**CONSULTANCY REPORT & PITCH**

**Due date: Friday, Term 1, Week 8**

**Task Style/presentation:** PART A – Oral Presentation, Written Report, Website or multimodal

PART B – Video

**Tim Limit:**  PART A – 1,200 words

PART B – 2 minutes max

**Task:** Collaboration is done in a group for the research, while the solution is developed independently

Using either the case study supplied or a business of your choice (negotiated within the group), you are to act as a group of business consultants to transform the business in some way. This transformation could be to ‘do better’ or ‘do different’ for the organization.

**PART A**

As part of the consultancy, you will need to:

* Develop a good understanding of the environment in which the organisation sits which may include (and is not limited to) the use of tools such as Market Forces Analysis, Causal Layered Analysis (CLA), PESTEL etc… (Collaborative)
* Create a BMC for the organisation prior to and post the transformation (collaborate)
* Analyse the problems that the business experiences from the perspective of various stakeholders and develop a ‘problem statement’ and focus area for the transformation (Collaborate on the analysis, but draw own conclusions)
* Conduct a risk analysis prior to and post the transformation
* Focus on customers experience of the problem using tools such as Empathy Maps, VPC, persona canvas, journey canvas etc… (Collaborative or individua)
* Develop a solution for the problem statement that meets the needs of customers which includes prototypes (various versions) and feedback, test and learning cards (individual)
* Keep track of iterations and pivots in the solution generation process (individual)

**PART B**

* Create a 2 minute (Max) pitch that outlines the value proposition of your proposal to the head office of the business case study you have selected.

Remember that Design thinking is not a linear process and you may need to go back and refine findings from tools throughout the process.

***Be sure to make note of the pivots that you make throughout the process***

| - | Finding and Solving Problems | Contextual Application | Analysis and Evaluation |
| --- | --- | --- | --- |
| A | Insightful identification and exploration of problems and/or needs using a customer-focused approach.  Highly creative generation of innovative and viable solutions to problems and/or needs using a customer-focused approach. | Perceptive and highly effective contextual application of decision-making and project management tools and strategies.  Astute creation and application of business intelligence to iteratively develop business models and plans.  Perceptive contextual application of communication and/or collaborative skills. | Discerning evaluation of business models and plans.  Critical analysis and evaluation of opportunities and challenges for business in the digital age.  Insightful analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| B | Well-considered identification and exploration of problems and/or needs using a customer-focused approach.  Creative generation of viable solutions with some innovation to problems and/or needs using a customer-focused approach. | Well-considered and effective contextual application of decision-making and project management tools and strategies.  Purposeful creation and application of business intelligence to iteratively develop business models and plans.  Mostly perceptive contextual application of communication and/or collaborative skills. | Well-considered evaluation of business models and plans.  Mostly critical analysis and evaluation of opportunities and challenges for business in the digital age.  Well-considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| C | Considered identification and exploration of problems and/or needs using a customer-focused approach.  Mostly creative generation of viable solutions to problems and/or needs using a customer-focused approach. | Considered contextual application of decision-making and project management tools and strategies.  Competent creation and application of business intelligence to iteratively develop business models and plans.  Effective contextual application of communication and/or collaborative skills. | Considered evaluation of business models and plans.  Some critical analysis and evaluation of opportunities and challenges for business in the digital age.  Considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| D | Some identification and exploration of problems and/or needs using a customer-focused approach.  Some generation of solutions to problems and/or needs using a customer-focused approach. | Some application of decision-making and project management tools and strategies.  Some creation and application of business intelligence to iteratively develop business models and plans.  Some contextual application of communication and/or collaborative skills. | Some analysis and description of business models and plans.  Some analysis and description of opportunities and challenges for business in the digital age.  Some analysis and description of social, economic, environmental, and/or ethical impacts of global and local business. |
| E | Attempted identification and exploration of problems and/or needs using a customer-focused approach.  Attempted generation of solutions to problems and/or needs using a customer-focused approach. | Attempted application of decision-making and project management tools and strategies.  Attempted creation and application of business intelligence to iteratively develop business models and plans.  Attempted application of communication and/or collaborative skills. | Attempted description of business models and plans.  Description of opportunities and challenges for business in the digital age.  Description of social, economic, environmental, and/or ethical impacts of global and local business. |