

# *Unhappy Paths*

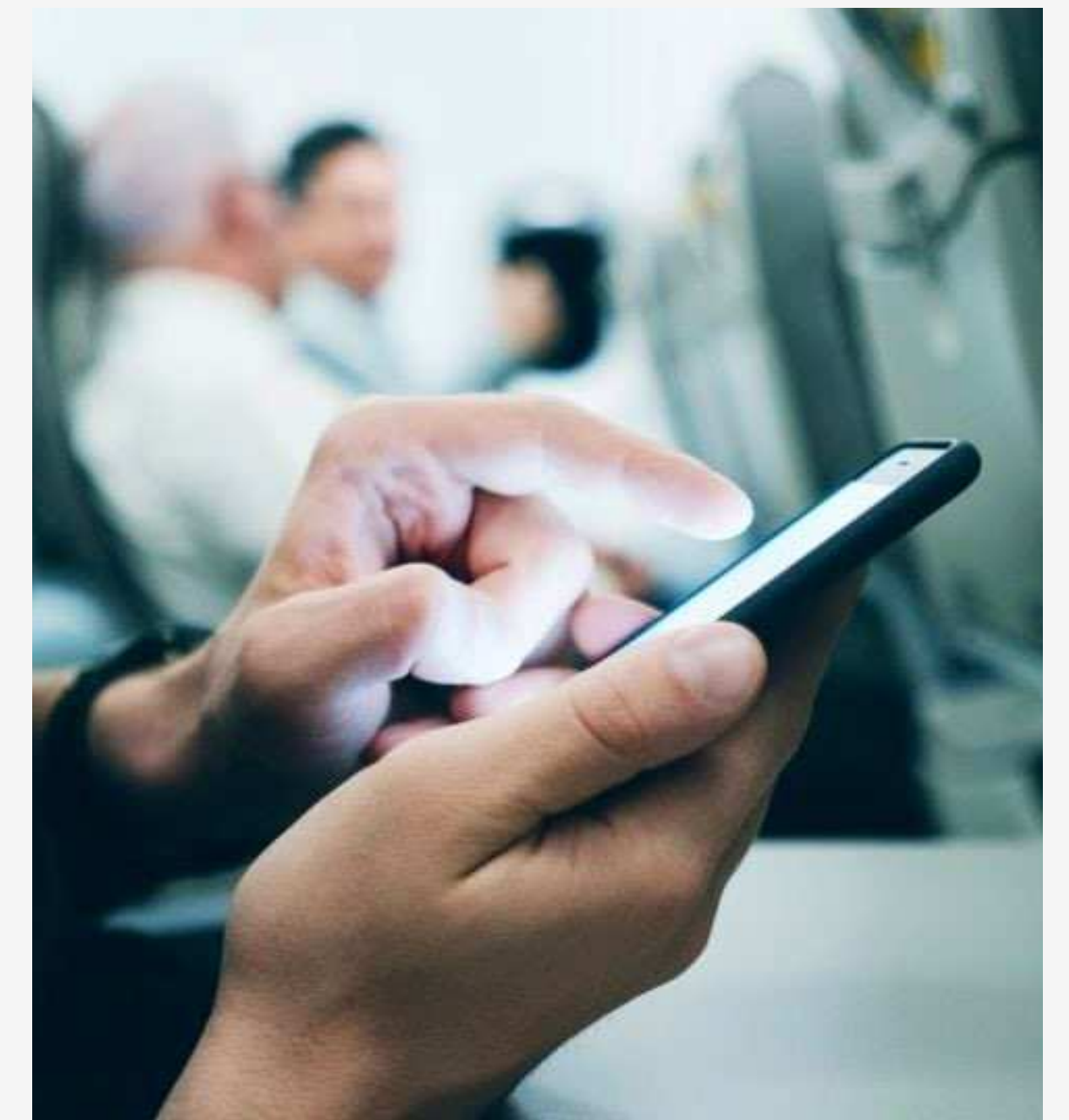
*Innovation workshop – turn worst case scenarios  
into your biggest growth opportunities*

***The bigger the customer  
problem, the bigger the  
reward for your business.***



# ***Businesses tend to focus on the happy path***

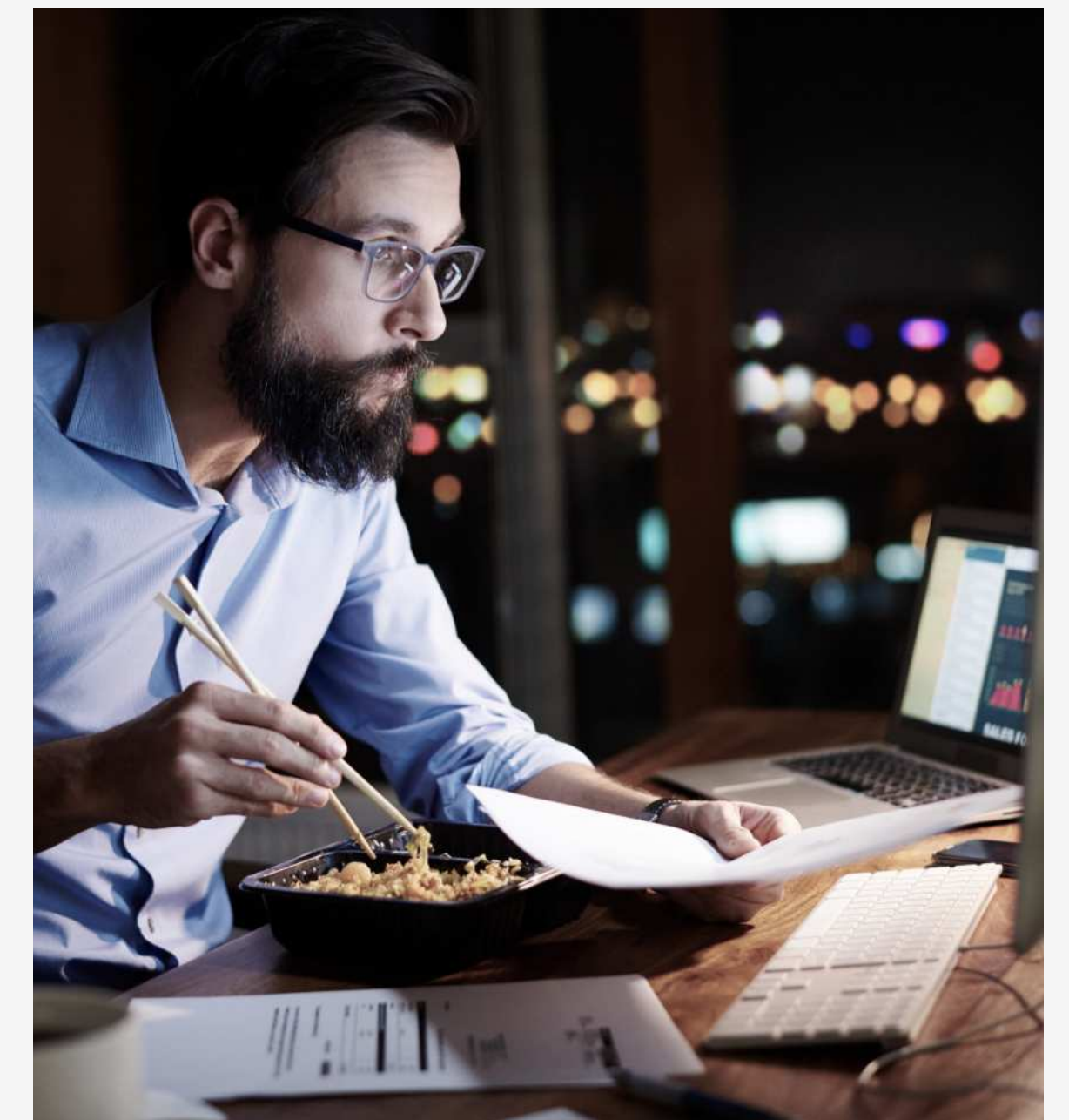
Where they expect customers to effortlessly achieve their goals through a seamless set of actions, using the product in any situation.





