlong programme for an experienced cohort that demanded challenging development activities
- Leveraging a range of learning tools, psychology-based profiling diagnostic and appropriate models with a few of our own thrown in



## ***Applied Creativity***

- 'Play, Pause & Rewind' with bespoke Insights personas exercising in-the-moment behavioural change
- Authentic Leadership 'Hall of Fame' provoked debate about true authenticity and 'Agile Hopscotch' helped defined the steps to true Agile Leadership



## ***Seamless Execution***

- A combination of face-to-face , virtual, hybrid and peer development groups made for a cost-effective learning experience
- Utilising client's offices ensured participation of the LT and integrating client tools – 360 feedback, career conversations, coaching hub – provide a 'One Programme' feel



***Releasing People Potential – integrated delivery of an experiential learning programme***

# Dimensions of Innovation



## Business Consultancy

*An experiential Innovation workshop, infused with intellectual rigour and downright fun application exercises*

- Discovery pre-calls to focus design on business-critical issues
- Sharing Innovation models: C2O2 Mindset, Dimensions of Innovation, 5i Innovation Approach, Leading Others



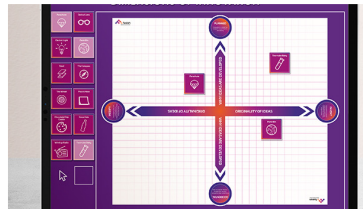
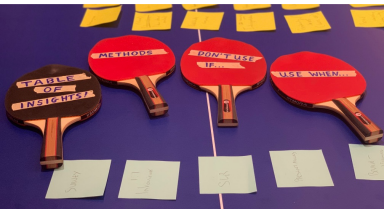
## Applied Creativity

- A giant floor-mat, a QR code treasure hunt, and a lesson from a freestyle rapper helped explore mindset and process
- Later focus on workplace application and development of innovation proposals ready for Board approval



## Seamless Execution

- Co-design and development in synch with the client, who co-facilitated elements of workshop
- Post-event comms enabled heightened impact of the experience on the business



*Releasing People Potential - a just-right balance of theory and workplace application*

# SHAPE



## ***Business Consultancy***

*2-year  
development  
programme for a  
Global pool of  
High Potential  
talent*

- Focussed discovery, followed by innovative and rapid design of content
- Range of learning tools; psychology-based profiling diagnostic and cutting-edge models plus old-school thinking



## ***Applied Creativity***

- Inventive design to stimulate, challenge and engage
- Thoughtful workshop flow, interspersing small group activities, external speakers, immersive sessions and reflection time.



## ***Seamless Execution***

- Global client-project team working virtually and side-by-side throughout
- Just-in-time, as required, project team



***Releasing People Potential - 2-year, strategic perspective to boost organisational leadership capacity***



# Inspire to Innovate



## ***Business Consultancy***

*A global culture change immersing 11,000 R&D employees*

- An org-wide campaign to engage all of R&D in a range of activities and experiences to drive cultural change
- Over 3,000 new ideas 'planted' on the 'Ideas Pharm' site, and 20+ fast-tracked to produce high impact, business-related changes



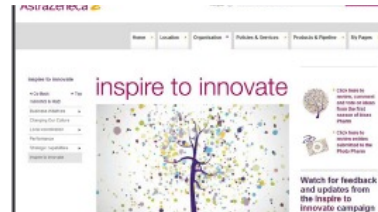
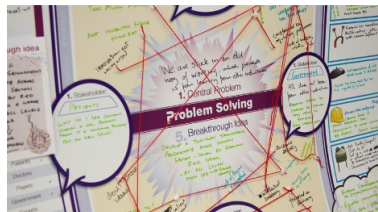
## ***Applied Creativity***

- Inventive, grid-based workshop, looking at boosting innovation and overcoming hurdles
- Bespoke 5-step process, to analyse problems from different perspectives and 'Up close and personal' with LT in 'un-plugged' conversations



