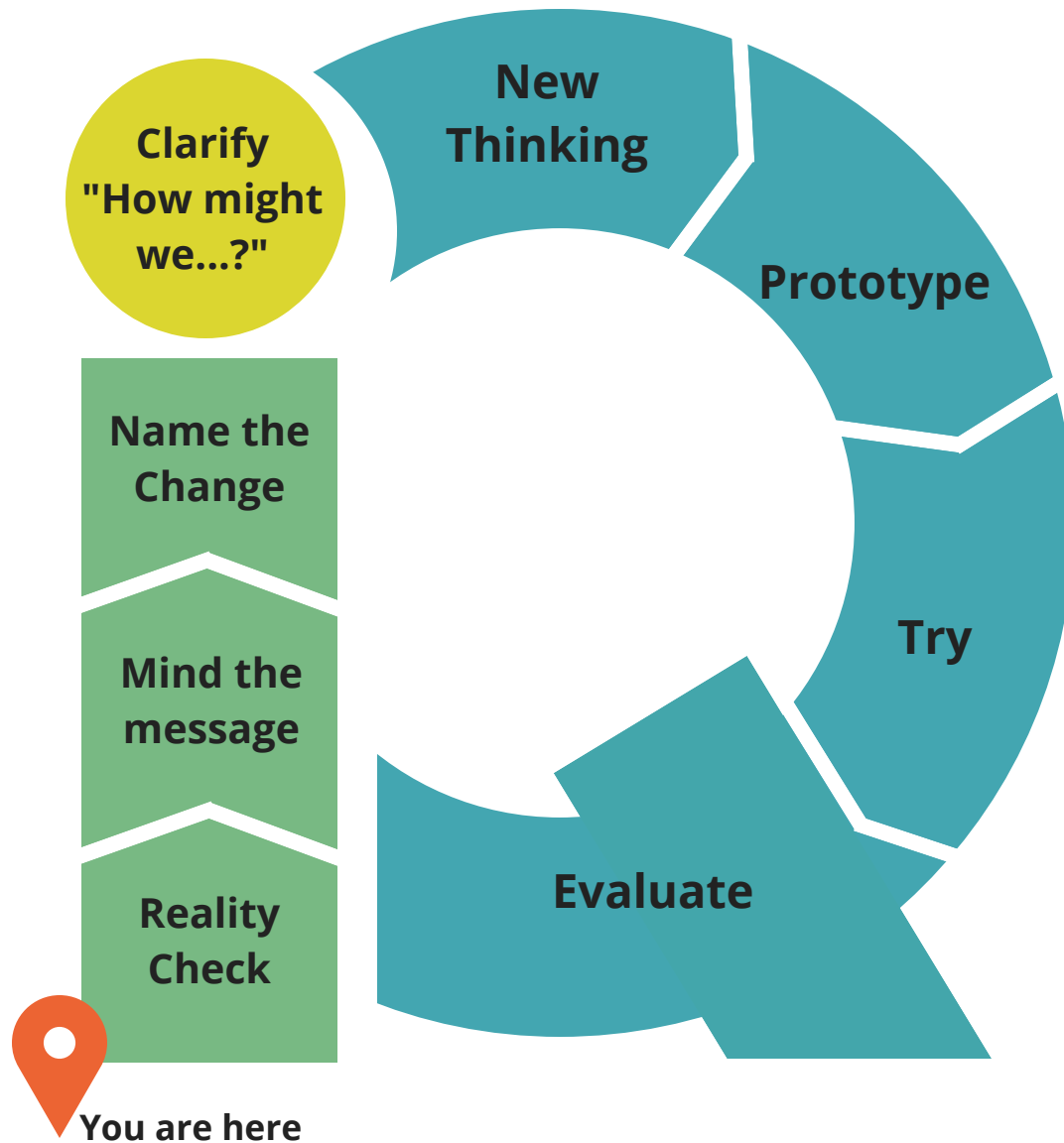




PMB's Innovation + Quality (I+Q) Strategy

A Fresh Approach to Human Centred Design



1 REALITY CHECK

Set aside assumptions and gain insight into your customer's needs. Ask "What Matters Most?" and "Why?". Consider the world around them, and any trends that may impact their lives.

2 MIND THE MESSAGE

Bring information together and listen for core messages.

3 NAME THE CHANGE

Decide whether big, innovative solutions, organizational transformation, transitional planning or further development is needed. Name the change to prepare everyone for the intensity of the work ahead.

4 NEW THINKING

All ideas are welcomed. Build participants' creative muscle and explore "How Might We..."

5 PROTOTYPE

This is where ideas come to life. Build a model or walk through a scenario. It's an easy way to work out the bugs.

6 TRY

Take a small, smart step, pause to absorb the learning and build those lessons into the next step.

7 EVALUATE

With success metrics in place, you know what works, what didn't, and why. Decide to make corrections, pull the plug or stay the course.