

## If we only had a sentence...

We would tell you that we are an innovation consultancy focused on growth.

## If we had a little longer...

We would tell you we work with clients to extend their business, their people, their brand or their service into new areas.

To do this we create a sense of shared purpose and commitment, establishing an atmosphere of joint exploration. We are told this goes beyond a bunch of consultants for hire telling client teams what to do, to something much closer to co-creation.

By our nature we are hybrid thinkers, fascinated in finding out new things and applying it to what we do. We believe that for solutions to work they need to be simple, differentiated but above all actionable.

## Problems we have solved

In a commodity service market how can we develop and maintain loyalty?

What we have will significantly increase our patient's life expectancy by a decade or more. So why aren't they taking it?

We have historically had a monopoly. Help us compete in an 'open' market

Redevelop the internal steps of our service to make customer-centricity at the heart of all we do

Our current business is successful but we want more growth. How can we enter adjacent markets with a differentiating offer?

Bring our global team together and help us align around the challenges that face us

We've just been price-capped at 40% less than we charge. There's now no margin, so what's the new business model?

Our brand is losing resonance. Help us find a new positioning

Rebuild our customer journey to develop one that differentiates us and can be implemented across 14000 sites with immediate effect

## What gets us up in the morning?

We love getting involved in making ideas happen whether they are new business models, products or brand strategies, and are at our happiest when we can reintroduce momentum into projects that for whatever reason have stalled or hit an impasse.

To pull this off we employ our extensive experience in innovation and apply a simple model.



Interrogate the brief



Insight into the issue



Develop ideas



Implementation

## Clients



If you would like to learn more, give us a call or drop us a line

helen@wherethersmoke.co.uk • +44 7850 124372 • wherethersmoke.co.uk • @wtsideas