# ***Real life doesn't stick to the happy path***

Things get in the way – external factors, our state of mind, and the world around us can nudge journeys onto the unhappy path.





# *It's good practice to start with happy paths*

They help us to work out what the ideal customer journey should look like, and what value the business can get in return.



**1. This happens...**

Customer starts on the happy path



**2. And then this happens...**

Customer stays on the happy path



**3. And then this happens...**

Customer stays on the happy path



**4. And then this happens...**

Customer stays on the happy path

**Business gets value in return**



# Unhappy paths are where we find the real rewards

When bad things happen it's an opportunity for the business to step in as the hero, course correct, and reap the rewards.



## 1. This happens...

Customer starts on the happy path



## 2. And then this happens...

Customer stays on the happy path



## 3. And then this happens...

Customer stays on the happy path



## 4. And then this happens...

Customer stays on the happy path



## But!

Something bad has happened!



## Therefore!

This is how we step in as the hero!

Business gets value in return

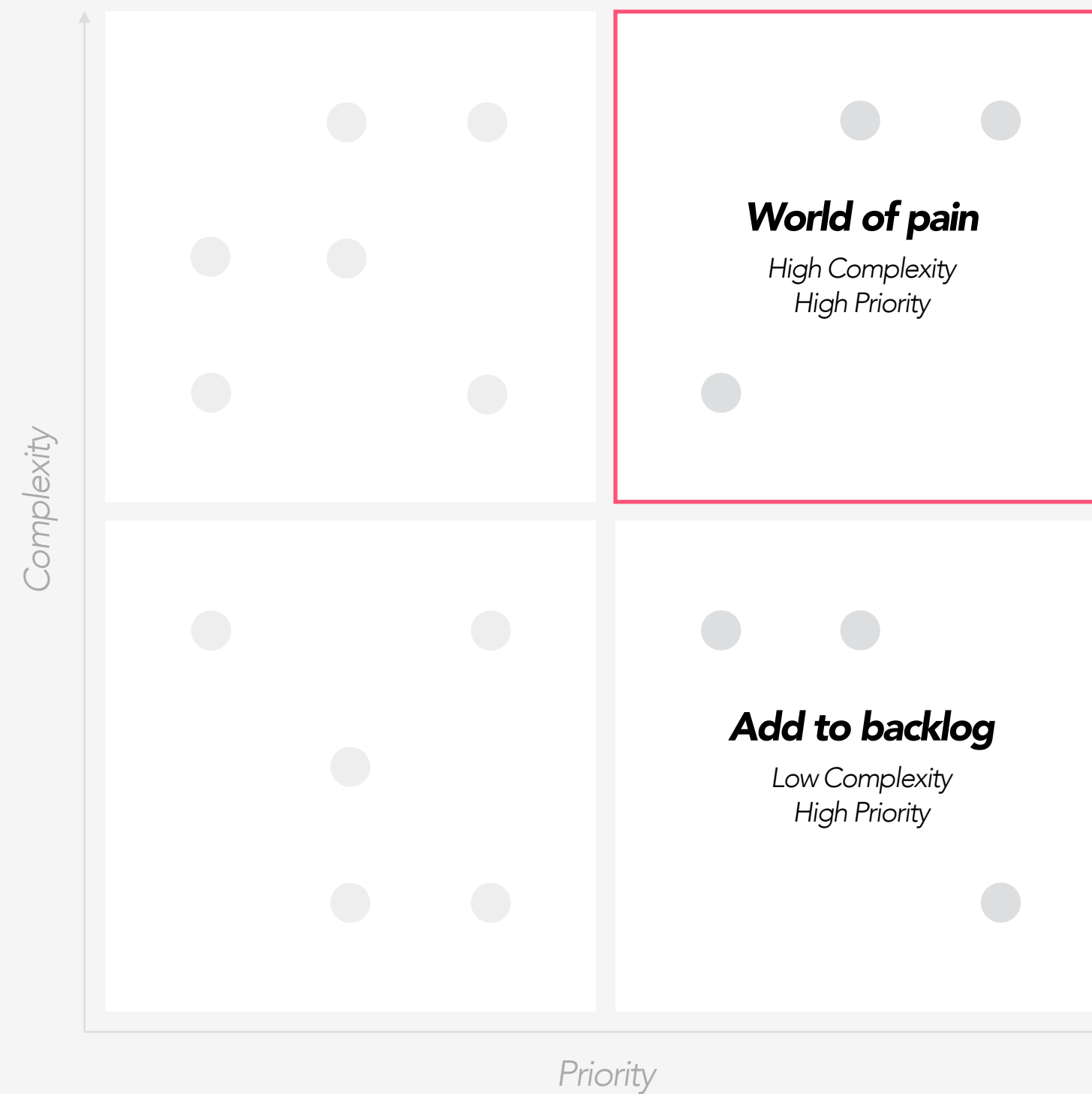
Business gets hurt!

Business gets rewarded!

