



Deloitte
GreenhouseTM

**Change the way you
solve business challenges**

**There are times when
business as usual isn't enough...**



You simply can't afford:

WASTED TIME

You've spent countless hours on emails, presentations, and meetings that go nowhere.

The ROI for our time is ridiculous... we spend hours and hours and end up where we started.

WORN APPROACHES

You're stuck in default settings that keep you churning in the same ruts, and you don't know how to get out.

We don't even know what we don't know... we just rehash the same set of assumptions.

MURKY CHALLENGES

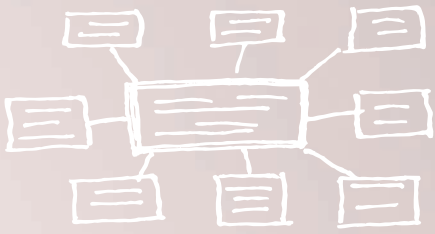
You've been given ambitious mandates to go further, faster, better when often neither the path nor the destination is clear.

I've been told to "Go Innovate" as if it's just that easy to start doing it. Where? How?

MISALIGNMENT

You don't have the alignment you need to get traction – within your team, around your challenges, or about your opportunities.

My team is supportive, but what I need is for them to be truly committed.

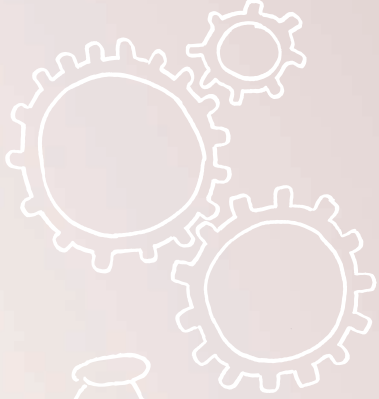


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YOU NEED A



BREAKTHROUGH



SUCCESS



But breakthroughs don't just happen by accident.

So we've studied how to consciously create them. We dug into the science of group dynamics and team performance. We looked at environmental psychology and the effect of design thinking on creativity. We studied the skills that separate average from exceptional facilitation. And we researched the mechanics of innovation theory.

Through this research, we discovered the power of immersive experiences – 1-2 day interactive sessions tailored to address specific business challenges. We call these experiences “Labs” because they promote experimentation in a controlled environment.

It would have taken us six to nine months to achieve as much as we did today.

← CEO, healthcare delivery system

The result?

Behavioral science, design thinking, and strategy converge to help you solve your toughest business challenges.



WELCOME TO

Deloitte
GreenhouseTM

**An innovation and
problem-solving accelerator**



When you need a breakthrough in innovation and problem-solving, step into the Greenhouse.

At times, business as usual simply isn't enough. The Greenhouse approach and experience will enable ideation, and help you think outside the box.

What our approach will bring:

*Alignment
& Action*



*Conversation
& Co-Creation*



*Analytical
Rigor*



*Immersion
& Interaction*



*Accelerated
Problem-Solving*





Innovation

Your ideas may be getting stale.

How can you spark new thinking?



Alignment

You have a big, bold vision.

How will you make it a reality?



Analytics

You're drowning in data.

How do you make it meaningful?



Strategy

The world isn't getting any simpler.

What will you do to win?

Our Labs are customised around 8 core topics.

These are the topics our clients struggle with most frequently.

Sound familiar?



Relationships

Your bottom line depends on people.

How can you better relate?



Transformation

You need to be better, faster, leaner.

How can you make change happen?



Transition

You've made it to the top.

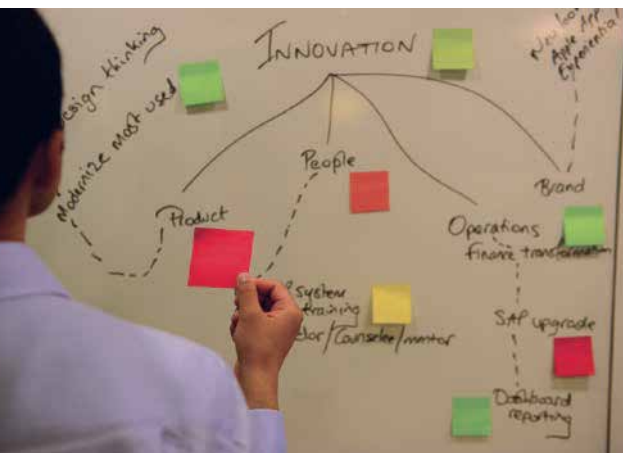
Now what?



