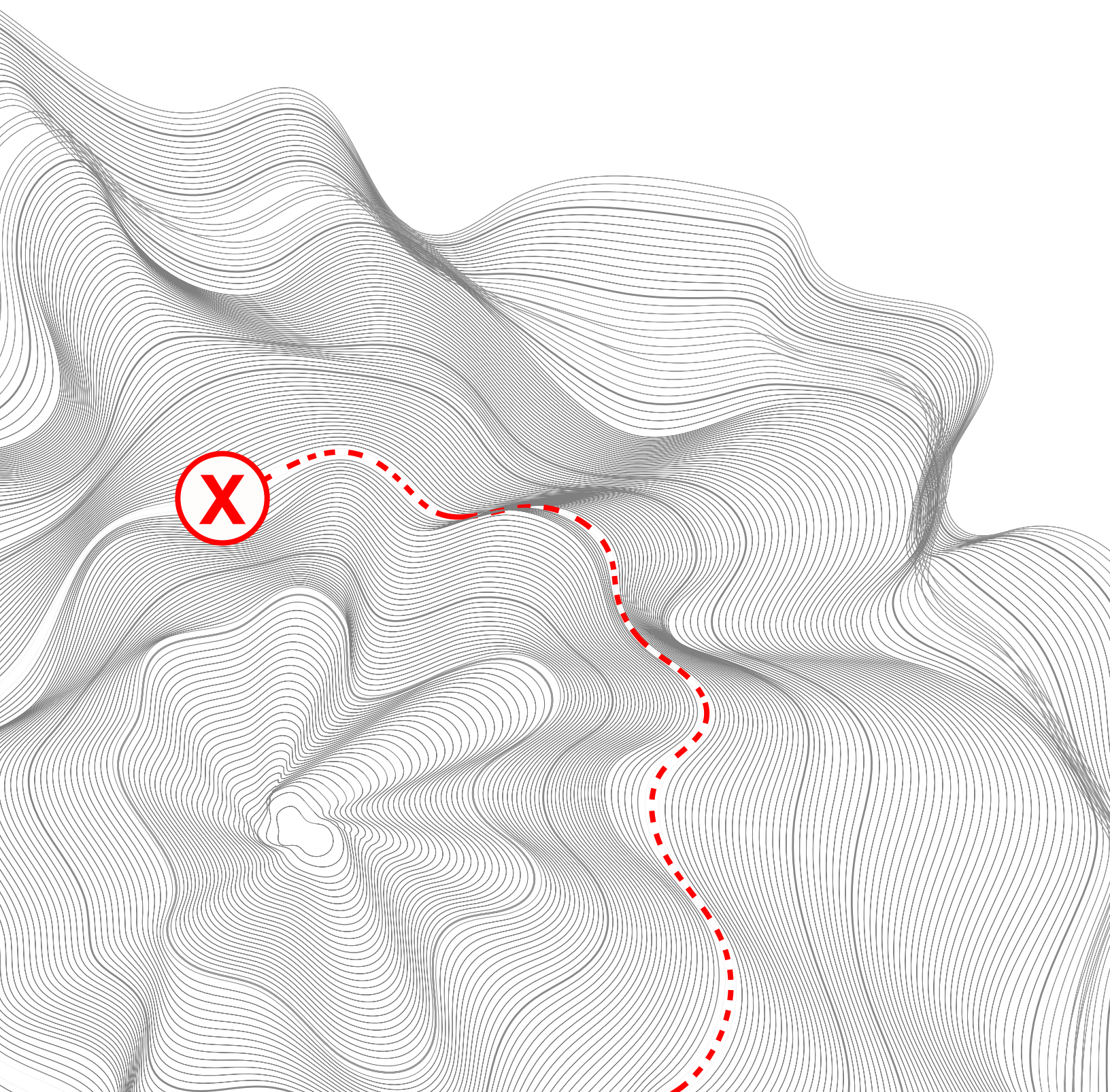


# Sift:lab

Helping teams invent the future

## Focused Transformation



**Focused Transformation is a manifesto for action. FT catalyses the imagination and empowers teams to develop new products, services and brands that are grounded by insights and vetted by research. FT helps teams deliver faster and smarter.**

**An FT is an intensive two-week sprint that culminates in a series of workshops to deliver the competitive advantage that teams need in a world where timing is everything.**



# Focused Transformation helps teams:



## Future Proof

Imagine and prepare for the future of their industry



## Re-invent

Challenge established processes to do things differently



## Align

Agree on a common path forward when teams are in conflict



## Innovate

Generate new product and service offerings



FTs are carefully choreographed to free and encourage participants to ideate and create



## Key ingredients



A **collaborative mindset** and experienced facilitators – to help the teams work together more efficiently

A **clear mandate and objectives** – to help the team focus on end of workshop deliverables

A committed **human centric approach** - to help the team empathize with end users and understand their pain points and goals

**Deep human and business insights** – to enable the team to identify, ideate and justify reasons-to-believe that a valued new product or service will resonate and satisfy a real need with customers

**Participants from diverse backgrounds** and areas of expertise – who can provide unique insights

**Key stakeholders** – who are committed to sponsoring, participating and taking forward solutions and ideas generated in the workshop

**Inspirational moments** - creativity and imagination are inspired by example. Workshops are designed to include content that spurs conversation.

