



watershed
partners

Advisory Service Offerings

2018 - 2019

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Practice Lead

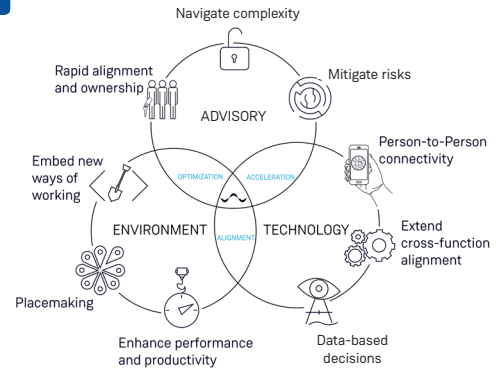
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SNAPSHOT

Since 2005, we have been helping individuals, organizations, and systems make genuine, meaningful transitions from old to new ways of working.

We are a team of designers, developers, artists, engineers, scientists and implementors. Our mission is to increase your organization's capacity to deal with complexity and build solutions that respond to both the demands of today, and of the future. Our company has three practice areas: Advisory, Technology and Environment.



ADVISORY PRACTICE

People love what they design and own what they create.

We use a unique combination of collaborative disciplines to enable our clients to design for the future. Collaboration is in our DNA. We don't tell our clients what to do. We help them create their own solutions. This might seem unconventional for some. We're different this way.

OUR CLIENTS CONSISTENTLY COME BACK TO US FOR THREE KEY REASONS

ALIGNMENT

To push beyond buy-in and undertake the real work of generating widespread ownership and trust; because these are the foundational requirements for success.

OPTIMIZATION

To rapidly improve effectiveness through thinking and working differently; because we can't solve problems with the thinking we used to create them.

ACCELERATION

To deliver months of work in days and years of work in months, exponentially increasing speed to value across the organization; because our world isn't slowing down.

WE DO THIS IN THREE KEY WAYS

Strategy Design



Enabling alignment and ownership across an organization for its future direction and evolution.

Collaborative Decision Making



Helping individuals, teams and organizations make better decisions, faster.

Data Driven Insight



Creating awareness and understanding that improves the resilience in your decisions.

WHO WE WORK WITH



Businesses



Government



Multi-Stakeholder Groups



Startups



NGOs/
Not-For Profits

SERVICE OFFERINGS

Our bespoke digital tools are carefully integrated into the delivery of our five services:

DIAGNOSE

OVERVIEW

We use our custom built software in conjunction with our in-person advisory capability to better understand your organization's collaborative capacity, network health, and culture.

HOW WE DO IT

We have a range of digital tools that are deployed by our change management and data science professionals; providing actionable strategic insight and recommendations.

SERVICES



- Collaboration & Network Diagnostics



- Cultural Diagnostics

DISCOVER

OVERVIEW

We enable you to generate a deeper understanding of the scope and breadth of the problems you face through both our strategic research and insight approach and our carefully crafted discovery process.

HOW WE DO IT

We deliver research that digs deep and enables you to question your assumptions. Our facilitated Discovery Days unpack the context of the problem and get to the heart of what really needs to be solved.

SERVICES



- Strategic Research and Insight



- Discovery Days

CO-DESIGN

OVERVIEW

We use our collaborative design approach to bring together multi-stakeholders to solve complex, systemic issues, condensing months of work in days.

HOW WE DO IT

We enable interactions outside of existing organizational hierarchies to achieve new insights and better solutions across a broader set of stakeholders in a dynamic, iterative process.

SERVICES



- Collaborative Design Events

CO-CREATE

OVERVIEW

We harness the power of collaboration to enable you to deliver on new business strategies in months instead of years.

HOW WE DO IT

We design and deliver projects that integrate collaboration events, high performing team processes and our bespoke software to enable cross-functional teams to accelerate speed to value.

SERVICES



- Collaboration Hubs



- Co-Creation Projects

CONVENE

OVERVIEW

We facilitate board meetings, leadership gatherings, workshops and conferences in order to achieve better outcomes through collaborative processes.

HOW WE DO IT

We use our expertise in collaboration processes in a 'light touch' way to achieve better outcomes than traditionally-facilitated meetings and conferences.

SERVICES



- Workshops
- Leadership Gatherings
- Board Meetings
- Conferences



DIAGNOSE



DISCOVER



CO-DESIGN



CO-CREATE



CONVENE

DIAGNOSTIC SERVICES ENABLE YOU TO:

Make data-based decisions on your key transformation initiatives.

Leverage actionable insights on the current state of your organization to inform strategy design.

