




THINK O T B



We think outside the box, and we will help you to do the same, about...

Innovation →

We focus on building innovation capability by training teams, mentoring them in innovation practices, and teaching facilitation skills. Additionally, we facilitate innovation by leading sprints and providing consultation on best practices to elevate ideas and breakthrough solutions.

Culture →

We transform cultures, shifting behaviours to enhance performance and align teams behind the vision – because the right culture drives success.

Communications →

We create communication and marketing strategies, develop and deliver internal and external propositions across all media channels.

Innovation, Culture, and Communications not only stand as distinct disciplines but also intersect to drive business success. Their synergy supports innovation, aligns teams, and strengthens connections with customers and stakeholders, creating a holistic approach to achieving organisational goals.

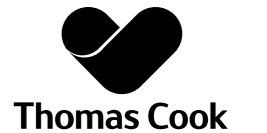
Why work with us?

For over 30 years, we've used our expertise in psychology, innovation, and communications to help people think creatively, solve challenges, and inspire others.

We know that engagement is the key to unlocking potential: productivity increases by 65%, absenteeism drops by 78%, and organisations become more aligned and agile. By combining psychological insights, creative thinking, and proven methodologies, we deliver systemic change that nurtures innovation, builds trust, and drives measurable results.

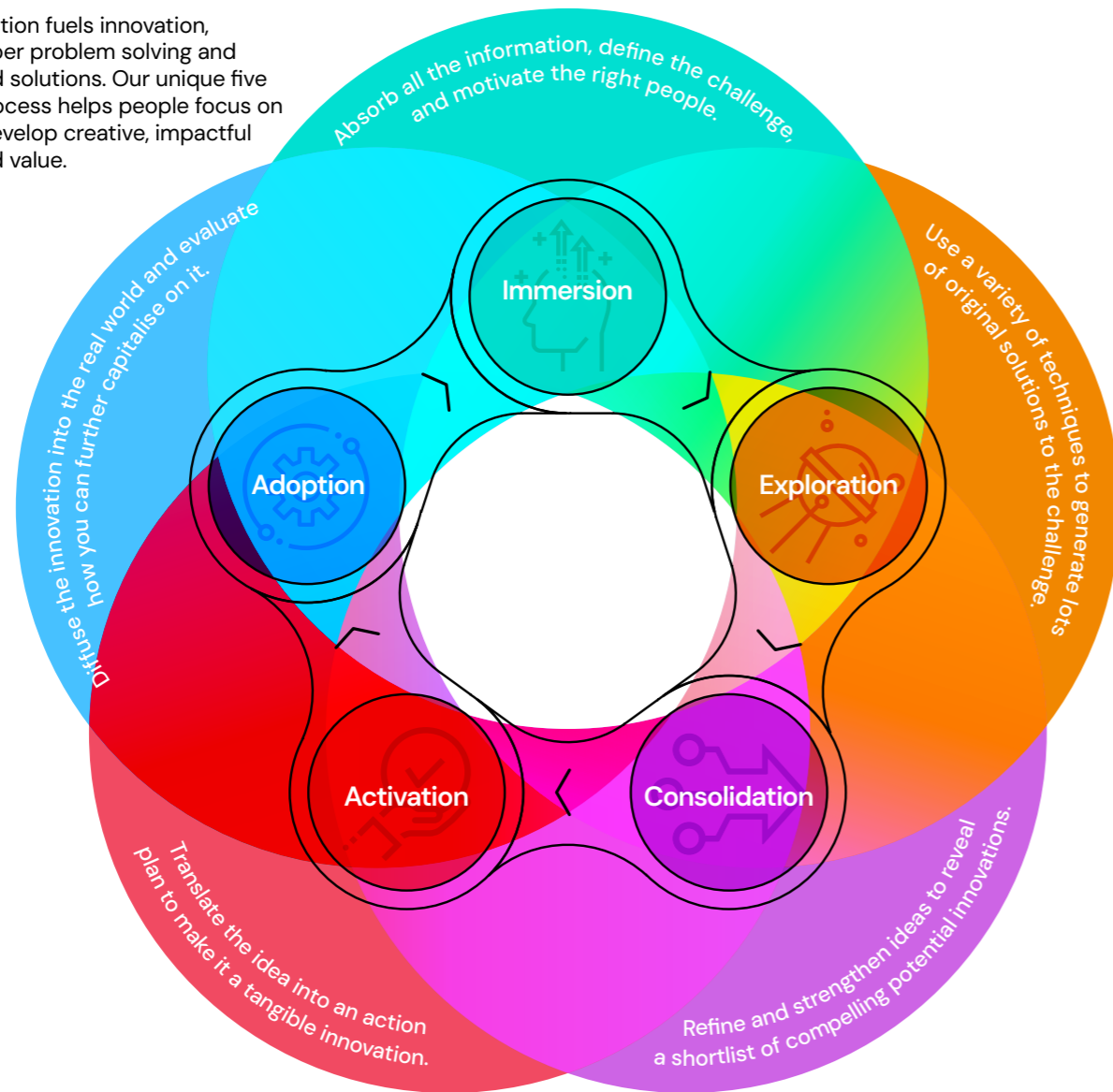
We've worked with some of the world's biggest organisations to deliver breakthrough ideas, shape high-performance cultures, and craft compelling communications. As bestselling authors, global speakers, and Queens Award winners, we cut through complexity to focus on what matters - your success.

