

DISCOVERY AND IDEATION

# Fresh thinking. New perspectives.



EXPERIENCES THAT CONNECT



# An overview of our Discovery & Ideation Sessions

When you're faced with a challenge, new or old, sometimes it pays to get a little outside help. You might have been thrown a curve ball, a project has taken an unexpected twist that has you flummoxed or a recurring issue is in need of a fresh approach. Getting some fresh thinking and an objective perspective can help breathe new life into your ideas.

Our discovery sessions are facilitated by expert creative thinkers. They take you through the process of unpicking your specific challenges, generating ideas, then identifying and shaping potential solutions.

Whether you're a resourcing leader, L&D manager, change director or employee engagement team, our discovery sessions can be adapted for all challenges across the whole employee life cycle.





# Why do you need a Discovery Session?

The sessions are designed to guide you through an ideation process, helping you to interrogate every aspect of your challenge individually. We follow a tried-and-tested blueprint to help you identify your audiences, understand their priorities, map their journeys and design their experiences. We'll help you identify potential blockers, promoters and your most important stakeholders, and we'll help you plan a strategy for engaging each one.

We'll help you to more clearly see what's possible with your internal systems and resources, then together we identify where new solutions or approaches may be needed. You'll leave the session with a clearer idea of the potential solutions to your challenge, and an understanding of how you can embed them in your business to achieve your goals.

## What is your ideal outcome?

FOCUS ON THE OUTCOME YOU WANT,  
NOT THE SOLUTION JUST YET.

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.....

.....

## How do you rate this solution as a possible answer to your problem?

RATE THE SOLUTION ON HOW SUCCESSFUL  
YOU THINK IT WILL BE.

1      2      3      **4**      5



## Where do they spend most of their time?

KNOW HOW TO REACH THEM...

Desk or field? .....

Systems they use... ..

Devices they use... ..

With people or solo? .....

## Where are they based?

UNDERSTANDING THEIR SURROUNDINGS WILL  
HELP YOU WHEN IT COMES TO COMMUNICATING.

☐ Home

☐ Office

☒ Hybrid

☐ Specific location

# Independent advice. No strings attached.

We don't have off-the-shelf technology to sell to you. We won't end the session telling you that revamping your employer brand is the answer to all your problems.

Whatever solution we propose, it'll be designed to meet your specific needs and tailored to the nuances of your business.

Our priority in these sessions is to help you find a way forward. Of course, we'll provide you with a quote for developing any proposed solution, but we'll also be clear when an idea is out of our remit.

We'll fully scope the solution's specifications so you can decide if you want to take some aspects to deliver in-house, or even go elsewhere for alternative quotes.

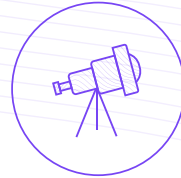
**We're not afraid of a little competition.**



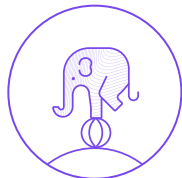
# What's in the session?



**01**  
INTRODUCTIONS &  
ICEBREAKER



**02**  
UNDERSTANDING  
YOUR GOALS



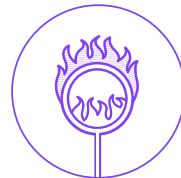
**03**  
OUTLINING SPECIFIC  
CHALLENGES



**04**  
YOUR  
AUDIENCE



**05**  
USER JOURNEY/  
BEHAVIOUR MAPPING



**06**  
SYSTEMS, FEATURES &  
FUNCTIONALITY



**07**  
SCOPING THE  
SOLUTION



**08**  
STAKEHOLDER  
MAPPING



# It's **simple** to get started.

First, we'll organise a briefing call to get an idea of your challenge or goals. Then we'll plan the session. We'll follow our blueprint but every challenge and organisation is different, so the agenda may need a little tinkering.

Sessions can be run virtually or in-person and we'll let you know what your team needs to prepare so we can all get the most out of it. After the discovery session, you'll receive a full write-up of our collective ideas, as well as technical specifications for any solutions.

## About us...

At Electric Circus we're an experience-led team. We understand the challenges of recruiting, retaining and developing talent. And we're digital specialists who can advise and guide you on designing assets that will give current and future employees the best experience.

Our expertise blends creativity, digital solutions and communications strategy to create experiences that engage and connect with job seekers, candidates and employees at every phase of the talent life cycle.

**Get in touch to see how a discovery session might help you.**



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