

Ground Truthing Strategy: the ILLUME Way

Developing a successful strategy requires a commitment to learning, visioning, and re-thinking our challenges and our solutions. At ILLUME, our focus is committed to informed and ground truthed strategy. We do not lean on expertise alone; we ground everything we do in knowledge generated within and outside of your organization, drawing on our team of social scientists, data scientists, engineers, and planners.

Throughout our process, we ensure that skepticism and optimism remain in conversation, not in opposition. Our approach to strategy invites other viewpoints and a “devil’s advocate” mindset to refining—and, where necessary, rebuilding—ideas, processes, and approaches. In this way, we do the work to vet your approach upfront, so you don’t pay later.

Set a Vision.

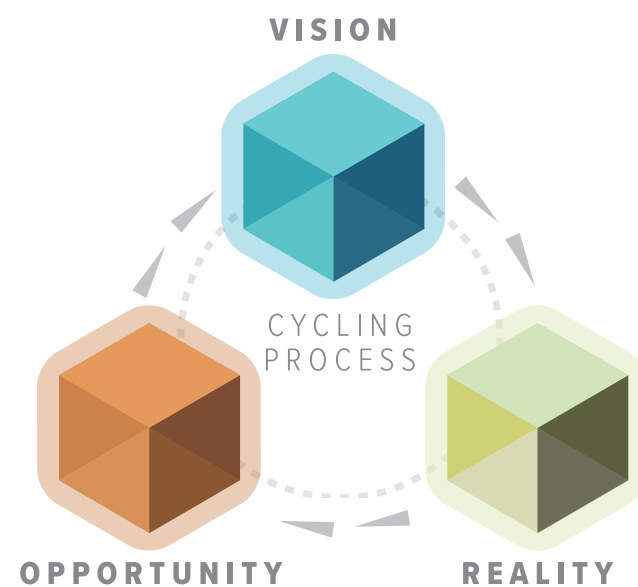
Working with leadership and strategically identified team members, we workshop the future-state vision. Pairing utility- and customer-specific expertise, we help you paint a picture of your ideal future state in human, financial, and business terms.

Define Your Reality (and its Challenges).

Once the vision is established, we will work with you and your team to define your current state and begin to articulate the barriers to achieving your vision. We will do this through one-on-one interviews with your team and a deep review of your business environment, including regulatory constraints, market dynamics, and human factors.

Discover Your Opportunities.

Market opportunities. Once we understand where you are—and where you want to go—we work with you to identify opportunities. Using customized empirical research, qualitative research, and data science, we will identify strategic opportunities that you can leverage to overcome barriers to achieving your future state.



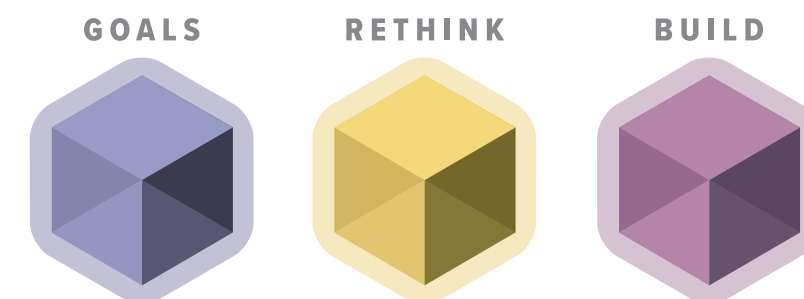
Social assets. Drawing on interviews with your leadership team and our learnings from the discovery, we will identify those individuals in and outside of your organization that will be critical to the success of your strategy—as either champions or detractors—in order to integrate them into your process.

Establish Goals.

Through a third workshop, we will guide your team through the process of establishing objectives and goals that will be critical to putting “legs” on your vision.

Rethink Your Approach.

Once we identify your opportunities, we will gather our learnings and sanity-check your vision and our conclusions through carefully orchestrated “rethink” sessions. Drawing on a diverse set of tools and approaches, we will work with you to identify the best paths forward. These could include internal and external workshops, focus groups, interviews, or a combination of these. In this stage, we will present the proposed objectives and goals to internal and external stakeholders to identify gaps, potential pitfalls, and to re-envision the path forward (and perhaps even, the vision itself).



Assess Your Performance.

If desired, the ILLUME team will work with you to establish specific strategies under each goal and objective, and the KPIs and tracking approaches, to make sure your efforts are clearly defined and measurable.