Let's help your team think beyond the ordinary, deliver meaningful impact, and turn your vision into reality.



Our proven process delivers systemic change – the secret sauce!

We believe restriction fuels innovation, encouraging deeper problem solving and preventing rushed solutions. Our unique five stage flywheel process helps people focus on challenges and develop creative, impactful solutions that add value.



Delivered by a team of experts, globally

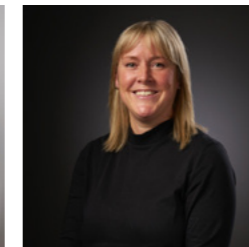
We simply love what we do, which drives the passion, results, and the friendly approach we bring to every project



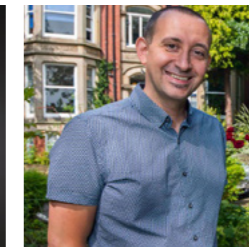
Mark



Tina



Jo



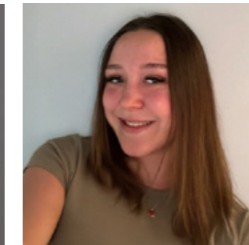
Dave



Sarah



Karen



Isabel



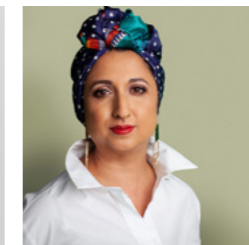
Rich



Sara



Tony



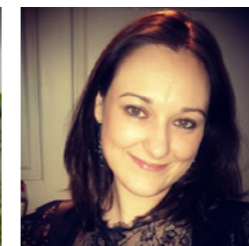
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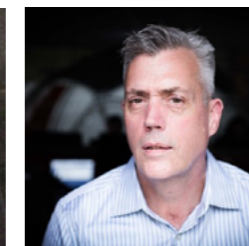
Alan



Emma



Julain



Peter

Outside the box thinking on...



...that unleashes your team's ability to generate ideas.

Successful and Exciting Innovation Programmes drive new ideas, products, and processes that address evolving challenges and opportunities. When innovation is well established and successful in organisations this culture of innovation not only attracts some of the brightest minds but also retains them by providing a workspace where they can thrive, grow, and feel genuinely valued.

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Innovation consultancy ✓

Our consulting is all about ensuring that you and your organisation are able to achieve your vision. We work with you to understand the future you need to create, then design and support the right innovation programme, motivating and mobilising your organisation for the changes ahead.

Coaching and mentoring ✓

We coach leaders and executive teams to enhance their leadership skills, build confidence in creative problem-solving, and cultivate a growth mindset. Through short-term and long-term coaching or mentoring programmes, we help organisations build teams that become engaged and more productive.

Innovation co-creation ✓

Our structured co-creation through hackathons, innovation sprints, and workshops enables you to collaborate with other businesses to gather fresh ideas and break free from your status quo.

- Innovation sprints
- Team workshops
- Hackathon events

Innovation training ✓

We support organisations to create teams, departments and cultures that have an innovation-first mindset through training in our unique flywheel approach that builds confidence to champion innovation, promotes creativity and drives problem-solving skills.

Facilitation training ✓

Key to driving innovation is an internal network of skilled facilitators. We train individuals to facilitate group and large-scale events that engage, inspire and embed innovation into organisations.

New product/service development ✓

We support organisations to generate large numbers of ideas for new products or services, objectively assess their viability and implement the most feasible idea into the organisation's existing adoption processes. To launch external innovations, we take ideas to market using our communications services.

Innovation Flywheel ✓

Our unique insights can spark unconventional ideas that push the boundaries of what's possible, leading to breakthrough innovations. We deploy our proprietary flywheel methodology to help organisations drive creative thinking through leadership and departmental events.

- Innovation sprints
- Team workshops
- Hackathon events

Creating a...



...that inspires your team
to embrace change

Positive and Healthy Cultures ensure that ideas are encouraged and acted upon and this leads to innovation success. Cultures that are aligned with organisational values, foster the well being of high-performance teams through collaboration, adaptability, and a sense of purpose.