## ***Seamless Execution***

- An integrated programme approach comprising Identity, Leadership, Local Ownership and digital capture and collaboration
- Team worked closely with central comms team for overall approach, as well as local teams to drive change



***Releasing People Potential - driving culture change through an integrated programme***



# High 5



## ***Business Consultancy***

*Organisational culture change across clients' locations in 15+ countries*

- Understanding business drivers meant engagement activities were focussed
- Knowing the business' ways of working helped develop the change approach



## ***Applied Creativity***

- Global Roadshow: table-based interactive activities
- Global roll-out: a unique approach based on nudge theory, involving all 18,000 colleagues



## ***Seamless Execution***

- Intimately working with client team to see activities were planned and stress-tested
- Clear lines of responsibility
- Agile and mobile project team



***Releasing People Potential - a world's first use of nudge techniques on a global scale***

# Rethink Festival



## ***Business Consultancy***

*Ground-breaking event, linking 2,000+ participants in 125 locations*

- Creation of a 'blow-their-socks-off' all-virtual event, rather than an analogue event streamed on-line
- An interactive crowdsourcing survey, to capture participants' expectations and content requests



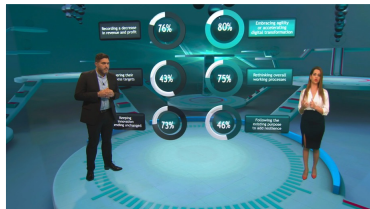
## ***Applied Creativity***

- Real-time, full-body, teleportation of presenters and augmented reality graphics into a virtual environment
- Digital Agora: a virtual marketplace of best practice sharing, shared from around the globe



## ***Seamless Execution***

- 80+, multi-agency, team, working in synch from around the globe
- Remote filming in 18 countries, all directed and edited from HQ



***Releasing People Potential - a game-changing virtual event with all that Extended Reality has to offer***





# ICE



## ***Business Consultancy***

*UK-wide Brand engagement programme reaching all 13,000 employees*

- Built a deep understanding of 'Trust' in the business. Defined what it is, how it is created and how it is maintained
- 3-phase approach to changing behaviour: CEO Roadshow, ICE experience and Line Manager campaign



## ***Applied Creativity***

- CEO Roadshow followed by Intensive Customer Experience: 'Customers' brought to life through video and personal stories; participants attempt to win their trust.
- Rock and a Hard Place: Line Manager coaching campaign



## ***Seamless Execution***

- Clearly defined campaign approach to the change process rather than disconnected elements
- Multi-disciplinary team, made up of change strategists, communications specialists, facilitators, actors and film producers.



***Releasing People Potential - a 3-phase approach to customer-focused behaviours***

# All Together Now



## ***Business Consultancy***

*A two-day, dynamic, in-person experiential event to drive togetherness and cohesion*

- Novel interpersonal mechanisms to enable individuals and teams to network effectively after a lengthy period of remote working
- Collectively defining the culture required to enable a positive and collaborative merger



## ***Applied Creativity***

- 'Box Clever' was used to 'unpack' the strategy, engender discussion and build a new future
- Over coffee at the 'Collaboration Café', views were used to inform and align. 'The Premiere' encouraged teams to 'play back' the key messages to ensure familiarity and consistency



## ***Seamless Execution***

- Designed and produced effectively with numerous other partner agencies
- Facilitated by Fusion alongside Senior Leaders to ensure effectiveness and ownership



***Releasing People Potential - experiential activities to drive a proactive culture to enable a successful JV***



# Making Connections



## Business Consultancy

*30,000 people connected to the person at the end of the supply chain*

- Joint focus on understanding and application via the 70/20/10 approach to ensure that the learnings are built upon between each module.
- Focus Groups to test design and content and Pilot Groups to refine the programme.