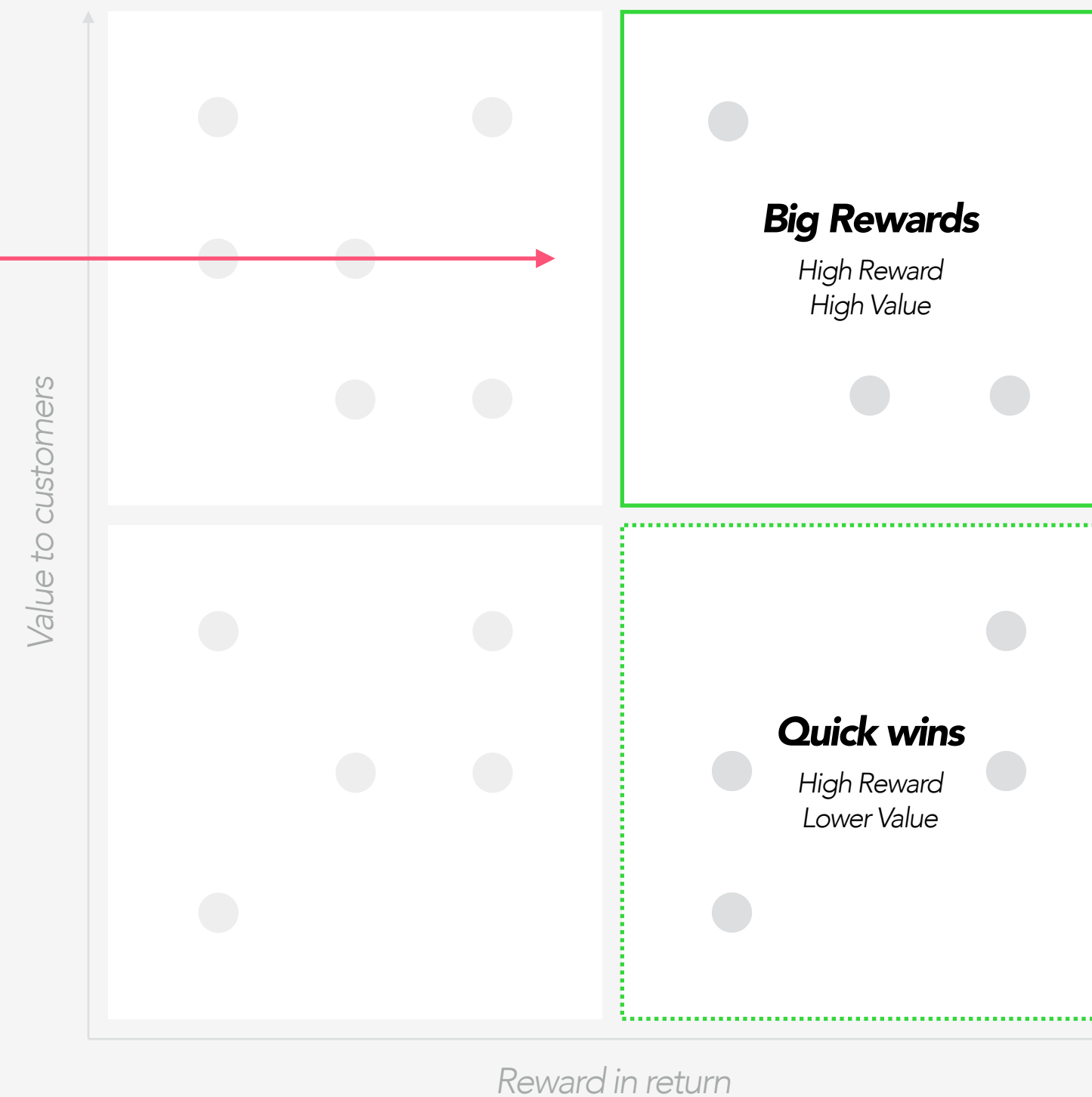
# ***The bigger the problem the bigger the reward***

The trick is to find the worst case scenarios, then to turn these into hero opportunities for new offerings that can drive real growth.

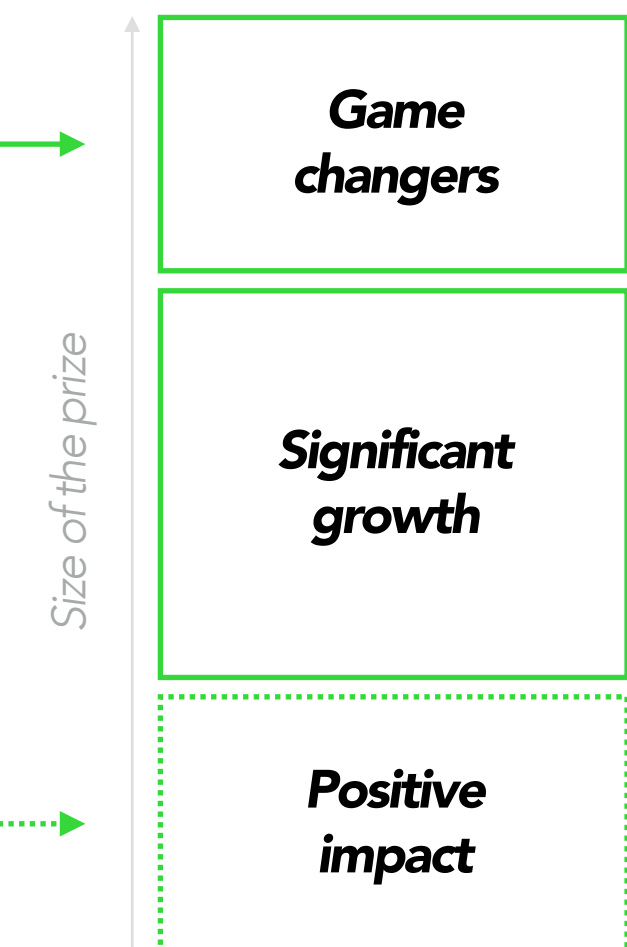
*Worst case scenarios*



*Opportunities to be the hero*



*New offerings to drive growth*





# ***The size of the prize needs to be pitched***

Offerings born from worst case scenarios have the potential to deliver significant growth or become game changers – the key is to tie them back to priority business metrics, to make the case for taking them forwards, e.g.

- ✓ **Acquire more customers**
- ✓ **Increase customer spend**
- ✓ **Improve customer retention**
- ✓ **Gain more market share**
- ✓ **Enter adjacent markets**
- ✓ **Scale to new geographies**
- ✓ **Etc...**





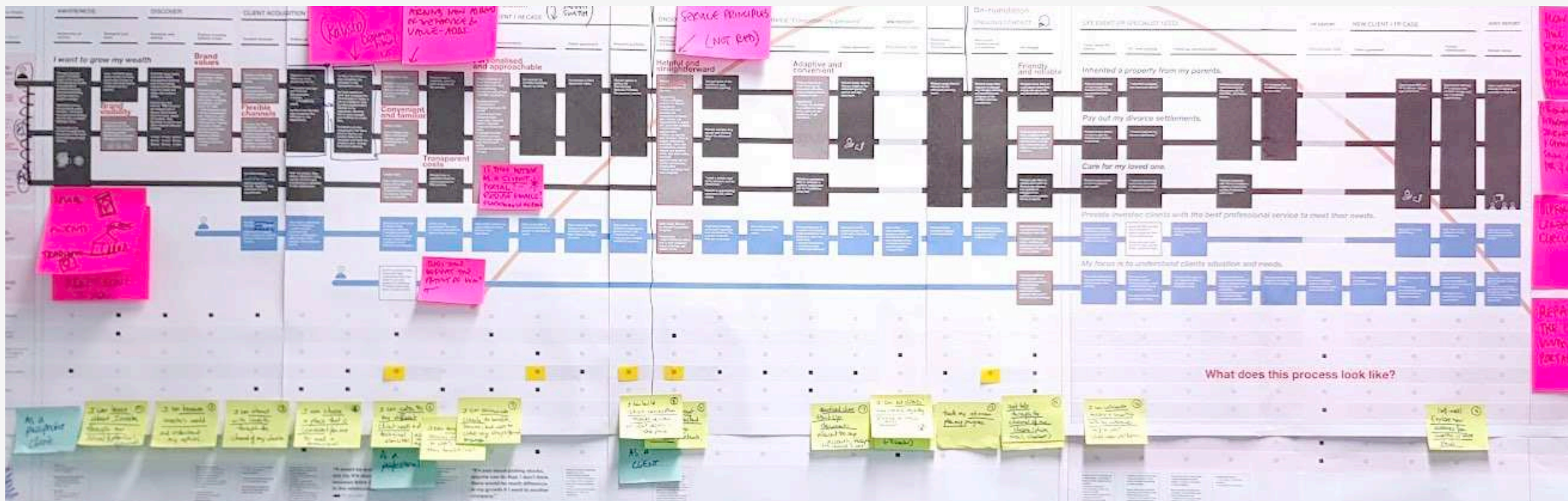
***In our 4-hour workshop we turn your worst case scenarios into your biggest growth opportunities, walking away with new offerings to drive growth and business cases for taking them forward.***



# Workshop agenda

- 4-hours of hands-on practical activities
- 8–12 people, run remotely or in-person
- Ideal for product/tech/sales/marketing teams

## Worst case scenarios



We form teams and focus on a specific part of your current offering, usually a priority feature or journey. Generating as many worst case customer scenarios as possible, plus ideas on how to course correct.

