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 farther, 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.
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.

But breakthroughs don’t just happen by accident.

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 Greenhouse

Your space to cultivate BREAKTHROUGHS
When you step into a Greenhouse, you step away from the standard flat meetings, mind-numbing presentations, and stale status-quo thinking.

Instead, you step into a Lab experience custom-designed to help you dig into complex issues. These sessions go beyond typical workshops because:

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

Lab sessions are customized to each client’s needs around eight core topics:

- **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?
- **Strategy**: The world isn’t getting any simpler. What will you do to win?
- **Transformation**: You need to be better, faster, leaner. How can you make change happen?
- **Transition**: You’ve made it to the top. Now what?
- **Analytics**: You’re drowning in data. How do you make it meaningful?
- **Relationships**: Your bottom line depends on people. How can you better relate?
- **Leadership**: The world is full of potential. How will you realize yours?

These are the topics our clients struggle with most frequently. Sound familiar?
Labs use a three-part method – refined in 3,000+ sessions – to engage participants not only intellectually, but physically and emotionally as well.

**Environment**
We take you out of the ordinary and into a consciously designed environment
- Dynamic room configurations
- Immersive visuals
- Holistic sensory activation
- Emerging technologies

**Elements**
We assemble the right mix of high-tech and high-touch ingredients
- Professional facilitation
- Design thinking
- Analytics and insights
- Collaboration tools and techniques
- Tested frameworks and IP

**Approach**
We tie it together with an approach designed to produce moments of impact
- Define the purpose
- Engage multiple perspectives
- Frame the issues
- Set the scene
- Make it an experience
Deloitte Greenhouses are spaces consciously designed to help shift perspectives and optimize exploration.

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

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

**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.

**EMERGING TECHNOLOGIES**
Technological innovations are made tangible through displays of prototypes and product samples, from 3D printers to wearable technologies.
We thoughtfully assemble a mix of high-tech and high-touch ingredients to suit your specific challenge.

**PROFESSIONAL FACILITATION**
Facilitators are trained in the art of engagement, intervention, ideation, and alignment, freeing you up to listen and participate in the discussion.

**DESIGN THINKING**
The design thinking process integrates empathy, divergent and convergent ideation, and prototyping to yield greater insights and options for problem-solving.

**ANALYTICS + INSIGHTS**
Hands-on access to analytics tools and application to specific, analogous business issues demonstrates the role data can play in understanding and tackling your challenges.

**COLLABORATION TOOLS + TECHNIQUES**
Interactive smart boards and collaboration software combine with behavioral techniques to get the most out of visioning conversations, brainstorming, and decision-making.

**TESTED FRAMEWORKS AND IP**
Productive thinking is promoted through structures such as frames, starter sets, tools, and case studies built on empirical data, research, and conversations with industry and subject matter experts.
We design conversations that provide the clarity, commitment, and collective courage to break away from the status quo.

**DEFINE YOUR PURPOSE**
First, develop a clear vision of what kinds of insights and outcomes you want. Then, build all aspects of the session to serve this purpose—with nothing extraneous added. That’s the essence of great design.

**FRAME THE ISSUES**
A successful strategic conversation requires content that leads to creative problem-solving, not information overload. Identifying a few key frameworks greatly accelerates the dialogue.

**ENGAGE MULTIPLE PERSPECTIVES**
Finding novel solutions to complex challenges requires more than the usual suspects working together in the usual ways. Different perspectives help imagine new possibilities.

**SET THE SCENE**
It’s not just the space, it’s how you use it, providing strong visuals to help participants see the same insights at the same time and branding the session with a key, memorable theme.

**MAKE IT AN EXPERIENCE**
Great conversations balance the need for structure and open space, action and reflection. They call on passion and emotions as well as analytics and strategic reasoning to create a true moment of impact: a memorable experience that motivates action.

We literally wrote the book on designing strategic conversations...
Read more in the national bestseller *Moments of Impact*, by Chris Ertel of Deloitte Consulting and Lisa Kay Solomon.
It all adds up to a welcome 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 your breakthrough at one of our five U.S. Deloitte Greenhouse locations or on the road, upon request.

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