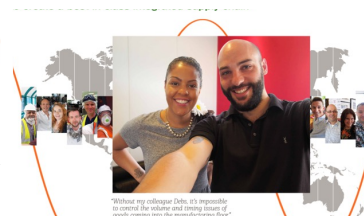
## Applied Creativity

- 3 connected, interactive and thought-provoking modules that are driven by a Journey Map and sustained by Personalised Diary with Line Manager
- 3 experiential aspects to drive lasting behaviours change; The STOP! Button, Judgement Ladder and The Cookie Co.



## Seamless Execution

- Launch Day to unite 30,000 people around the globe with 9 month roll out
- Trained Champions to drive local activity and provide 'Train the Leader' sessions and on going support



*Releasing People Potential - a globally empowered, caring, sharing supply team*

# The P&L Stakes!



## *Business Consultancy*

*A day at the races to drive profitability through sharing best practice and generating innovative ideas*

- A competitive, but collaborative, session to enable owners to increase the P&L of their stores - guided by past 'winners' in the Parade Ring
- A working P&L held the drivers to growth and enable participants to collectively share and test the impact of their ideas and then implement back in store



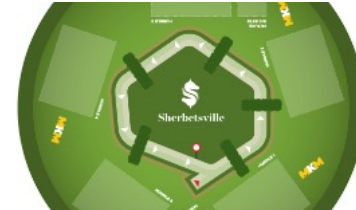
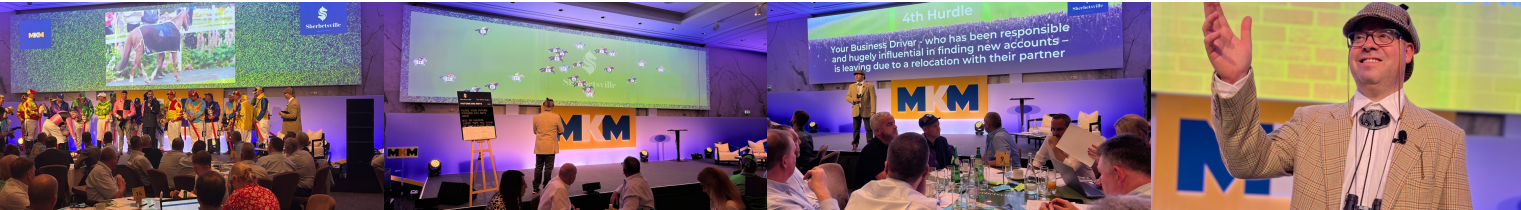
## *Applied Creativity*

- Purpose-designed table mat revealed a 5-fulong 'race' of challenging business hurdles that ensured owners were 'in the saddle' and committed to winning
- A custom-built digital solution enabled owners to see their horse's position on a giant screen as they saw the commercial impact of their actions on the P&L



## *Seamless Execution*

- Champion jockeys and trainers were briefed to coach the teams and ensure effectiveness of solutions
- Owners took the ideas back to their stores to implement, this time seeing the impact of their actions on a real P&L



*Releasing People Potential - owners were put in the 'saddle' to boost their P&L*

# Well Beings



## **Business Consultancy**

*A fun, interactive and practical framework for boosting individual and collective wellbeing*

- Teamliness and individual wellbeing has proved to be the greatest challenge presented by virtual working
- Drawn from research published by the New Economics Foundation, the 'Wellbeing Wheel' addresses these issues



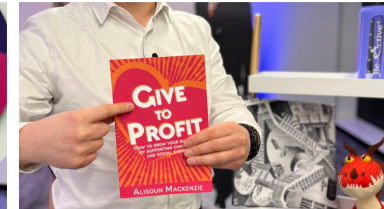
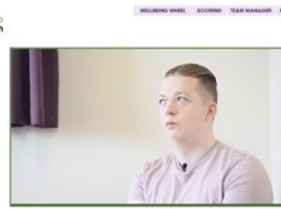
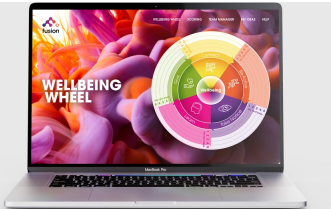
## **Applied Creativity**