Leadership

The world is full of potential.

How will you realize yours?



**Labs use a three-part method - refined in
3000+ sessions - to engage participants not only
intellectually, but physically and emotionally as well.**

1



2



3



APPROACH

We tie it together with a recipe specially designed to produce moments of impact

- ▶ Explore the issue, challenge assumptions
- ▶ Establish a shared view of the future
- ▶ Align your organization & resources
- ▶ Prioritize initiatives
- ▶ Develop an action plan

ELEMENTS

We assemble the right mix of visual and high-touch ingredients

- ▶ Design Thinking
- ▶ Human-Centred Innovation
- ▶ Lean Methodology
- ▶ Simulations
- ▶ Expert Facilitation & Collaboration Techniques

ENVIRONMENT

We take you out of the of business-as-usual and into a consciously designed setting

- ▶ Dynamic room configurations
- ▶ Immersive visuals
- ▶ Holistic sensory activation
- ▶ Emerging technologies

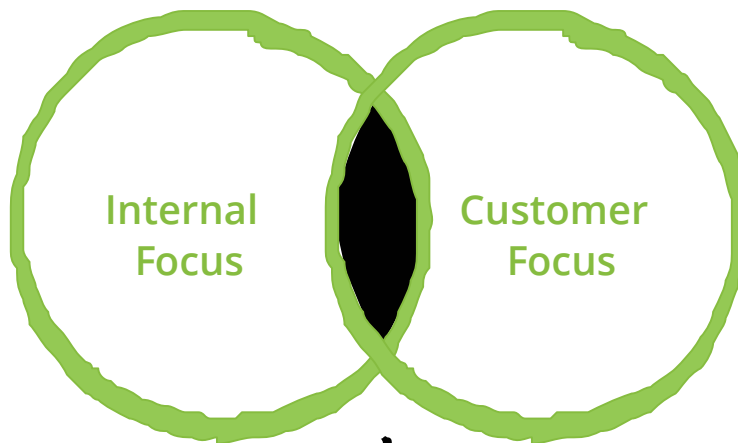


Deloitte Greenhouse Southeast Asia Flagship Labs

Labs are customized for business-specific challenges and involve 1-2 months of scoping and fieldwork, culminating in 1 or 2-day workshops ("Labs") to accelerate the problem-solving process.

Strategy Lab

Customer-Centric
Innovation Lab



Business Model
Innovation Lab



Strategy Lab

Enable your vision; translate it into a sustainable reality. Align your organization to make your organisation's change agenda a success.

A APPROACH

Guided by Deloitte's Play to Win framework and methodology and Business Chemistry© tool, we align your stakeholders to achieve singularity of vision, and create tactical plans to mobilize your team. We provide the framework to sharpen your vision, validate organisational competencies, prioritise surfaced opportunities and translate your ideas into viable projects for implementation.

B OUTCOMES

- ▶ Executive alignment on vision for change and measure of success
- ▶ Curated and prioritized list of change initiatives
- ▶ Interventions for scaled impact

C REQUIREMENTS

- ▶ Client executive sponsorship
- ▶ Specific corporate challenge with clear impetus for change
- ▶ 6-8 weeks commitment, including program design, scoping, research, interviews, Lab preparation, and full-day Lab

CASE STUDY

The Challenge: The leadership team of a public sector client needed to visualize and align on their future state, and brainstorm new initiatives for the next 5 years to accelerate their transformation plan.

Lab Outputs: Agreement on the future state user journey to guide their strategy and transformation over the next 5 years, and a clear action plan with timelines for the implementation of key initiatives.

