Business not as usual
«The real voyage of discovery consists not in seeking new lands, but seeing with new eyes.»

*Marcel Proust*

When you step into a Greenhouse for a Lab, you step away from the standard flat meetings, mind-numbing presentations, and stale status-quo thinking. You do business **not as usual**.

**The Lab** is an innovative way of approaching your organization’s challenges, designed to accelerate decision making, align your team members and see numerous opportunities from a new perspective. Through a consciously designed experience where every element is carefully crafted, we help you to create a **breakthrough.**
Not just a simple meeting

Labs go beyond typical workshops because:

- They are built on extensive research around how to disrupt ordinary thinking, reveal new possibilities, and incite productive action;
- They are delivered by professionals skilled not only at traditional facilitation, but also at strategic framing, engagement, intervention, analysis, and synthesis.

Disrupt ordinary thinking
It’s tempting to jump right into solutions. We step back and first build a rich understanding of challenges and their context.

Reveal new possibilities
Expand beyond the obvious and dive into unexpected, innovative, and creative solutions to previously ambiguous mandates.

Incite productive action
Bravely call out the real barriers to progress, create ownership, and get your team aligned on the precise actions required to get results.

5 success factors of the Lab

The Lab

- Trained facilitators
- Extensive research
- Key participants
- Behavioural science
- Specific environment
The Lab formula

**Research-Based Content**
Frameworks built on empirical data, research, focused expertise, and cumulative learnings from over 3,000 Lab sessions all over the world.

**Immersive Methods & Exercises**
Exercises based on behavioral research, team dynamics, and conversations with your people.

**Relevant Subject Matter Experts**
Diverse perspectives from experts selected because they know your challenge, industry or business.

**Custom-Trained, Expert Facilitators**
Business practitioners specializing in intervention, disruption, alignment, and consensus.

**Consciously-Designed Environment**
Movable panels, flexible furniture, and an intimate space built to stimulate thinking and spark conversation.
The science behind the Lab

**Group Dynamics**

**No Social Loafing.** It’s been proven that, in large groups, each individual’s effort will decrease proportionately with every new member. The more people, the more anonymous and less accountable each person feels. Psychologists call this “social loafing.” The Lab carefully designs around this phenomenon by keeping sessions intimate. Teams are broken into small work groups and given assignments that require everyone’s engagement to complete.

**Psychology of Creativity**

**Unusual Intersections.** Psychologists have long believed that forced interactions between different disciplines, backgrounds and perspectives can disrupt standard thought patterns and encourage unusual associations and new insights. Pixar swears by these intersections, designing its buildings with the bathrooms and cafeterias in the center so animators must pass by engineers, and various workgroups have chance encounters. The Lab creates similar intersections by grouping teams in unlikely pairs, and bringing in subject matter experts with a conscious mix of diverse backgrounds and perspectives.

**Environmental Design**

**Get Moving to Get Creative.** Physical activity engages the creative centers of the brain and sets the gears in motion for breakthrough thinking. The Lab is designed to capitalize on this physiological wiring, using an approach called “Active from the Start.” Participants get moving right away, from station to station, working with mixed media, and writing on walls in an open, clean, uncluttered environment that encourages fluid movement and creativity.

**Productive Intervention**

**Skilled Facilitation.** Most people find meetings extremely unproductive. But a skilled facilitator can change that. Expert facilitators are uniquely able to:

- Conduct nonconfrontational interventions that lead to alignment
- Seek out elephants in the room, minimize the dominant voice, and alter established hierarchies
- Selectively weave content and intelligent process into conversations, so they produce real business impact
Our spaces crafted for Labs

**IMMERSIVE VISUALS**
From interactive smart boards to gallery-style displays, we create an environment that brings your challenges, and opportunities, to life all around you.

**DYNAMIC ROOM CONFIGURATIONS**
Configurable space and furniture are designed to activate creativity, encourage “unusual intersections,” and promote real-time adaptation to session dynamics.

**EMERGING TECHNOLOGIES**
Technological innovations are made tangible through displays of prototypes and product samples such as 3D printers, neuromarketing solution, social sentiment analysis platform, artificial intelligence proofs of concept & others.

**HOLISTIC SENSORY ACTIVATION**
We take cues from scientific research suggesting people are most productive, and experiences most memorable, when all senses are engaged – not only sight, but also sound, touch, taste, and even smell.

**Instead of...**
1. **Declaring the objectives** (specific goals for the session with a focus on next steps)
2. **Identifying participants** (the “right people” in the room)
3. **Assembling content** (detailed presentation decks)
4. **Finding a venue** (a space big enough for all participants)
5. **Setting the agenda** (logical sequencing of the day)

**We...**
- **Define the purpose.** We ask what kind of conversation you need, re-imagine victory, and plan for success.
- **Engage multiple perspectives.** We assemble diverse perspectives to engage in your issues and combine ideas from different places.
- **Frame the issues.** We bring relevant research, methods, and frameworks to help stretch mindsets, re-frame your questions, and propel conversations forward.
- **Set the scene.** We sweat the small stuff and carefully manage all elements of the physical environment to support the participants and the conversation.
- **Make it an experience.** We take you on an intellectual and emotional journey, enabling self-discovery rather than marching through presentations.
Types of Labs

**INNOVATION LABS**
Your ideas may be getting stale. *How can you spark new thinking?*

Use a structured, disciplined approach to catalyze idea generation and focus on opportunity areas or to create your innovation strategy and execution plan

- Innovation strategy and model
- Idea generation
- Idea acceleration
- Customer-Led Innovation

**TRANSITION LABS**
You’ve made it to the top. Now what?

Help new executives manage time, talent and relationships to create a practical, detailed plan for making an exceptional first impression

- CEO, CFO, CIO, CTO, CHRO, CISO

**RELATIONSHIPS LABS**
Your bottom line depends on people. How can you better relate?

Focus on improving individual performance and team dynamics, digging into the science of relationships and providing strategies accordingly

- Business Chemistry
- Moments That Matter
- Employee Experience Journey Mapping Lab

**CUSTOM LABS**
You’ve got a problem to be faced. How about a custom lab built to suit your needs?

We work to understand the specifics of your situation, and design a bespoke approach to get you to your desired outcomes.

**TRANSFORMATION LABS**
You need to be better, faster, leaner. How can you make change happen?

Apply targeted research and customized frameworks to create clarity and momentum around change

- Cloud Transition Lab
- Finance Labs
Contacts

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