



STRATECHIA

insights

the art of needfinding



"If I had asked my customers what they wanted, they'd have said 'a faster horse.'" — Henry Ford

Conventional approaches to strategy and innovation have become obsolete for one reason: the speed of change in customer and market needs renders old school techniques — like focusing on the competitor in the case of strategy or conducting surveys and focus groups in the case of innovation — insufficient to keep pace.

Sustaining profitable business growth today rests on a core capability: developing a deep understanding of the needs of the people on the receiving end of your strategy or innovation. It is the ability to uncover often surprising insights into human needs that becomes that often separates winners from also-rans.

Taking such a human-centered approach requires empathy, built on observing and engaging your customers or users in their own environment.



Observing

Watching people closely gives you clues about what they think and feel. It also helps you to learn about what they need. By watching people you can capture physical manifestations of their experiences, what they do and say. This will allow you to interpret intangible meaning of those experiences in order to uncover insights.

The best strategies and solutions come out of surprising insights into human behavior. *Recognizing* those insights is harder than it sounds. Our minds unconsciously filter sensory information because of the biases we all have.

Our Observing approach allows us to see things with "fresh eyes."



Engaging

There are two kinds of actional needs. *Explicit* needs are those that the user can articulate and/or see clearly. *Implicit* needs are those that the user is less consciously aware of, or totally oblivious of. They are usually buried and are best understood indirectly through the stories people tell. They require interpretation from us.

Enter the need to engage customers and users directly.

Engaging with people directly reveals a tremendous amount about the way they think, the values they hold, and the needs that aren't met, voiced, or even known. A deep engagement can reveal unexpected insights. The stories that people tell and the things that people say they do—even if they are different from what they actually do—are strong indicators of their deeply held beliefs about the way the world is.

Our Engaging approach produces surprising, actionable insights.



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