"Greenhouse has provided a structured approach to tease out the critical issues that needed to be addressed. It was a positive overall experience as the team is dedicated to helping us achieve our objectives." VP



Customer-Centric Innovation Lab

The lack of customer focus is a key reason innovation initiatives fail. Transform your proposition, processes, products and services with end-users in mind.

A APPROACH

Using Deloitte's Moments that Matter© methodology, we will understand your customers deeply—who they are, their needs and values. We will diverge and converge through Deloitte's Design Thinking Process to redefine your value proposition, processes, products and services.

This is Design Thinking at its best; prepare to get your hands dirty, jump into brainstorm frenzy, and test your hypotheses with real customers.

B OUTCOMES

- ▶ Customer-centric strategy for processes, products and/or services
- ▶ Rapid prototyping and hypotheses testing

C REQUIREMENTS

- ▶ Specific and significant challenge around processes, products and/or services
- ▶ 4-6 weeks commitment, including program design, scoping, fieldwork, Lab preparation, and full-day Lab

CASE STUDY

The Challenge: *Our client assembled a new team to build a world-class coaching academy to raise the professional standards of sport coaches in the region. They needed to get buy-in from various stakeholders and chart a strategy to move forward with their plans.*

The Outputs: Buy-in from stakeholders, including the end-users themselves, coach-centric opportunities identified, and a clear work plan to outline their deliverables within the next 3 months.

"The Human-Centric Design approach has helped us to better frame our strategy going forward. I'm glad we were able to clarify the issue at hand today." CEO



Business Model Innovation Lab

Old ways of doing business are being displaced more rapidly than before. You can disrupt the rules of the game too, by challenging long-held beliefs, sensing the future and innovating your business model.

A APPROACH

Leveraging on Deloitte's Strategic Foresight and Business Innovation methodologies, we will examine dominant and emerging business models, reveal orthodoxies, and sense the impact of emerging trends on your business. We then diverge and converge through Deloitte's Design Thinking Process to tear apart existing moulds, reframe your proposition and innovate the core elements of your model. You will redesign a model that fulfils unmet customer needs, create entirely new markets, or simply anticipates tectonic shifts in the business & technological landscape.

B OUTCOMES

- ▶ High-level business model redesign and go-to-market market strategies

C REQUIREMENTS

- ▶ Client executive sponsorship with clear definition of success
- ▶ 6-8 weeks commitment, including program design, scoping, fieldwork, Lab preparation, and 2-day Lab

CASE STUDY

The Challenge: *A global medical technology company wanted to dramatically increase the level of business with its strategic clients in China and drive profitable growth in Greater Asia. They commissioned a series of Business Model Innovation Labs to redesign their market strategy.*

Lab Outputs: They put themselves in the shoes of their clients, exploring pain points and unfulfilled needs through user research. With insights from their clients, they then pushed the limits of their imagination, brainstormed and prioritized 100+ new ideas into four market strategy blueprints that were later validated through prototypes. The team left the Labs with greater confidence about the company's potential to be innovative and become the leading medical technology company in Greater Asia.

"We have been working with customers but today I realize that we haven't been empathizing with them. This experience strengthens our conviction that we are on the right track to do something Bigger, Better and Bolder for the company in Asia." – Greater Asia VP

It all adds up to a departure from business as usual and a refreshing reminder that there's a better way to work.

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.

We'd been debating between options for months. It was going back to the problem that finally broke the stalemate.

