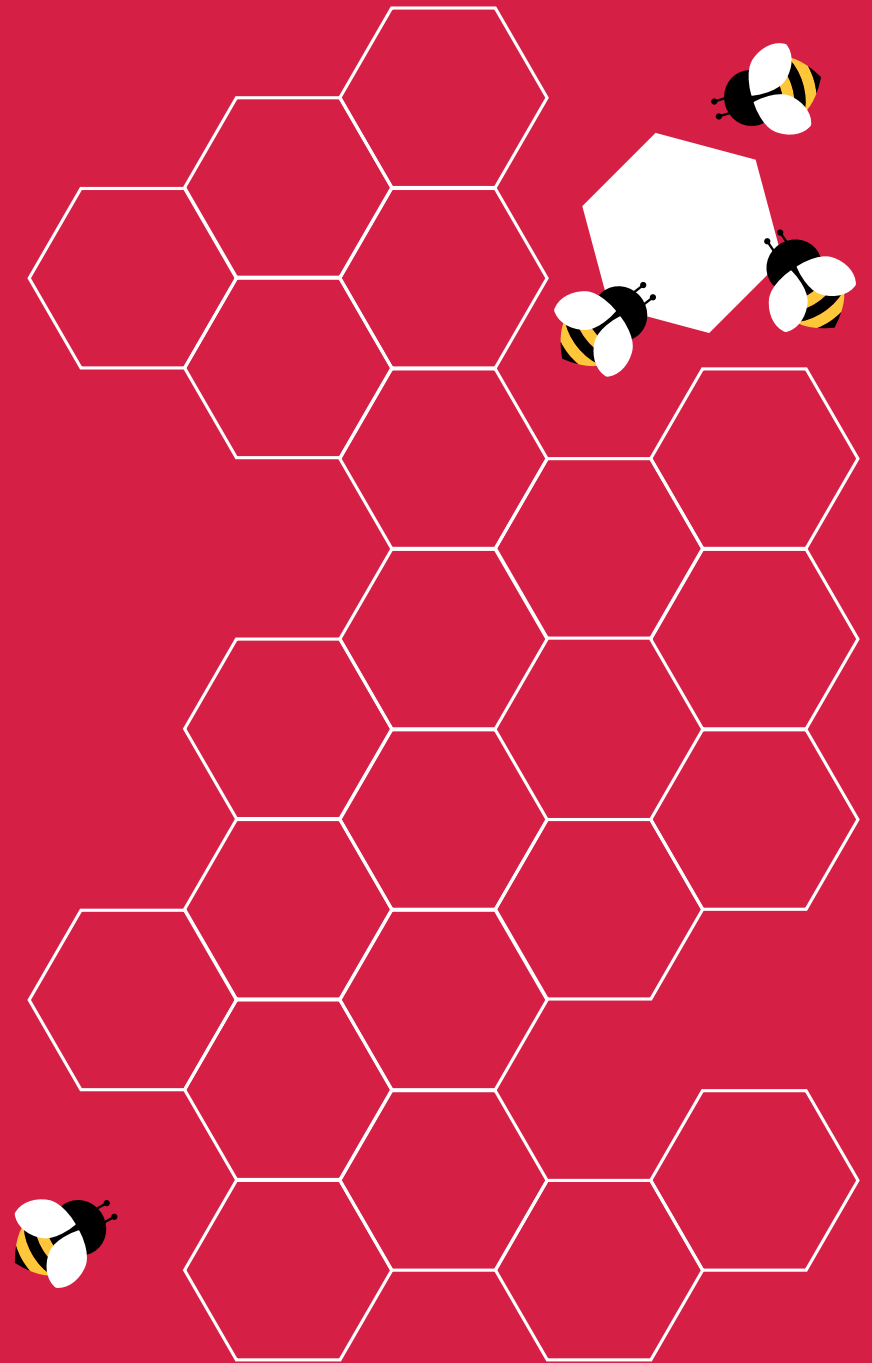


INFO >>  
CULTURE

# FOCUS DAYS

We bring skill sets and mindsets together  
for **effective transformation strategies**



Our focus days are short events that help organisations create innovative solutions to their complex challenges.

## Moving you forward

In a volatile and uncertain world, leaders face increasingly complex challenges. To tackle them you need cross-cutting approaches that harmonise and align rather than segregate and isolate.

Our focus days bring together the key players in your challenge area – and beyond – for facilitated and informed analysis, leading to clear next steps.

We take a proven, research-based approach, partnering with you to draw out and align the rich knowledge in your organisation, leading to successful transformation strategies.

## Seeing the bigger picture

We bring together skill sets and mindsets for success in a structured process:

### THE GROUNDWORK

Ahead of the event we undertake interviews and desk research. This identifies the established thinking, the questions to be answered and who needs to be in the room.

### THE FOCUS DAY

Introductory talks, analysis and facilitated discussion to:

- Imagine different possibilities
- Work through ideas
- Shift siloed thinking
- Break conceptual barriers

### THE OUTCOMES AND FOLLOW UP

Your way forward: a pathway for understanding the right questions to ask next, the teams to assemble, skills to acquire and mindsets to change – and how to communicate effectively the next steps for your vision.



## Why Infoculture?

Our focus days are short events that help organisations create innovative solutions to their complex challenges.

The focus day approach has been refined over ten years, through interdisciplinary events with businesses, research organisations and government departments. We have covered digital transformation challenges ranging from food security and wellbeing to data science skills and digital personas.

We work at a national and international level, bringing government representatives, regulators, industry bodies, academics and others together. We provide a creative space for idea sharing and understanding, as well as discipline-bridging discussion, by establishing a common language and purpose for overcoming complex challenges.

**We'd love to hear about  
your challenges**

[steve@infoculture-lab.com](mailto:steve@infoculture-lab.com)