## New offerings



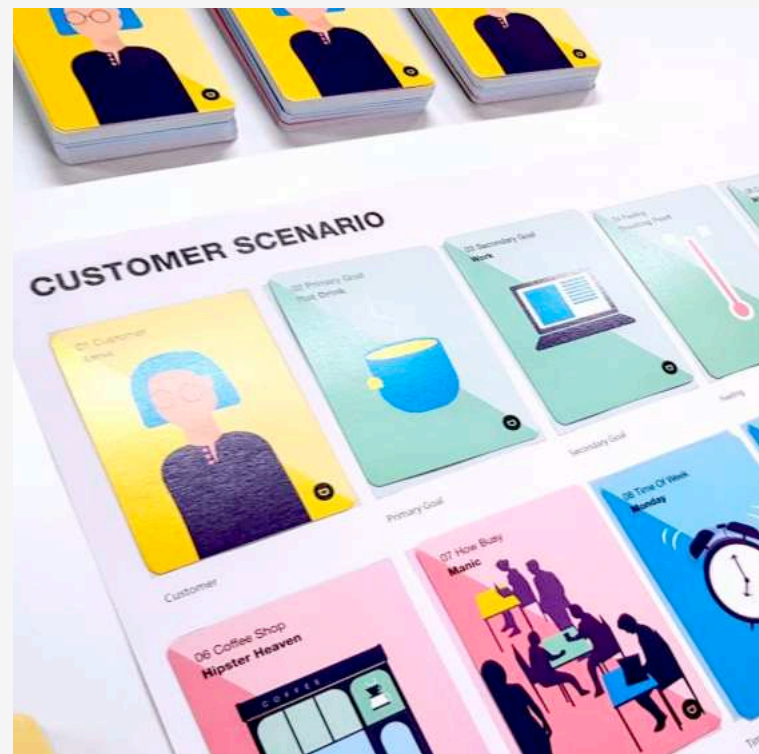
We identify the best opportunities for the business to become the hero and reap the rewards. Articulating these as new offerings with high-level pitches and businesses cases for taking them forward.



# Workshop activities

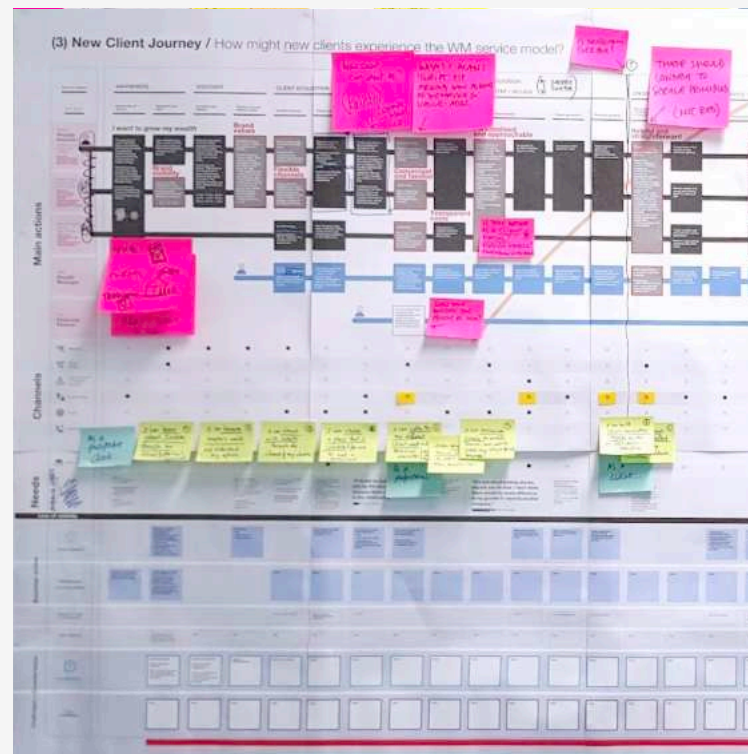
- 4-hours of hands-on practical activities
- 8–12 people, run remotely or in-person
- Ideal for product/tech/sales/marketing teams

## Worst case scenarios



### 1. Briefing

- Introduction
- Get into teams
- Set the challenge



### 2. But!

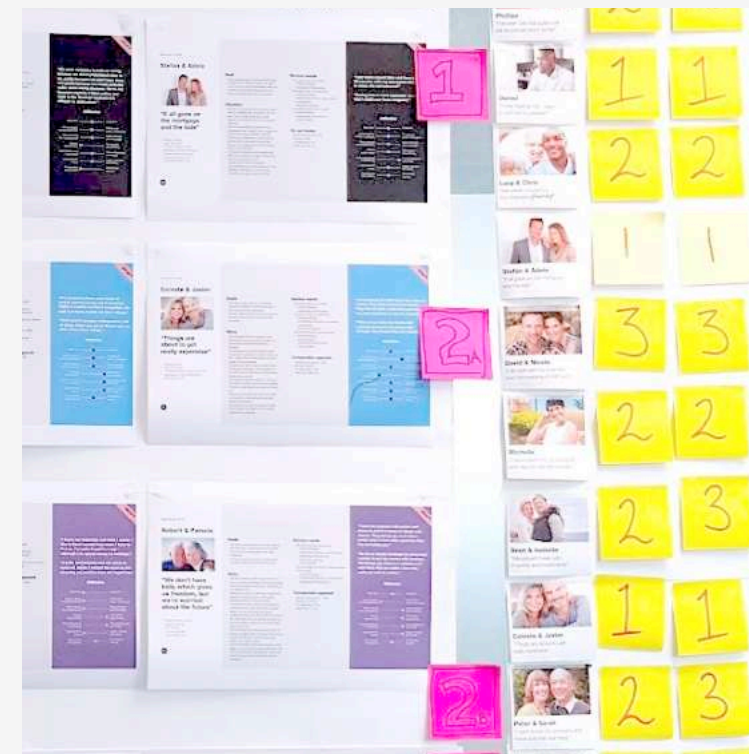
- Generate problems
- Prioritise the worst
- Facilitated debrief