Understand how to consistently create high performing, decisive, cross-functional agile teams.

WHAT IS IT?

We have a range of digital tools that, in combination with our change and data science professionals, provide strategic insight and recommendations. We deliver our diagnostic services both as short, tight scopes of work and as services integrated into our larger Co-Design and Co-Creation projects.

TWO OF OUR DIGITAL DIAGNOSTIC TOOLS ARE:

SPINDLE

Making intangible networks tangible through a quick “light touch, hard data” diagnostic

Spindle is a network analysis application that maps the informal networks that exist in your organization outside of traditional org charts.

Spindle can tell you who is communicating with who, how often, and how valuable the information is that they are sharing.

Results from the network analysis will tell you the connectors, motivators, and trusted sources who hold the key informal connections within your organization.

Using these results, our advisory team work with you to optimize your organization’s performance.

VALUES EXPLORER

Enabling better conversations on what sits under the surface of our individual and collective decisions.

Values Explorer is a web application that enables groups of people, through a simple game, to explore their shared and different values.

To us, values are deeply held principles, ideals, or beliefs that people adhere to when making decisions.

Values are not “good” or “bad.” Values just are. We use the data we generate in two ways:

1. To improve the ability to make better decisions
2. To better understand the culture



DIAGNOSE



DISCOVER



CO-DESIGN



CO-CREATE



CONVENE

DISCOVERY SERVICES ENABLE YOU TO:

Uncover the real problem you face through unpacking it and the content in which it exists.

Generate 'warm data' about the decisions you need to make.

Challenge the assumptions you have about your organization and its ecosystem.

STRATEGIC RESEARCH & INSIGHT

New and compelling insights about your organization and the markets you're operating in. This research digs deep and makes you question your assumptions.

We do not provide traditional, generic corporate market research packs that span hundreds of pages and offer no real new intel. Drawing on our roots in systems studies and complex systems we take a trans-disciplinary approach to mapping the ecosystem in which you operate.

We partner with leading researchers, think tanks and universities to spark genuinely new insight. Each piece of research is a work of art that is bespoke and custom-built for your business requirements.

DISCOVERY DAYS

Short, high-intensity gatherings to get to the heart of the real problems you're facing.

Discovery Days are intensive working sessions spanning from a half-day to a full-day and are designed to bring your team members together to collaboratively understand a project or problem at hand and the context that surrounds it.

It is a "light-touch" on traditional collaborative design approach in that the time required for preparation is reduced and work required from our clients is minimal.

Discovery Days are a great way to get a taste of what collaboration looks like for your working group, and to answer some key questions at the same time.



DIAGNOSE



DISCOVER



CO-DESIGN



CO-CREATE



CONVENE

CO-DESIGN SERVICES ENABLE YOU TO:

Create alignment, generate trust and get to an outcome.

Take a fresh approach because you're stuck and your current approach to the problem is no longer working. You need to do something fundamentally different

Get months of work done in a matter of days and create widespread ownership and commitment for the outcomes, because "people love what they design and own what they create."

CO-DESIGN EVENTS

"One to three day sessions with groups sizes ranging from 10's to 100's that get months of work done in a matter of days."

Collaborative Design is journey of collective understanding, contextualization, discussion and work in order to generate new insights and a more holistic understanding of the problem faced. Using collaborative design principles and processes we work with our clients from problem definition through to outcome and delivery of outputs. We ensure that as many different viewpoints as possible actively participate in creating a robust a solution that reflects the ideas of the many, rather than the few.

Each co-design event we create is bespoke and created for the purpose and context our is being applied to. The preparation cycle allows for multiple iterations to ensure we deliver the best possible results. We can also provide collaborative project management capabilities around our events to capitalize on the momentum generated.

CO-DESIGN ALLOWS YOU TO DO MONTHS OF WORK IN DAYS ON THESE TYPES OF THINGS:



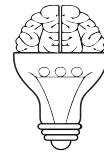
VISION & STRATEGY



STRATEGIC
DECISION-MAKING



CULTURE SHAPING



PROBLEM SOLVING



PRIORITIZING &
STRATEGIC PLANNING



TEAM ALIGNMENT



PROJECT MOBILIZATION
& ACCELERATION



DIAGNOSE



DISCOVER



CO-DESIGN



CO-CREATE



CONVENE

CO-CREATION SERVICES ENABLE YOU TO:

Form high performing, cross-functional teams to hold each other to account to deliver on outcomes.

Deliver large, complex, multi-stakeholder projects and de-risk implementation through ensuring ownership from the people who need to deliver it.