Coaching and mentoring ✓

We coach leaders and executive teams to enhance their leadership skills, build confidence in creative problem-solving, and cultivate a growth mindset. Through short-term and long-term coaching or mentoring programmes, we help organisations build high performance teams.

- Leadership coaching
- Leader mentoring

Team training ✓

We support organisations to create high-performance innovation teams through specialised training that boosts creativity, collaboration, and problem-solving skills. All our team training is bespoke and designed to fulfil the needs of each individual. This can include: how to run and facilitate Innovation Sprints, and how to create a team culture around the organisation's vision, values and behaviours.

- Team training events
- Individual training
- Innovation champion training

Business safari events ✓

To maintain the momentum of an innovation culture, we develop and deliver immersive events to enable teams to learn by visiting relevant organisations in their offices, labs or innovation centres where they can unlock success secrets.

Cultural assessment and diagnostics ✓

Conduct comprehensive assessments to understand the existing culture. This could include surveys, interviews, and focus groups with employees across levels to identify the strengths, gaps, and underlying attitudes that drive current behaviours.

Leadership alignment and development ✓

Work closely with leaders to ensure they are aligned on the cultural vision and equipped to model the desired behaviours. This often involves executive coaching, workshops, and personalised development plans. Leaders may also receive support in effective communication strategies to reinforce cultural messages and inspire change.

Define and communicate core values and purpose ✓

We help organisations define or refine their core values and purpose, translating these into clear, actionable behaviours. We create communication strategies and initiatives, such as workshops, videos, or storytelling events, to help employees understand and connect with the values on a personal level.

Engagement programmes and behavioural interventions ✓

Develop programmes and interventions to engage employees actively in the cultural transformation. These could include training on new ways of working, team-building activities, or feedback and recognition programmes that reinforce desired behaviours. Employee-led initiatives such as creating 'culture champions' are also common to promote ownership.

Think outside the box about...



...that effectively engage
with stakeholders

Positive and Healthy Cultures ensure that ideas are encouraged and acted upon and this leads to innovation success. Cultures that are aligned with organisational values, foster the well being of high-performance teams through collaboration, adaptability, and a sense of purpose.

Stakeholder engagement ✓

To ensure your internal and external communications resonate with all your stakeholder groups in the most compelling way, we map out all groups and engage with them to understand their varying perspectives and needs. We then plan communication strategies that answer their needs, build trusting relationships and ensure all stakeholders are aligned with the organisation's strategic direction.

- Stakeholder analysis and identification
- Stakeholder mapping
- Stakeholder research and interviews

Strategy and planning ✓

It is crucial for organisations to have a unified and well-thought-through communications strategy in order to tackle their current challenges both internally and externally. We uncover fresh and effective strategies that define what to say, how to say it, and when, ensuring your organisation communicates with your audience in the most compelling way to trigger cultural and behaviour change.

- Communications strategy
- Communications planning

Brand development ✓

We deliver engaging brand propositions and identities that delight stakeholders and customers and build your reputation like never before. Our unique agency process has created successful employer and external brands for organisations around the world.

- Brand identity
- Creative communications campaigns
- Organisation's logos
- Brand guidelines
- Employer brand
- Communications identity
- Event branding

Messaging and copywriting ✓

To ensure your core ideas are communicated clearly and consistently to leave a positive lasting impact on your stakeholders, we develop messaging strategies across your stakeholder groups. Our in-house copywriting team turn their in-depth knowledge of your values and communicate these key messages in the most engaging and memorable way.

- Messaging matrices
- Copywriting guidelines
- Copywriting all communications
- Executive reports
- Bid writing
- Blog content
- Thought leadership articles
- Brochures
- Brand identity
- Creative communications campaigns
- Organisation's logos
- Brand guidelines
- Employer brand
- Communications identity
- Event branding

Film and animation ✓

We produce attention-grabbing video content that engages and creates a response. Our in-house production team have the creative vision and technical know-how to make your organisation a star whether in online video content, social media videos, vlog content, and training videos.

- Concepting
- Storyboarding
- Script writing
- Voiceover sessions
- Video production
- Video filming

Digital ✓

We do all things digital to keep you one step ahead in today's fast-moving world. We'll identify what makes your organisation unique, enhance your online presence and exploit all opportunities to expand your reach.

- Website concepting and design
- SEO copywriting
- Landing pages
- Social content

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Let's start the conversation

Whether you want to drive innovation, embed a can-do culture or create more engaging communications, please do contact us, and let's start the conversation.

Give us a call: [+44 \(0\) 113 824 1557](tel:+44201138241557)

drop us an email: hello@outsidethebox.co.uk

Or even pop by: Escher House, 116 Cardigan Road, Headingley, Leeds LS6 3BJ



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FOR ENTERPRISE:
INTERNATIONAL TRADE