



01 CONTENT & TECHNOLOGY –  
C3 CROATIA PRESENTS

# INNOVATION BY DESIGN

## How C3 Business Design Workshops can shape your company's impact on people, profits, and market

• Building new mindset and way of work • Designing value-driven innovations that integrate insights and enablers • Balancing customer satisfaction with business value • Design culture that gets more out of tech • From “nice-to-have” to C-suite strategy • Translating human needs into business goals • Business Design anticipates, evaluates and designs outcomes that can be measured.

To adapt to seismic shifts, we have witness during previous years (the coronavirus effect on global economic sentiment, high demand for digital transformation, silo-based organisational structure in world where is too unknown and complex), companies need to absorb lessons learned and ask some tough questions:

- How can we organize people with different professional skillsets into multidisciplinary teams that focus on outcomes they feel responsible for?
- How can we maintain focus and understanding about a task when the team is often changing?
- How customer-centric are we, really?
- Are our products, services, and experiences all that differentiating?
- Are our models and operations meeting the needs of our business, as well as the needs of our customers?
- How are our products and services affecting the market?

## **WHAT IS BUSINESS DESIGN?**

Business Design, a discipline that applies a design mindset (curiosity, willingness) and principles (processes and structure) to solve business problems, may be a critical part of the answer. Business Design can not only add structure to this soul searching, but also add significant value to organizations that embrace it. By combining creativity with strategic and technological expertise Business Design enables organizations to enhance customer and employee experiences and reinvent business models that can create new revenue streams.

## **WHAT IS THE OUTCOME?**

According to the specific organization's needs, C3 Business Design team will recommend set of tools, processes, measures, checkpoints, and the way of work in mission-based teams. Outcome is behavior change in the organization, ability to translate intention into measurable business results, better ability to respond to shifting marketplace demands which results in revenue growth.

## C3 BUSINESS DESIGN PROGRAMS

PROGRAM	YOU WANT	YOU WILL GET
<b>Business Design Essential</b>	<ul style="list-style-type: none"> <li>• Learn C3 Business Design methodology</li> <li>• Inspire your team and reward them</li> <li>• Promote culture of excellence</li> </ul> <p><b>Duration: 1 day</b></p>	<ul style="list-style-type: none"> <li>• Dedicated facilitator</li> <li>• Interactive workshop</li> <li>• Empowered team</li> <li>• New insights about human centric design and method for solving complex problems</li> <li>• Printed practical guide (how to...)</li> </ul>
<b>Business Design Advance</b>	<ul style="list-style-type: none"> <li>• Learn C3 Business Design methodology</li> <li>• Find potential solution for 1 business problem with C3 facilitator</li> </ul> <p><b>Duration: 3 days</b></p>	<ul style="list-style-type: none"> <li>• Discovery session</li> <li>• Dedicated Business Design facilitators</li> <li>• Interactive workshop</li> <li>• Empowered team</li> <li>• New insights about human centric design and method for solving complex problems</li> <li>• Printed workbook step by step guide how to implement C3 Business Design in your company</li> <li>• Report with key ideas and capabilities</li> </ul>