A **crisp agenda** - to set expectations, cadence and timings

**Pre-read materials** - to prepare participants to contribute at a higher level



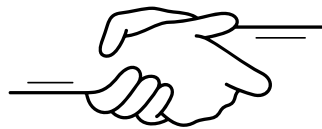
**Stakeholder sponsorship and participation insures effectiveness and ownership of outcomes**

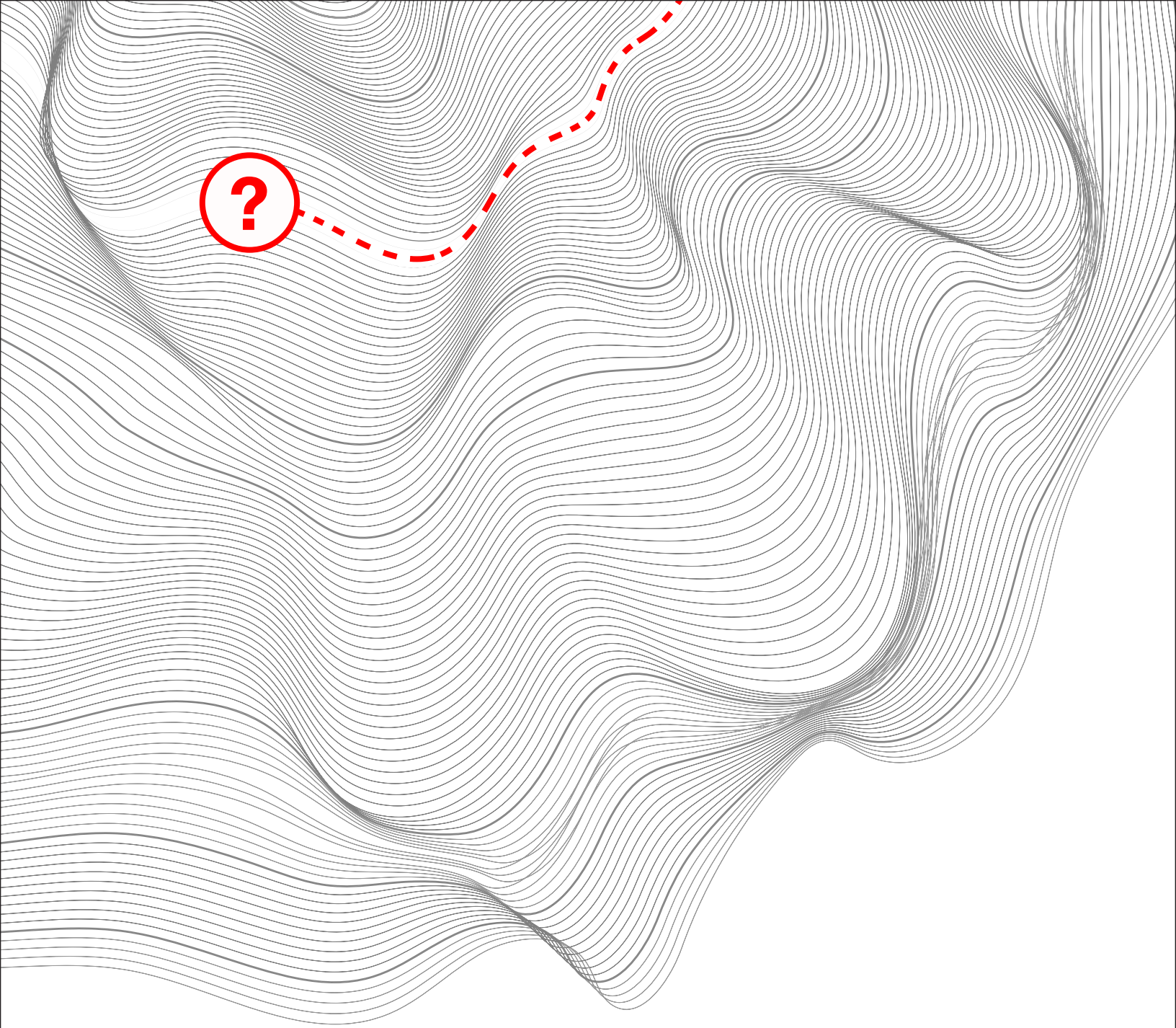




**Sift:lab is a group of designers and strategists, organizational psychologists, business coaches and inventors who see massive opportunity in this deeply disrupted and precarious world to help clients build better brands, products and services from the inside out.**

**We facilitate the future by empowering teams with the knowledge, compassion and ability to invent with purpose.**





**Get in Touch**

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