- Individuals complete an easy-to-use, self-assessment and planning tool
- Inventive team sessions bring to life the wheel and its application



## **Seamless Execution**

- Post-session activity is shared on a digital platform
- Team members continue to share ideas and support each other



**Releasing People Potential – boosting wellbeing and teamliness in a remote workforce**

# Unpacking the Strategy



## ***Business Consultancy***

*A Leadership off-site with a difference...an empowered and motivated team*

- An event underpinned by the new strategy, and which would shape personal development plans.
- A fresh structure and a new leader in situ was a key part of the design



## ***Applied Creativity***

- A focussed workshop to explore and agree on strategic imperatives
- Real-life mannequins brought to life leadership behaviours required to drive the business forward



## ***Seamless Execution***

- An agreed set of outcomes, along with key messages and a 'red thread' were agreed upfront to ensure the client's needs were met.
- 'Fast-tracked' design using on-line collaboration tools



***Releasing People Potential - session outcomes shape personal development plans***

# Nudge21



## ***Business Consultancy***

*Organisational culture change using behavioural science*

- Drawing on habit-forming research, a global campaign over a 21 day period was devised
- Simple, personalised and small step actions to drive, embed and consolidate the culture change



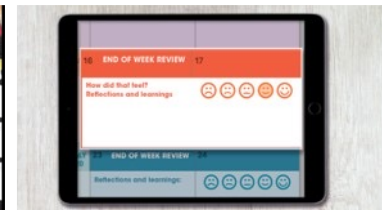
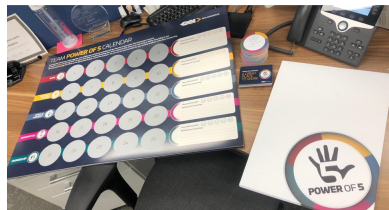
## ***Applied Creativity***

- Global roll-out: a unique approach based on nudge theory, involving all 18,000 colleagues
- Digital and analogue deployment (office-dependant) urging each employee to focus on a small culture shift



## ***Seamless Execution***

- Intimately working with client team to see activities were planned and stress-tested
- Centrally planned, locally executed via regional networks



***Releasing People Potential - a world's first use of nudge techniques on a global scale***



# High 5 Digital



## Business Consultancy

*Digital Learning modules to stimulate thought and consolidate new behaviours*

- Learning focused on achieving lasting change, supported by Line Managers and peers
- Understanding how people learn, meant using specific learning techniques



## Applied Creativity

- Each zone had a distinct personality and learning style, whilst having a common linking narrative
- Interactivity, combined with new behavioural techniques, delivered experiential learning



## Seamless Execution

- Specialist client teams worked in tandem to ensure the content was fit for purpose
- A virtual team collaborated to create a unique learning experience – and looked amazing



*Releasing People Potential – using digital to drive positive behaviours, coached by all*



# Future Shapers



## ***Business Consultancy***

*Innovation as a key strategy driver*

- Enabling Leaders to engage with and deliver their new strategy 'Playbook'
- Driving an entrepreneurial mindset to secure competitive edge



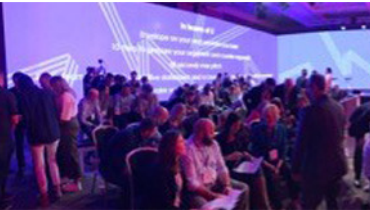
## ***Applied Creativity***

- 'Future Shapers' at the heart of the event to provide insights and challenge thinking
- Encouraging a start-up mentality
- Lively debate to change the Leaders' mentality



## ***Seamless Execution***

- Created a virtual environment that could transport Leaders anywhere
- 'Playbook' breakouts utilised multidiscipline project teams
- Key collateral used post-event