<p><b>Business Design for Enterprise</b></p>	<ul style="list-style-type: none"> <li>• Learn C3 Business Design methodology</li> <li>• Solve 1x1 business problem with C3 experts and industry experts</li> <li>• Change the way of work in your organisation and set up 1x1 Mission Based Team with specific time-bound objective that is fitting within a company strategic goal by applying C3 Business Design and agile way of work</li> <li>• Goal of the workshop could be to position new product or service or enhance sales or create talent management program or improve customer experience or....</li> </ul> <p><b>Duration 8 days</b></p>	<ul style="list-style-type: none"> <li>• Research, deep discovery</li> <li>• Dedicated Business Design facilitators and industry expert</li> <li>• Printed workbook for practice (step by step) Business Design methodology</li> <li>• Printed playbook how to work in MBT (Mission Based Teams)</li> <li>• Interactive workshops</li> <li>• Empowered teams</li> <li>• New insights about human centric design and method for solving complex problems and agile way of work</li> <li>• Printed to-be journey with key ideas and capabilities.</li> <li>• Tailor made approach for your mission, materials, trainers and experts who will participate first sprints and in forming stage of MBT</li> <li>• Experience- Based Roadmap</li> <li>• Ideas prioritization with impact and feasibility</li> <li>• Storyboarding</li> <li>• Stakeholder mapping with insight map.</li> </ul>
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<p><b>Business Design Elite</b></p>	<ul style="list-style-type: none"> <li>• Learn C3 Business Design methodology</li> <li>• Solve 1 business problem with C3 experts and industry experts</li> <li>• Change the way of work in your organisation and set up 3x1 Mission Based Teams who will be outcome and data driven, time-bound with define OKR's, applying C3 Business Design and agile way of work</li> <li>• Goal could be to develop new product or service or enhance sales of existing one or create talent management program or improve customer experience or design new revenue stream or GtM or....</li> </ul> <p><b>Duration 15 days</b></p>	<ul style="list-style-type: none"> <li>• Research, deep discovery</li> <li>• Latest industry trends</li> <li>• Dedicated Business Design facilitators and industry experts</li> <li>• Printed workbook for practice (step by step) Business Design methodology</li> <li>• Printed playbook how to work in MBT (Mission Based Teams)</li> <li>• Interactive workshops</li> <li>• Empowered teams</li> <li>• New insights about human centric design and method for solving complex problems and agile way of work</li> <li>• Printed to-be journey with key ideas and capabilities.</li> <li>• Tailor made approach for your missions, materials, trainers and experts who will participate first sprints and in forming stage of MBT and help with KPI's</li> <li>• Experience- Based Roadmap</li> <li>• Ideas prioritization with impact and feasibility</li> <li>• Storyboarding</li> <li>• Stakeholder mapping with insight map</li> </ul>
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## WHY IS C3 TEAM RELEVANT FOR YOU?

### • ANA VEIR, New Business Director C3 Croatia

After fifteen years at IBM in sales and consultant roles, she became the global leader for revenue enablement at Infobip where she developed and implemented strategies for clearly defining sales trainings, learning culture, sales results, their monitoring and reporting. Now she leads New Business in the digital agency C3 Croatia – 01 Content & Technology. She shows her passion for innovation and new ideas in her work with enterprises and startups where she develops new solutions based on the Business Design methodology, for which she is one of the pioneer trainers on our market.

### • MITJA JEREB, Chief Strategy Officer PM

Strategic Account Manager and Business Consultant at PM, with more than 20 years of experience in marketing on agency, media and client sides. He's been focused in strategic marketing and effective digital transformation of communication, products and business models. Among others he was marketing director at najdi.si and TSmedia, strategic director at the Renderspace agency and marketing director at high-tech company Eligma. He is one of the co-founders of IAB Slovenia and Diggitt, the first conference on digital communications in Slovenia. During his career, he worked with clients from very different industries, such as Telekom Slovenije, Petrol, NLB, Zavarovalnica Triglav, Rutar, BTC City, the Supreme Court of the RS etc.

### • ANA PLIŠIĆ, Creative Director & Partner C3 Croatia

Partner in the digital agency C3 Croatia – 01 Content&Technology, part of the German group C3 Creative Code and Content. C3 Croatia received the award for the most creative campaign in the world in Copenhagen at Native Advertising Days 2022, and in 2018, Ana was named global marketer of the year. She led the first native studio within a legacy media company in Croatia, Native Ad Studio Hanza Medije, launched in 2015, as well as the first brand consultancy agency within the media company Design Thinking Studio. Before the Digital Media Management in the UK master's study in Manchester, she was the deputy editor-in-chief of Jutarnji list, and the editor of jutarnji.hr.

• **IVANA PREISS, Experience Design Director**

Ivana is an insightful and creative senior design strategist. She co-founded 52hours, an international strategic brand and design consultancy. She is experienced in managing diverse teams across timezones and geographies, prioritising functionalities per sprints and following agile methodology when applicable. She is experienced in building products for startups (heer, Cera, Medo), corporations (CEMEX), for consultancies (FJORD Prague studio lead) Her strongest side is turning concepts into reality.

• **MARKO ŠTRKALJ, IT Architect, Sales account manager in IBM**

Marko has both, technical and business knowledge. As IBM Architect and Sales account manager he was helping clients to achieve business, IT fitness in Application architecture, Risk management, Analytics and custom developed systems. After 15+ years of work in different industries and with different tech, Marko gained the TOGAF Master Architect certificate. Marko has architected or led teams in implementing solutions varying from Banking, Taxes, Health, Customs and Retail.



## **C3 BUSINESS DESIGN**

**The only business program you will  
need to reach your KPIs in 2023.**