### 3. Therefore!

- Course correct ideas
- Prioritise the best
- Facilitated debrief

## New offerings



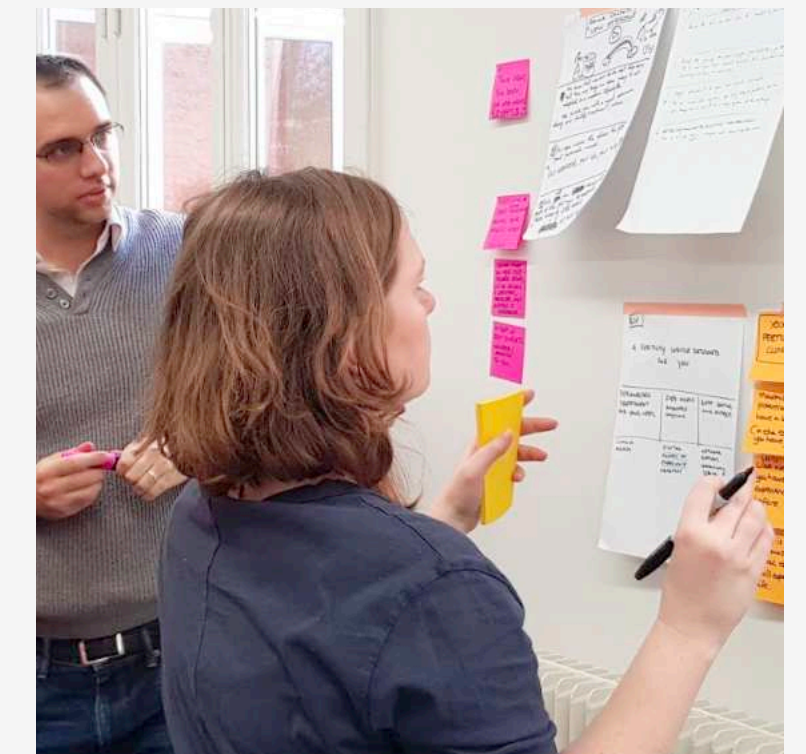
### 4. Opportunities

- Initial offering ideas
- Prioritise the best
- Facilitated debrief



### 5. Offerings

- Articulate offering
- Articulate rewards
- Build business case



### 6. Pitch

- Team pitches
- Facilitated debrief
- Next steps

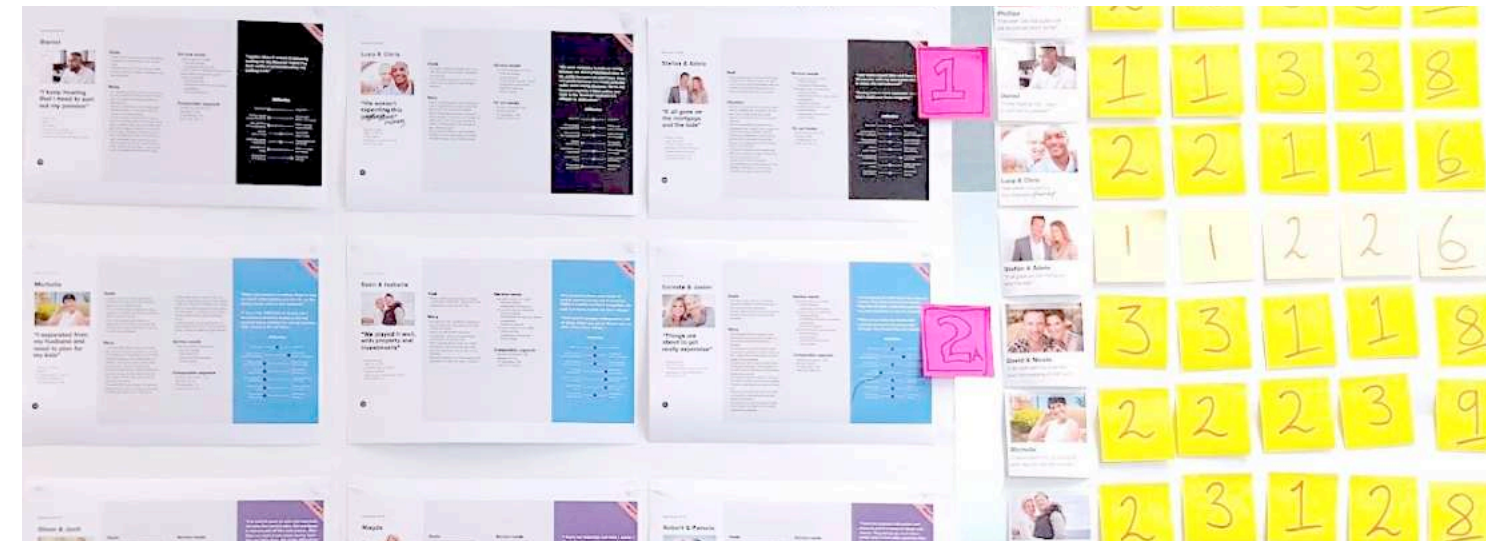


# Highly practical outputs



## 1. Worst case scenarios

All of the generated problems and course correct ideas, plus the worst case scenarios taken forward.



## 2. Growth opportunities

All of the generated ideas for potential offerings, including quick wins and big rewards taken forward.

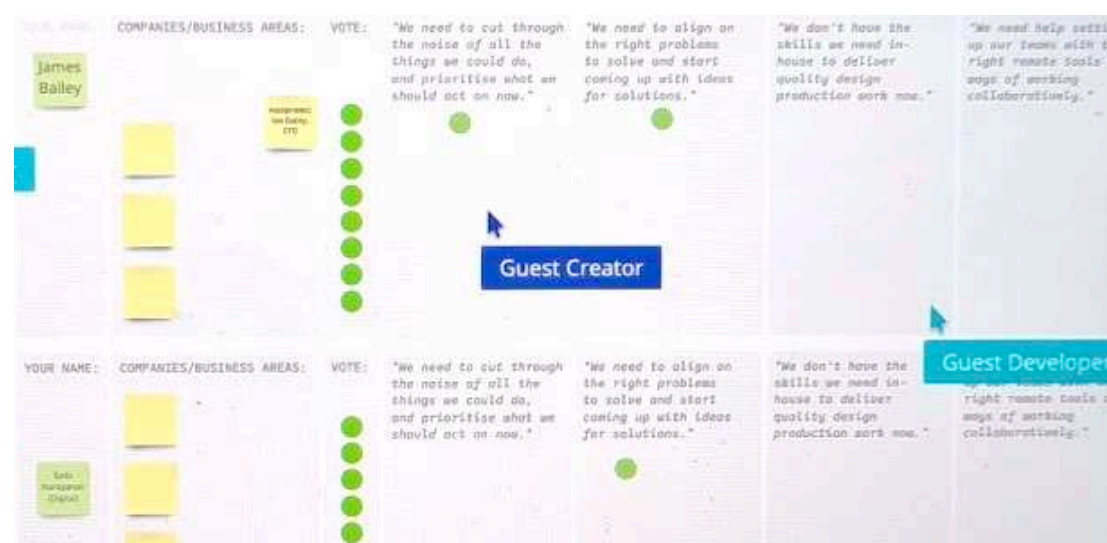


## 3. Offerings to drive growth

All offerings, including the initial pitches for rewards to capture and business cases for taking forwards.

### Outputs packaged up and delivered:

- ✓ **Raw content** from the workshops, e.g. Miro boards, physical canvases
- ✓ **Structured content** from our analysis and consultancy, e.g. Miro board
- ✓ **Concise deck** that documents key outputs, takeaways, and next steps





# ***High value outcomes***



## ***Rapid innovation in only 4 hours***

Highly efficient use of your time, plus you learn our framework which you can reuse as desired.