REVEAL NEW POSSIBILITIES

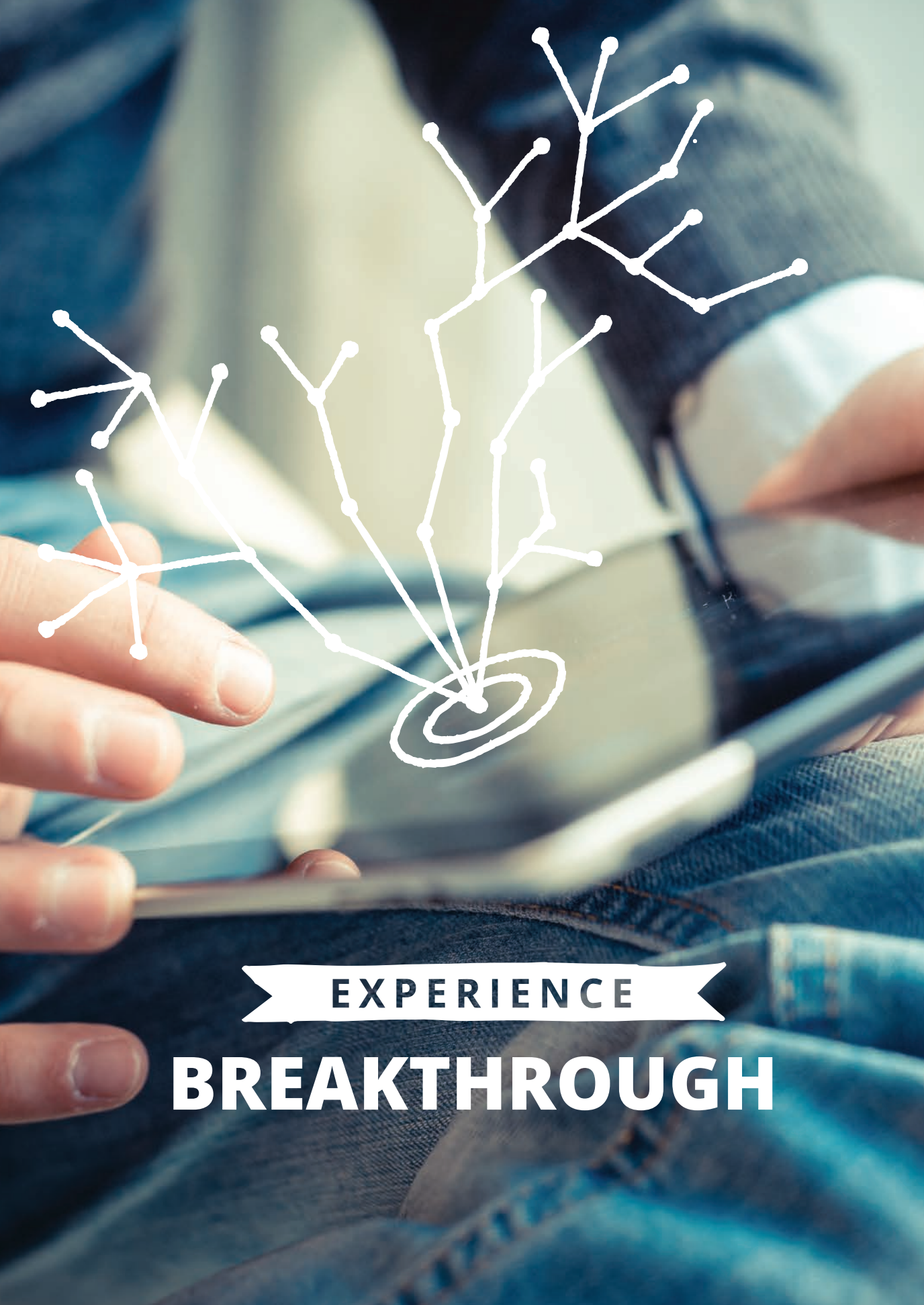
Expand beyond the obvious and dive into unexpected, innovative, and creative solutions to previously ambiguous mandates.

It was like we had a new understanding of the customer after taking the time to truly walk in their shoes.

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.

This changed the game for us.. in fact, I'm not sure we were even in the game before.



EXPERIENCE

BREAKTHROUGH

"Never before have I been gifted with this much talent and commitment in one place and for one purpose."

Incite productive action



"Interactive, insightful, and the right balance of theory and activities."

"It would have taken six to nine months to achieve as much as we did today."

"Simple and mind shifting."

"The hands-on approach and peer discussions provided me with a lot of new ideas and food for thought."

Disrupt ordinary thinking



Reveal new possibilities



"We'd been debating between options for months. It was going back to the problem that finally broke the stalemate."



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Experience your breakthrough at Deloitte Greenhouse in Singapore or on the road, upon request.



FOR MORE INFORMATION, PLEASE CONTACT

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