Grow your own collaborative design capabilities through us transferring capability to you.

CO-CREATION PROJECTS

Enabling cross-functional teams to work better together and turn intention into outcomes.

We deliver your projects with you to ensure the intention for the solutions created in a co-design event or convening are carried through into implementation and deliver tangible outcomes.

Once you've completed the work of collaborating around a problem or project we extend the intent and take the solution and work products to a broader set of stakeholders for implementation. Our high-performing team approach and software, Recoder, creates better a project architecture to a traditional work-stream/swim lane approach. This increases connectivity at the same time.

Once we've built a work plan, together, we can provide collaborative project management services to ensure **you** can deliver **your** project.

COLLABORATION HUBS

An embedded capability that delivers your portfolio of projects, shapes a new culture and transfers capability at the same time as enabling you to deliver "business as usual".

A collaboration hub provides continuous support for a programme of work or for an entire organization. This capability is typically located in your offices, from a custom-built space where new behaviours and ways of working can be learned and practiced.

Hubs function as either a project accelerator or a way of strategically managing the direction and evolution of an organization. We form a joint project team to deliver our Hubs and ensure that there is a transfer of capability.



DIAGNOSE



DISCOVER



CO-DESIGN



CO-CREATE



CONVENE

CONVENING SERVICES ENABLE YOU TO:

Employ world-class facilitation because you're tired of sessions that revolve around PowerPoint and a flip chart

Get more out of the limited time you have everyone in the same location for.

Create a lasting relationship and have a memorable impact on the people that you're bringing together.

WORKSHOPS, BOARD MEETINGS, CONFERENCES & OFF-SITES: FACILITATION

When the scope of the problem at hand is well-defined and the customization of the objectives is limited we offer 'light touch' process design and facilitation. Process Design Facilitation for these events is largely driven from pre-defined outcomes our clients need to deliver.

We work with our clients to determine the best approach, in a way that looks and feels different from a typical gathering. We keep in mind the range of constraints often associated with these types of events, such as: timing, resources available, and location. Collaborative processes are a feature, however the amount of customization associated with the design and delivery is limited.

CONFERENCES & LARGE-SCALE ENGAGEMENT: CONSULTING

Watershed Advisory is well-versed in the production and delivery of conferences and events. We offer consulting services to improve the collaborative nature of your event.

Whether you are looking for suggestions on how to improve your existing agenda and production plan; or are just beginning and looking to better engage your participants, we can help you design a better experience.

EXAMPLES OF CLIENT WORK

Understanding Digital Disruption & Enabling Cross Functional Working
EY

Watershed were engaged by EY to enable their Senior Partners to rapidly understand the mega-trends shaping their and client's business and foster cross-functional ways of working to create holistic end to end solutions.

"I really recommend the Watershed team. They enable you to optimize your business performance in an innovative and engaging way."

– Jay Hutchinson
Managing Partner,
EY Canada

**Transition Management & Investment Strategy**
Microsoft

Watershed Partners worked with Nokia Entertainment to navigate the transition from Nokia, to Microsoft. Watershed Partners guided both parties through a series of strategy designs and accelerated processes that ultimately shaped their new Ways of Working.

"Tyl and his team's approach has helped to make this transformation an exciting, unifying journey across the organization. They are at the leading edge of modern organizational thinking and their commitment to their customer organizations is second to none."

– Jyrki Rosenberg
VP Entertainment,
Microsoft

**Multi-Stakeholder Alignment & Project Implementation Natural Resources Sector**
Province of British Columbia

Watershed lead a series of strategic design and discovery sessions for British Columbia's Natural Resources Transformation Secretariat, focused on integrated land based decision-making for the Natural Resource Sector

"Watershed Partners took our team through a large, unprecedented and highly efficient co-design strategic discovery process, something which most have not experienced before. Many of the strategic shifts we are pursuing in our division today are the direct result of working with Watershed Partners."

– Christian Kittleson
Assistant Deputy Minister,
Province of British Columbia

**Strategy Design Across Multiple Organizations & Geographies**
BBC, CBC, NPR

Watershed lead a design process that focused on international collaboration across the BBC, CBC and NPR. The work involved the adoption of new values, identifying a common purpose, and defining strategies for broader stakeholder groups.

"Watershed Partners' ability to bring people together to define, focus and solve a challenge is outstanding. Their programme of facilitation and interactive work processes is intense and guided towards a sharply defined goal. It was a creative boot camp for the mind."

– Brett Spencer
Head of Digital, BBC Radio 2
BBC Asian Network

