

Framing Sprint

for product + service innovation

Plan:

Product + Service
strategy consultancy

**‘I’ve got a new and knotty
strategic problem and
don’t know where to start’**

Quickly build a clear cross-functional view
of your challenge and an action plan to
move forward in the right direction

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Available at an introductory discount

Why **Frame** with Plan?



Clarify your challenge

Eliminate strategic confusion with the clarity experts

Quickly set your strategic product direction



Align your team

Ensure everyone's heading in the right direction

Broaden team thinking with pertinent outside perspective



Plan your approach

Set yourself up to deliver innovation success

Avoid wasting time and money tackling an ill-defined project



[Get in touch to discuss your sprint](#)

Plan:

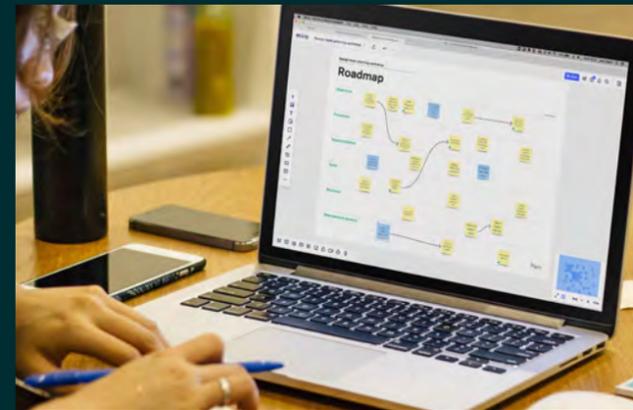
What to expect from a Framing Sprint



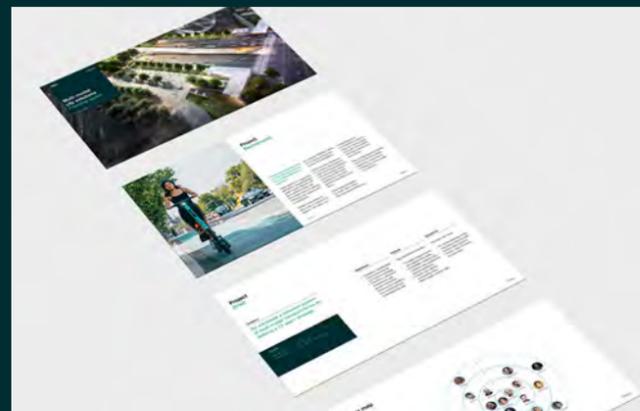
1. Stakeholder interviews



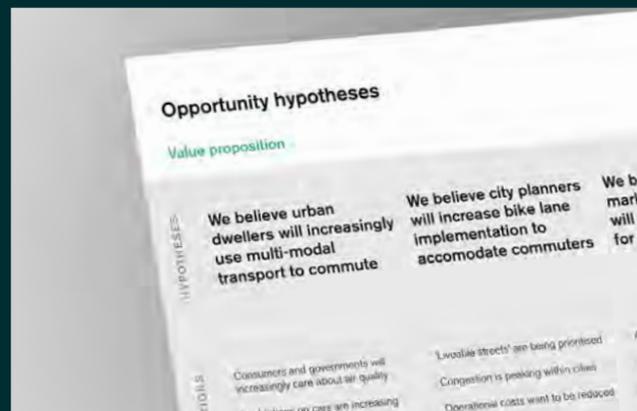
2. External expert interviews



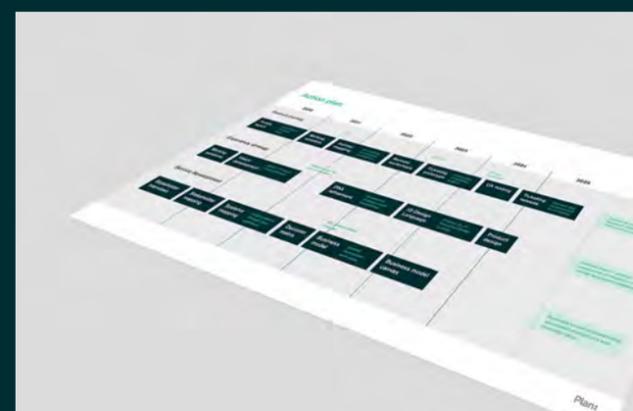
3. Remote framing workshop



4. Project brief document



5. Opportunity thought-starters



6. Action plan

'Plan made something that we had found complicated rigorously simple.'

General Manager, Design



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Plan:

Three options to fit your challenge

Option 1 / 10 days

Option 2 / 7 days

Option 3 / 5 days

Prepare	Immerse in the challenge, create an engaging workshop
Interview stakeholders x3	Gain alignment across the business
Interview experts x2	Harvest external, industry perspective
Remote workshop	Develop a clear cross-functional view of the challenge
Build outputs	Synthesise inputs into compelling strategic direction

Prepare	Immerse in the challenge, create an engaging workshop
Interview stakeholders x3	Gain alignment across the business
Remote workshop	Develop a clear cross-functional view of the challenge
Build outputs	Synthesise inputs into compelling strategic direction

Prepare	Immerse in the challenge, outline the problem
Interview stakeholders x2	Gain alignment across the business
Review call	Refine the problem definition
Refine brief	Synthesise inputs to develop a compelling brief

Outputs

Project brief	Articulate a shared view of the challenge
Opportunity thought-starters	Identify early concept hunches
Action plan	Define a plan to move forward

Project brief	Articulate a shared view of the challenge
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Project brief	Articulate a shared view of the challenge
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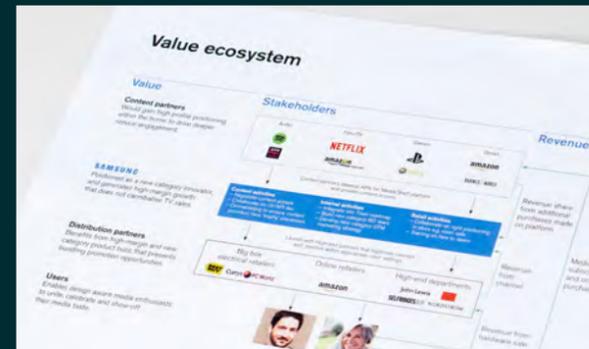
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Plan:

Product + Service
strategy consultancy



We help companies to navigate the early stages of product and service innovation



Market
foresight

Opportunity
discovery

Proposition
development

Experience
strategy

Capability
building



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