***Releasing People Potential - Innovative Leaders adopting a start-up mindset***



# Concierge



## Business Consultancy

*Redesign of portal to make it easier to get things done*

- We ran a series of user workshops to brainstorm the vision, UX and UI
- To create a user experience that was best in class and a user interface that was simple, intuitive, and fast (with built in databases) and beautiful design



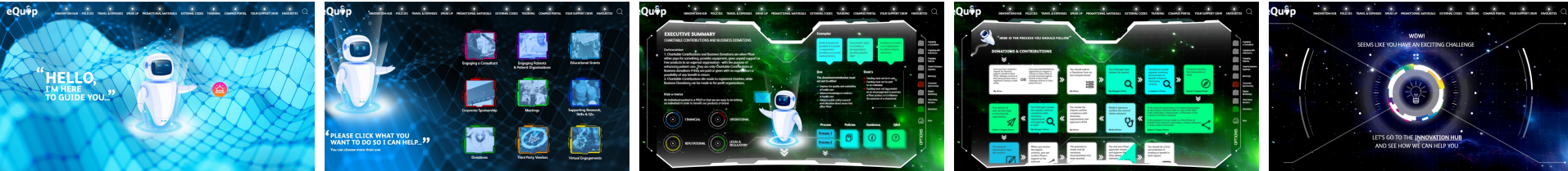
## Applied Creativity

- Moving from multiple logging systems to a dramatic change to UI, with a character-based guide to policy and process
- The combination of the end user and the compliance team using the same interface design made a dramatic difference to collaboration



## Seamless Execution

- Providing working 'models' enabled the development team to achieve a better end result
- Daily cross-team 'sprints' shortened development time



*Releasing People Potential - World class UX & UI to free up time*

# Getting things done!



## **Business Consultancy**

*Redesign of portal to make it easier to get things done*

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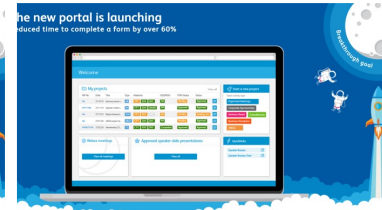
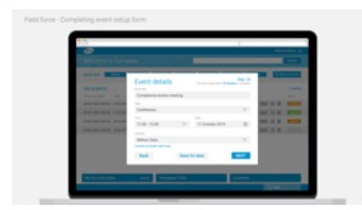
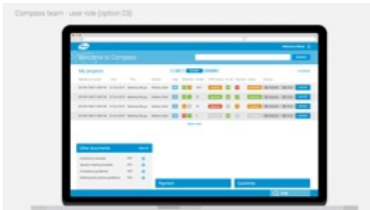
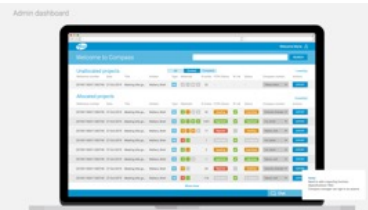
## **Applied Creativity**

- Moving from multiple logging systems to a dramatic change to the UI with a simple colour coded dashboard
- The combination of the end user and the compliance team using the same interface design made a dramatic difference to collaboration



## **Seamless Execution**

- Providing working 'models' enabled the development team to achieve a better end result
- Daily cross-team 'sprints' shortened development time



**Releasing People Potential - World class UX & UI to free up time**

# Virtual Dimensions of Innovation



## **Business Consultancy**

*A virtual experiential Innovation workshop, infused with intellectual rigour and downright fun application exercises*

- Discovery pre-calls to focus design on business-critical issues
- Sharing Innovation models:
  - C2O2 Mindset
  - Dimensions of Innovation
  - 5i Innovation Approach
  - Leading Others



