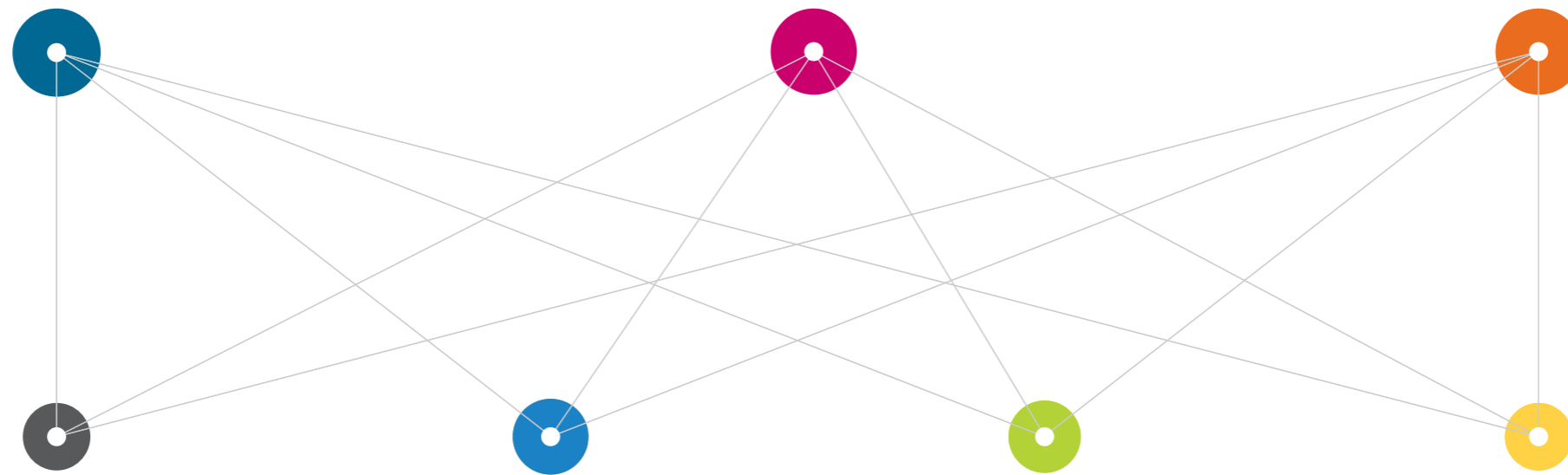


Common Skills we apply through the delivery of all of our work

Research

Develop

Manage



Product & Service

Brand & Graphic

Life Cycle Thinking

Business/Commercial

The areas we actively integrate in our workflow

A genuinely integrated team is hard to find and silos are hard to avoid. Our team has retained an overriding focus on remaining vertically integrated with most of our staff skilled in multiple domains. More than a generic statement, our work embodies this approach in a structural manner from research through to market execution.

We view integrated product/service development as our core competency.

The diagram illustrates the common skills of:

- **Research:** discovery & understanding
- **Development:** growth & progress
- **Management:** control & direction

These are shared across the four key domains of services we deliver.

Product development is increasingly complex and requires an interconnected approach to be effective, and to deliver original and insightful solutions.

In business there are no lines neatly separating the delivery of a successful programme to market. It takes commitment across all areas to succeed. Our team will often augment a company's internal capability during the commercialisation process, assisting to drive the process and ensure milestones are met, and deliverables achieved.