## ***Ideas for offerings that can drive growth***

Ideas you wouldn't have come up with before, supported by initial pitches and business cases.



## ***Team's aligned and motivated to act***

It's a spring board for teams to take action and ownership over the best ideas to take forwards.



# ***Delivered by our expert facilitators and practitioners***

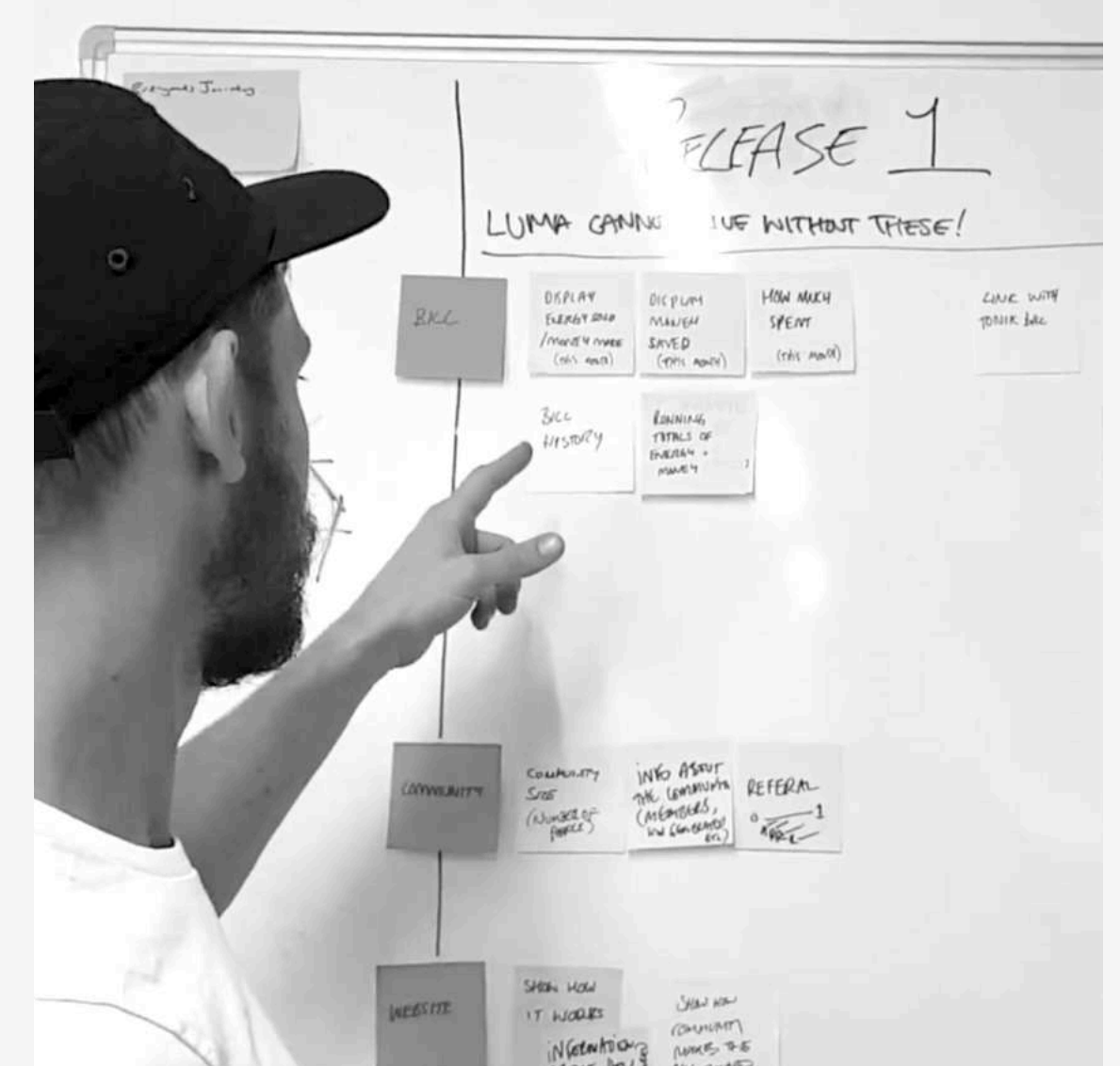


## ***James Bailey***

*Director 1210s Design*

15+ years experience helping businesses to unlock more value from their products, services, and business models to drive real growth.

- ✓ Certified design coach and workshop facilitator
- ✓ Masterclasses at iXDA and SDN global conferences
- ✓ Rare strategic + service + product design skillset
- ✓ 25+ businesses helped over 75+ engagements
- ✓ Experience across many verticals, B2B and B2C
- ✓ Proven business development and sales specialist
- ✓ Research Domain Lead at Designit UK
- ✓ UXQB® Certified Usability and User Experience



## ***+ Additional Expert***

*Hand picked to your needs*

We leverage our network of industry leading practitioners from the worlds of innovation, ventures, strategy, consultancy, and more.

- ✓ Co-deliver all workshops and outputs with James
- ✓ Bring an additional value-add skillset into the mix
- ✓ Elevate our thinking and outputs even further
- ✓ Ensure you get maximum value from us



# Using a tried and tested approach



**'Uber of helicopters' service  
that takes you door-to-door**

Travel & Hospitality  
[flyrevo.com](https://flyrevo.com)



**Renewable energy venture  
piloted in 100k UK homes**

Energy & Utilities  
[bp.com](https://bp.com)



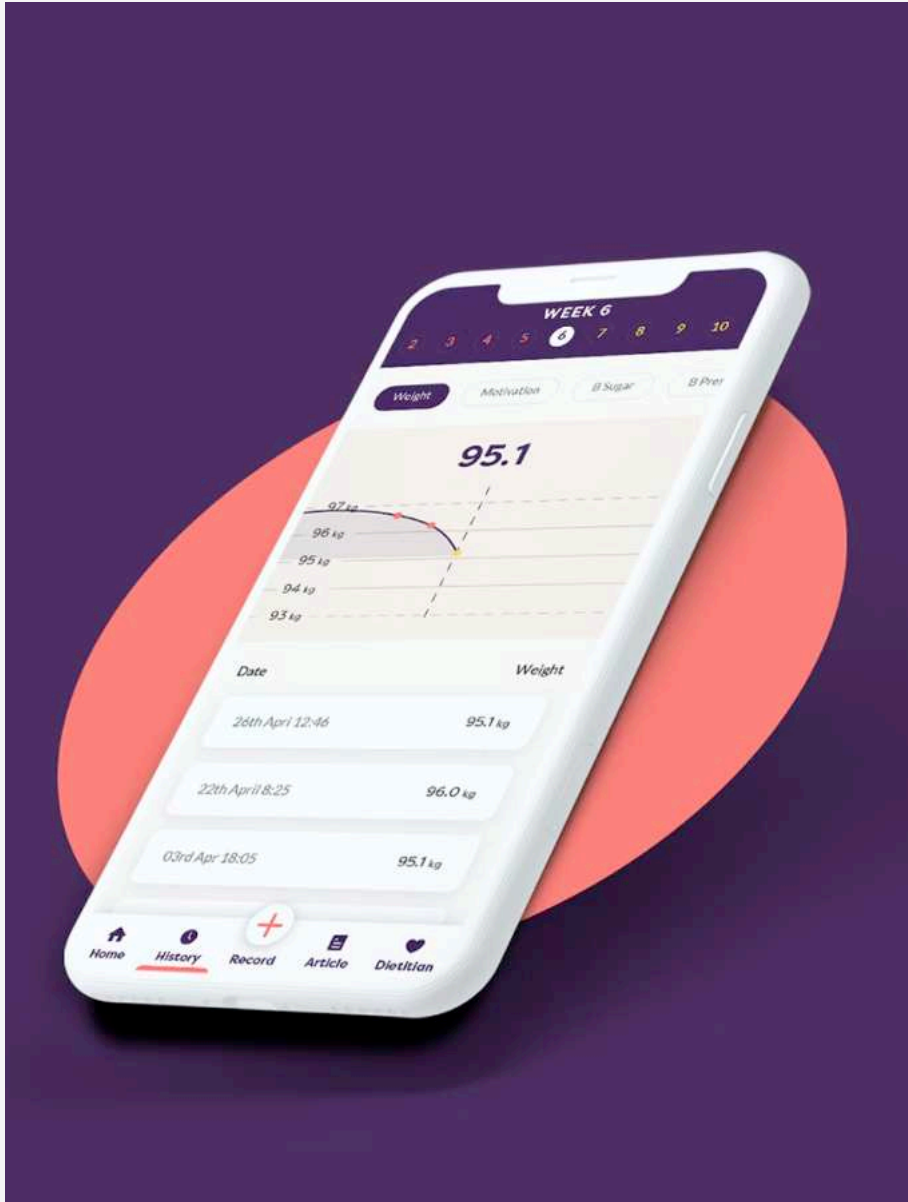
**Designing the UK's first  
Digital fertility clinic**

