Applied Innovation

A method & mindset for solving complex challenges
D-Lab is GHD's global innovation practice

We deliver a suite of innovation services; discovering, designing, developing, disrupting and delivering transformational ways of working and thinking.

We thrive at the intersection of business strategy, engineering, technology and creativity.

Our role is to help make the complex simple, the imagined possible and change more empowering. We work with you to design your innovation approach, share our insights, transfer knowledge, help onboard the right people and enhance your capability.

And, we’re a virtual ‘Lab’…

We leverage digital and collaborative technologies and techniques to help teams globally explore, test, learn, design, incubate and create new and inventive outcomes.
What is ‘Applied Innovation’?

Applied Innovation is D-Lab’s integrated, design thinking-led approach to help you explore complex challenges in new ways and deliver untapped value for your organisation, your customers and communities.

We’ll work with you to customise an Applied Innovation approach with the right ingredients:

01 Process & Tools
A proven process to embed empathy into the design and delivery of solutions, backed by a range of innovation tools and techniques.

02 Mindsets
The ability to collaborate and harness collective intelligence and integrate new ways of thinking to foster and embed ongoing positive change for your organisation.

03 People & Skills
Identifying and drawing in the right people, with the right range of skills and experience to help drive the innovation process and deliver tangible outcomes.
Innovation isn't just a buzzword; with the right approach it delivers tangible results

People are at the heart of complex systems. So, to distil and innovate within complexity, we need an approach which first starts with understanding the people and then balancing this with exploring what is possible to deliver.

Our Applied Innovation approach is:

– Empathy-led through focusing on the desires, needs and wants of the people in your ecosystem
– Considerate of technical feasibility by tapping into deep domain and technical expertise
– Grounded by assessing commercial viability, drawing on a range of mechanisms such as partnering, co-creation and optioneering.
GHD has sought out and applied new ideas and technologies. This process must continue as we face increased complexity driven by:

- Technological advances
- Operational constraints
- Increasing customer expectations
- The need to deliver better social, environmental and economic outcomes.

Embedding design-led approaches, in organisations has been seen to:

- Grow revenue and returns at nearly twice the rate of traditional approaches*
- Lower the risk and cost associated with solution delivery**
- Increase employee, customer and stakeholder engagement and buy-in*.

What makes Applied Innovation successful?

We design the Applied Innovation approach with you, considering your specific challenges and setting you up for successful implementation. To do this, we look forward, anticipating and considering methods, skills and possible partners.

<table>
<thead>
<tr>
<th>A <strong>bespoke approach</strong> drawing on multiple innovation disciplines and techniques</th>
<th>A <strong>practised process</strong> for solving persistent and complex problem solving</th>
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</thead>
<tbody>
<tr>
<td>A <strong>multi-disciplinary team</strong> of designers, innovators and specialists</td>
<td>With a strong focus on the <strong>end-to-end</strong> process iteratively learning and scaling solutions</td>
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<td>It needs to be <strong>founded on empathy</strong>, ethnography and taking time to gain genuine insights</td>
<td>A <strong>collaborative exercise</strong> with a genuine commitment to involving stakeholders, testing options and seeking feedback</td>
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The process follows a design thinking approach and leverages a range of supporting techniques.
An Applied Innovation approach helps cultivate an innovation mindset.

This mindset will help you think about your challenges in new ways so that you can continually test and learn… It’s about embodying new ways of thinking and doing, leading to lower risk, continuous improvement and increased engagement.

Through adopting this mindset, you can continually evolve your innovations and increase engagement with your employees, customers and stakeholders.

D-Lab can support you and your team to cultivate and embed these mindset principles.

- **Focus on community & customer**
  Take a human-centred approach to problem solving and solutions

- **Collaborate diversely**
  Engage diversity of perspective whenever possible

- **Know less to learn more**
  Be curious, consistently consider the ‘why’ and surface internal biases

- **Be data & insight-driven**
  Avoid assumptions and seek information that evolves understanding

- **Dream big, dream different**
  Be bold and aspirational when developing ideas

- **Experiment & iterate**
  Try, test and fail - it’s the best way to learn and evolve ideas
Our D-Lab team has a physicist, engineers, innovation specialists, business analysts, entrepreneurs, educators and even a lawyer. The common thread is we are all guided by the principles of deep listening, empathy, creativity, curiosity, sharing knowledge and co-creating… we are ready to partner with you and solve your most complex challenges and open new horizons.

Expertise, experience, skills and diversity are critical to success.
We’ve delivered Applied Innovation processes for many clients

D-Lab has partnered with clients to solve:

- How might we deliver scalable solutions to assist disrupted commuters?
- How might we reduce wastewater leakages to better meet customer expectations?
- How might we reassess our ten-year airport strategy in response to Covid-19?
- How might we develop a roadmap to integrate leading technologies to help build our renewable energy business?
- How might we use real-time data to drive step-change improvements in our construction projects?
We would love to talk with you

Let’s discuss what success could look like for you and how to best achieve the results within your organisation.

Together we can:
- Enhance how we respond to the increasing expectations of your stakeholders and communities
- Harness the power of data and analytics for outstanding customer experiences and organisational outcomes
- Adopt new technology to realise safer, more efficient ways of working and delivering projects
- Transform your products and services to respond to market, digital and regulatory forces
- Integrate services across traditionally siloed functions to deliver more value from your existing operations
- Commercialise your innovations and expand your services to capture more market and revenue opportunities.
Thank You

Please reach out to us: jacyl.shaw@ghd.com