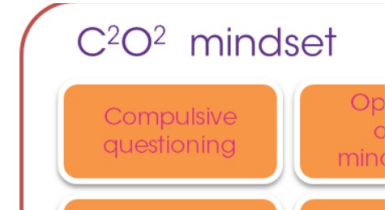
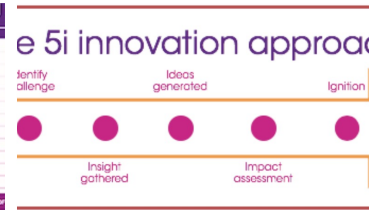
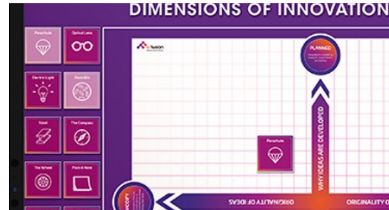
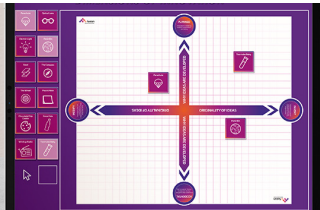
## **Applied Creativity**

- QR code-enabled Escape Room, and a lesson from a freestyle rapper helped explore mindset and process
- Focus on workplace application and development of innovation proposals ready for Board approval



## **Seamless Execution**

- Co-design and development in synch with the client, who co-facilitated elements of workshop
- Post-event Innovation Champion network initiated, to enable impact of the experience on the business



*Releasing People Potential - a just-right balance of theory and workplace application*



# All Rise!



## ***Business Consultancy***

*An all-virtual day-long leadership workshop to kick-start a culture change*

- Pre-workshop Discovery sessions unearthed the root of barriers to change
- Strong focus on leadership role-modelling to spearhead the culture change



## ***Applied Creativity***

- Courtroom-style drama (witnesses and all) encouraging different perspectives on the need for culture change
- Graphic illustrator 'eavesdropped' on sessions, capturing key content and visualising the workshop



## ***Seamless Execution***

- Technical oversight to ensure seamless merging of a number of digital engagement tools, all coming together in the virtual environment
- Agreed set of actions and next steps to capitalise on momentum created in workshop



***Releasing People Potential - bringing the best of virtual engagement and facilitation***

# Power<sup>4</sup>



## ***Business Consultancy***

*Virtual launch of four newly-integrated businesses*

- Conveying multi-level content to all employees, and appreciating the need for getting the merger 'right'
- Dedicated BU breakouts designed to drive understanding of key commercial messages



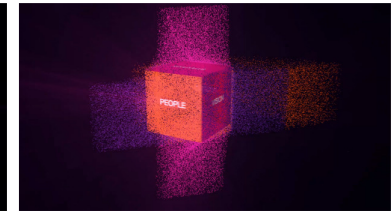
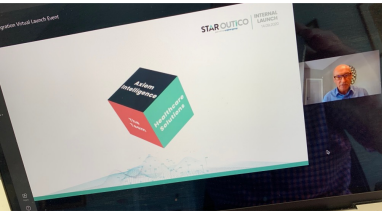
## ***Applied Creativity***

- A cube metaphor was used to explore the key components of a successful integration
- Giant physical cubes were home-delivered and used by participants to record their thoughts and actions



## ***Seamless Execution***

- We supplemented the clients internal platform to ensure a more professional and secure event
- Full rehearsals and one-to-one presenter coaching ensured no "you're on mute" moments



***Releasing People Potential - articulating the benefits of the new business for commercial gain***



# Virtual Programmes



## **Business Consultancy**

*Virtual Programmes to drive strategy, brand and employee engagement*

- Expediting the Workplace of the Future, prompted by COVID-19
- Devising inventive and engaging methods to ensure strategic delivery, brand loyalty and culture engagement no matter where you people are



## **Applied Creativity**

- Leadership alignment session to enable virtual role-modelling
- Just-in-time 90-second training modules
- Wellbeing guidance for all and elective virtual classes
- Enabling leading/coaching in a virtual world



## **Seamless Execution**

- Prioritisation tools to measure contribution to strategy
- Productivity increased by agile techniques
- Technology support provided, as required



**Releasing People Potential - benefits of face-to-face enabled by digital tools**