Health & Wellbeing  
[apricityfertility.com](https://apricityfertility.com)



**Venture helping more people to  
get access to affordable homes**

Property  
[landgah.com](https://landgah.com)



**Tackling Type 2 diabetes through  
data and behavioural change**

Health & Wellbeing  
[counterweight.org](https://counterweight.org)

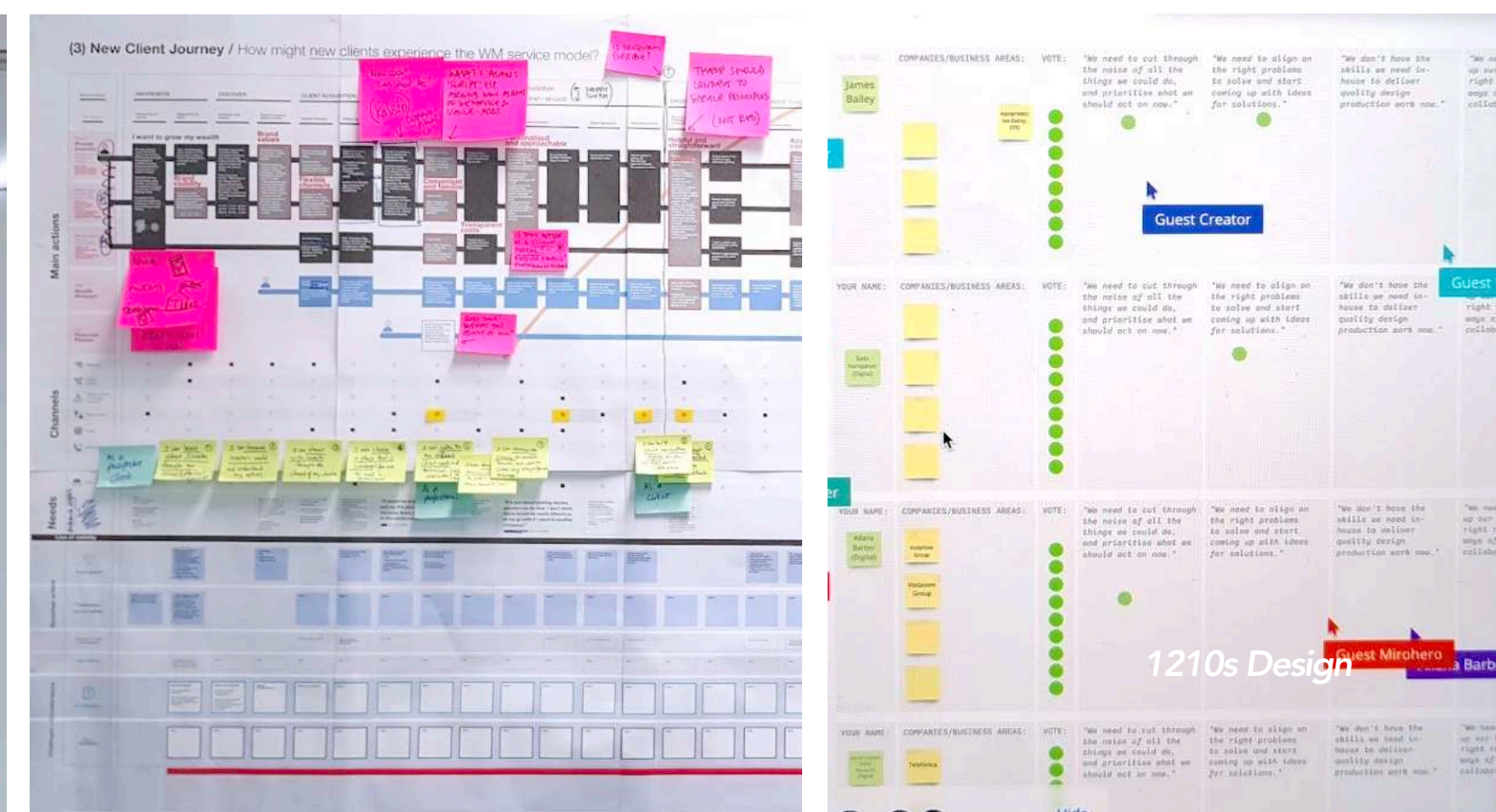
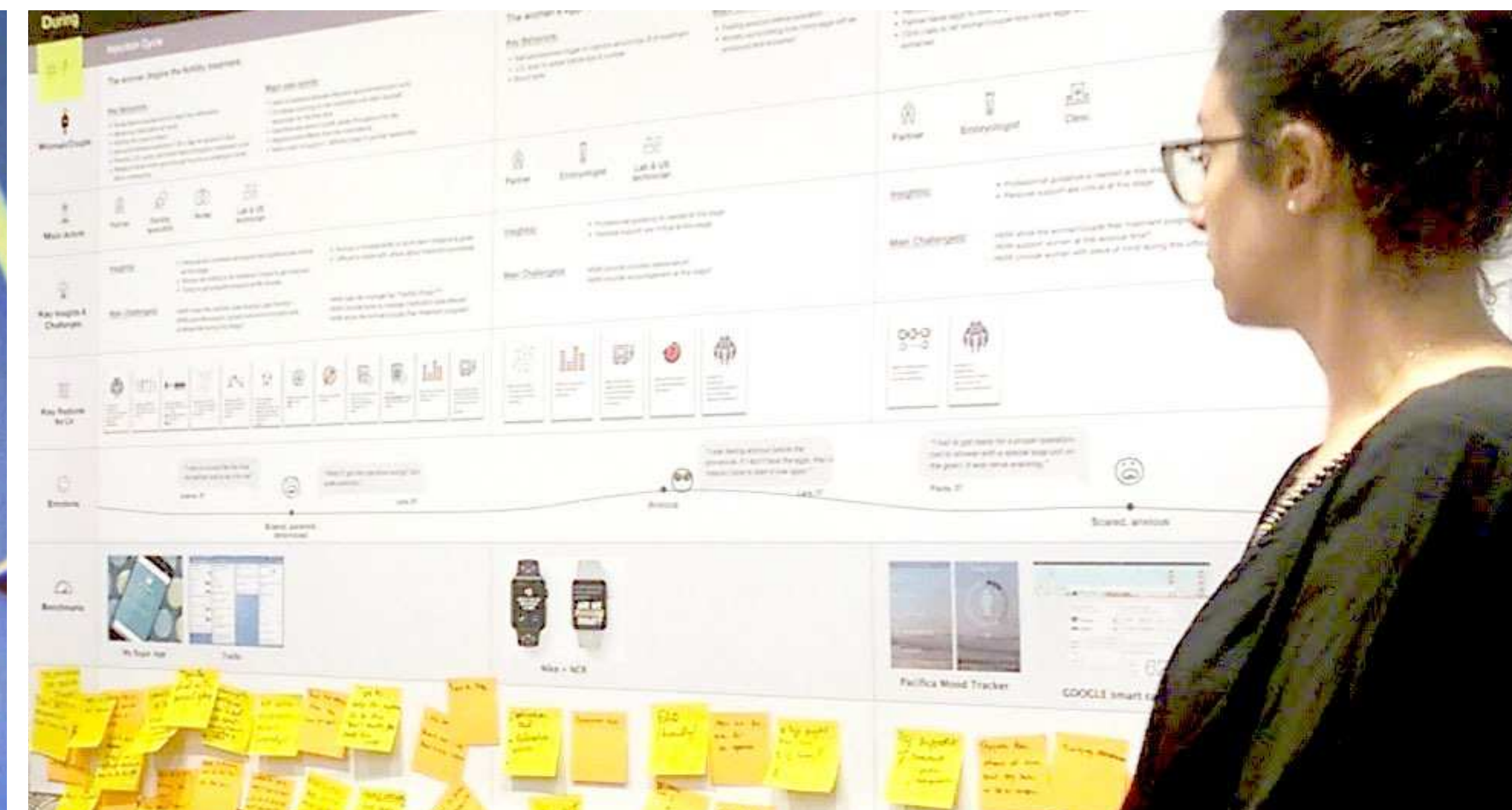


