

Getting to Point C – Creativity in the Credit Crunch

Touchpoint Change explores a novel way to revitalise your business and deliver results.

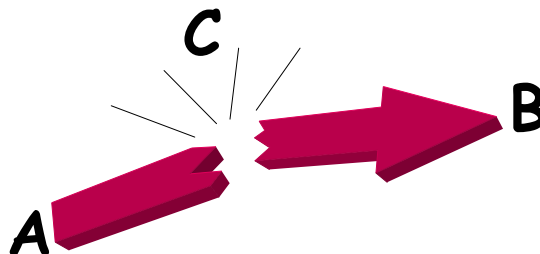
Whether ... your revenues are holding up, your cost management is paying dividends, your bank is playing ball, you're still recruiting or you're steadily becoming successful ... and you still want more.

Or ... your lines of credit are at risk, your clients are on a go-slow, you've cut your recruitment or you have had to let some people go... and you're still struggling to deliver your business plan

... **Point C Creativity** is a proven, innovative approach to generating ideas to solve problems or create new opportunities that can really help you succeed. As you embark on this process, the results will be surprising (by definition) and the new business opportunities can make a real difference.

Touchpoint Change is working with some creative experts who can help you make a big impact in your business. They have developed an inspired but structured approach to problem solving and idea generation. Mike Oliver and Dave Goldberg first worked together for several years in a successful multi-national and now offer '**Point C Creativity**' to a range of organisations. To find out more, we talked to Mike and Dave and started off by asking, "What, or maybe *where*, is Point C?".

"Point C is simply a place we help you get to when you're stuck in 'straight line thinking' between point A and point B. We break you out of your normal thinking to explore new areas," Mike explained, with his doodle ...



"As surprising as it may sound, there is a methodology behind this creative process," Mike continued. "There's no point being wacky and creative for the sake of it – you have to have a real purpose in mind. We spend some time asking our clients why they are looking for new ideas – as it is important to ask the right question.

"For example, a client in Retail Financial Services asked for help on their Branch of the Future. We felt this was too limiting a brief (which presupposed an answer!). It wasn't until we explored the challenge further that we started on the creative part of the work, helping the client devise its *High Street Presence* of the Future – which was not exclusively about branches."

Case Studies

- Two separate creative projects at a multi-national led to auditable quick wins of £100 million, further ideas valued at over £320 million, and a £58 million cost reduction programme to be delivered via 18 separate business cases
- The process energised a global pharmaceutical company when rolling out a new marketing process. It created an inspirational launch event that engaged the organisation and had people buzzing
- Current work in progress is with an SME to help them win vital new business via the injection of energy and new ideas into the bid process.

The creative sessions that Mike and Dave run are stimulating, full of energy and different every time – and lots of ideas always get generated. But surely it is not as straight forward as that?

“You’re quite right,” Dave acknowledged. “We soon learned that, as much fun as it is to run a creative workshop, there’s no true business value until we bring some of the ideas to life. So we lead our clients through the process of cultivating the most promising ideas to ensure that those with the best chance of delivering value get delivered.

“During the delivery phase, best practice in project and change management needs to be applied. You don’t get to skip these vital disciplines just because the project has higher goals from a creative beginning!”

Dave continued, “This type of Creative Thinking can also be used for the tough decisions in business, such as cost-cutting, among others. We’ve used this with our Blue Chip clients to help create new services, devise different ways to launch products, think about alternative ways to redesign an organisation, and how to work more effectively in a client relationship. One current project sees us helping an organisation gain meaningful benefits from its Equality and Diversity policies.

“It is an approach that can help out whenever you’ve tried the normal methods and run out of ideas.”

Mike chipped in: “Over the years we’ve noticed that there are other positive consequences. Initially we didn’t anticipate quite how much, but we’ve found that there is a real buzz associated with this process that gives it extra legs when it comes to delivery. Also, as well as enjoying the intense teamwork that is required, the people who work on this pick up new skills in creative thinking.

“In fact, in the last couple of years we’ve built and delivered a creative thinking training course based on the Point C way of working.” It has proven to be very popular. See www.PointC.co.uk.

Touchpoint Change believes that there is huge value in starting a project at Point C. During troubled times it is doubly important to make sure we explore what’s possible and really search for different and unique solutions. We can then complement these breakthroughs with your team’s knowledge, our team’s drive and expertise, working together to bring the ideas to life. A good project plan will enable delivery of the changes and benefits in an agreed timescale. Your team will be enthused by the process and this again makes a huge difference to the chances of success.

To find out more about Point C and to get started, simply get in touch - and expect great things!

James Crawford spoke to Mike Oliver and Dave Goldberg of Point C.