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Adding advantage in every experience



WICKED PROBLEMS LABS

Unique, Customised Labs



Wicked problems are just well-disguised opportunities.

You may face a challenge that doesn't fit the box of existing frameworks, techniques and processes. Data is either missing or unreliable, the conditions and the requirements are constantly changing and known methods of strategy and analysis don't seem to work. You can't even clearly define the issue.

That's because the challenge is a wicked one.

The Wicked Problems Lab is a dynamic interactive workshop that challenges teams to tap into their creativity and innovation to solve complex and unusual business challenges.

The process is designed to shift the team's thinking away from everyday conventions and engage with the techniques, tools and processes of the most successful innovators.

Using the principles and the techniques of design, the power of collaboration and open source, and the tools of visual analytics, you will craft a simple and unique solution to your wicked problem.



A SAMPLE DAY IN THE LAB

The Wicked Problems Lab follows a tested and proven process that will be configured to suit your specific wicked challenge.

1. Define the challenge and the opportunity.

This might be the most difficult part of the process – defining what it is we are solving for.

2. What do we have?

Map the situation as it is, exploring all perspectives involved. Understand the various stakeholders and what makes them tick.

3. What if anything was possible?

Brainstorm and come up with as many ideas as possible, then converge them to a few concepts that generate the most energy and optionality.

4. What did we assume?

Test your concepts for assumptions. Look for outliers. Create prototypes.

5. What works?

Stress-test your prototypes. Discover why they work...or don't work, reduce, improve and prioritise for further investigation and implementation.



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