# Masters at workshops

We deliver hands-on workshops that drive action and real results.

- ✓ Create safe spaces free of judgement
- ✓ Hands-on, high energy, creative activities
- ✓ Objective critique, analysis, consultancy
- ✓ Facilitated group discussions and debriefs
- ✓ Highly practical outputs that drive action
- ✓ Clear alignment between teams

- From certified coaches and facilitators
- 1,000s hours workshop experience
- Both remote and in-person
- Invented new methodologies
- Masterclasses at global events

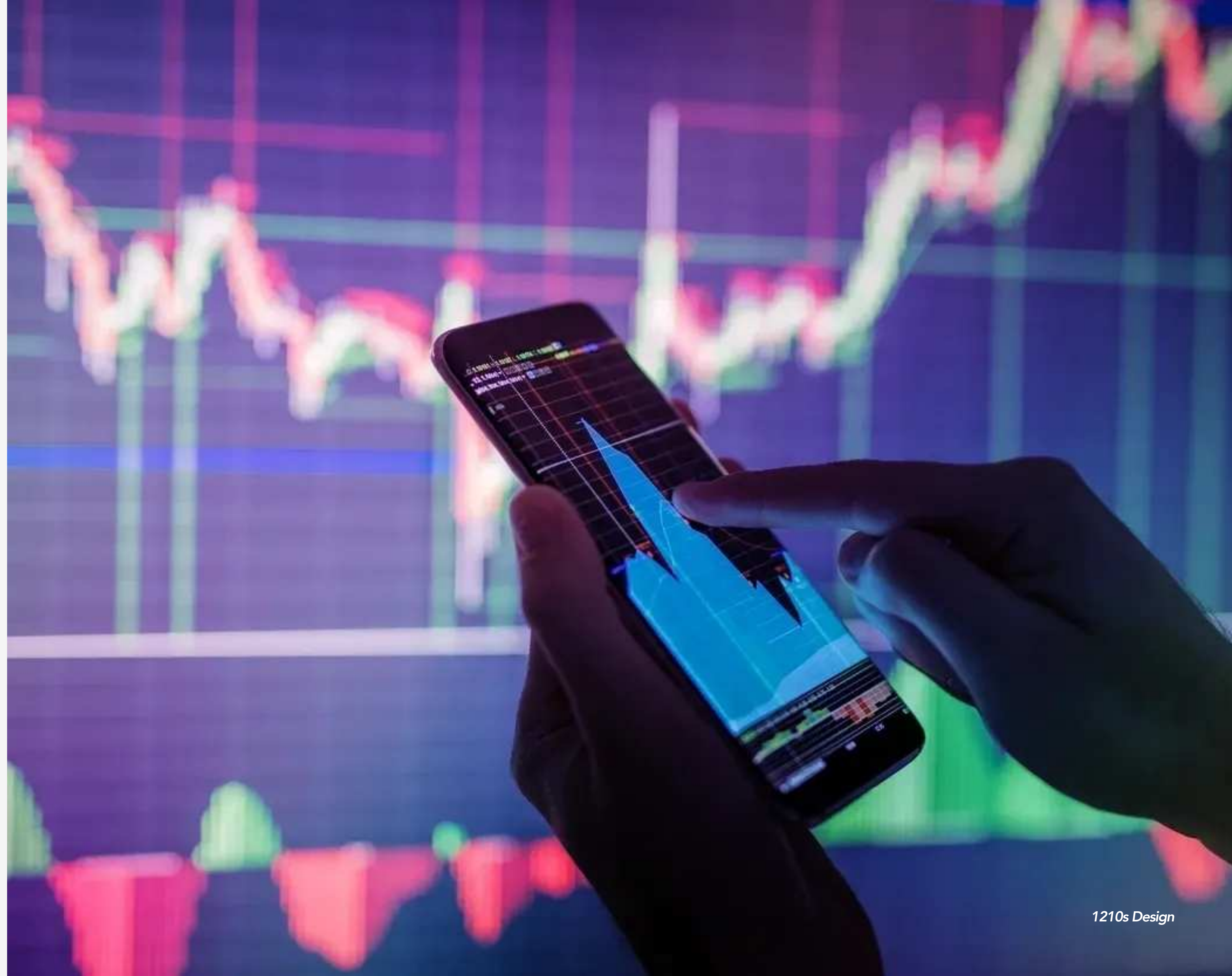




# Let's get started!

**We start with a initial call** to discuss your business and our workshop, so we can align on the value to deliver and the practicalities.

1. Pick workshop date and place (4-hours)
2. Confirm participants and availability
3. Review background materials and prep





***Interested?  
Let's chat!***

**James Bailey**

1210s Design Director / [james@1210s.com](mailto:james@1210s.com)