SILVER——LINING
Strategy & Purpose Consultancy

Approach

Operationally, SilverLining follows an agile approach working in sprints of one to two weeks; each with a clear objective (e.g. vision definition, prototyping, testing etc.).

Conceptually, we apply a straightforward, methodological and human-centric approach.

Most projects undergo the following steps:

1. Comprehension of challenge and status quo

2. Definition of project goal

3. Ideation and collection of options

4. Assessment of options by prototyping, feedback and testing

5. Implementation of recommended solution

6. Facilitation, coaching & sparring during implementation

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Approach — *How to create a purpose-driven culture?*

EXAMPLE

	Empathize	Visionize	Ideate	Prototype	Test	Implement	Revisit
Objective	Understanding of **status quo,** customer needs, challenges, market	Envision and Definition of **goal** and **ambition**	Collection & sketching of **ideas** and **options**	Idea selection **Prototype design** to make ideas tangible	Pressure **test** prototype **qualification** **Feedback** collection and rework	**Roll out** of reworked prototype Initiation and **change management**	**Monitoring** and assessment **Revamp** of communi-cation, revitalization of change
Key Questions	What's the current culture like? Where are pain points?	What is our cultural ambition? What culture & purpose do we strive for?	What is the option space? How broad do we think?	Which ideas do we select? How do we make them tangible?	Which final idea will qualify?	How do we drive change towards new purpose?	Still on track? Purpose still valid?
Tools & Methods	— Empathy Map — Personas — Focus Groups — Gemba Walk — Storytelling — Interviews — Stakeholder Map — Research /Analysis	— Empathy Map — Future Lab — Focus Groups — Scenario Technique — Business Model Navigator/ Canvas — Storytelling	— Design Thinking Lab — Tribal Why — Individual Why — Employee Journey	— Design Thinking Lab — Crafting — Employee Journey	— Open House — Focus Group — Storytelling — Interviews — Crowd Sourcing — Survey — SWOT Analyses	— Change coaching — Change Ambassador Training — House of change — Stakeholder Map — Storytelling	— Pre/Post SWOT — Pulse Check — Survey — Training

> consulting

> coaching, change management