



Conductal

Social System Design

Designing processes to thrive in change
Rethinking organizational cultures
Unleashing creativity



Portfolio: Organization Redesign & Innovation Management



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New North Zealand Hospital



Region
Hovedstaden

Nyt Hospital Nordsjælland

The Setting:

The Danish healthcare system is one of the best of the world in patient outcomes, but with better results, patients also become more demanding.

The New North Zealand Hospital aims to become a world class example of a “Patient Centric Hospital” that maintains the best standards for Healthcare financial efficiency.

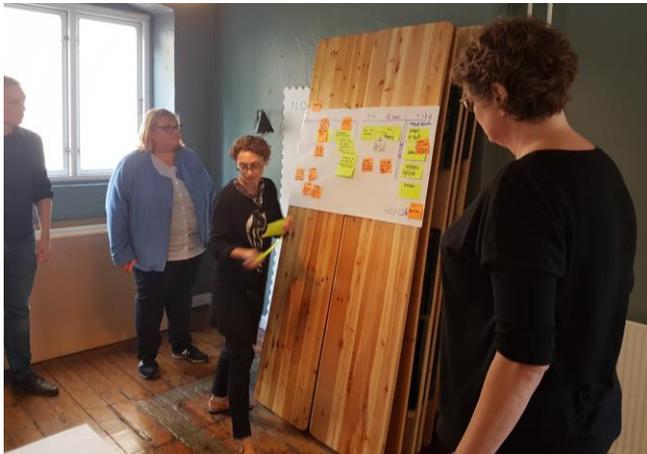
The Hospital team was particularly concerned with 3 key areas:

- Ensuring a world class patient experience
- Developing a strategy for IT-medico set-up that that accomplishes the vision for a patient-centred hospital
- Developing a structure to cooperate with industry

Addressing the Challenge:

Led by Dr. Atif Ansar, we approached the problem by conducting a series of visits to Danish Hospitals, interviewing staff across functions, and conducting workshops with the Leadership and Innovation teams. At the end of the process the following conclusions were reached:

- NNZ had a compelling vision: “Together we care”
- Doing more with less requires “foxy” capabilities. A strategy was put in place to reflect this in the formal organization.
- Innovation requires both standardization (centre-driven) and personalization (frontline-driven). NNZ will be simultaneously a technology leader and a follower, focusing on the development of its core capabilities.





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Portfolio: Systems Design Workshop



The Setting:

The Master in Major Project Management is a leading executive education programme for executives managing megaprojects with budgets of £100million+. It takes place at Said Business School, Oxford University.

We were invited to design an innovative lecture and workshop for the Systems Design Week

Addressing the Challenge:

In February 2016, Daniel Ospina delivered the first systems design lecture and workshop for the cohort. The Workshop places the students in a practical team building exercise that illustrates principles of complexity, group dynamics, and leadership.

- The workshop has been hailed by the students as a highlight of the week.
- Said Business School selected the workshop as a permanent fixture for the programme



Portfolio: Organization Redesign & Customer-Centricity



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QUANTA
Homeopatía Científica

The Setting:

Quanta is a Homeopathic pharmacy based in Bogota, Colombia. They have 28 years in the market, a recognized and respected brand, and a social business policy that has given them devoted employees.

However, multinational companies have entered the market and are pursuing aggressive marketing and advertising campaigns. Quanta's sales flattened.

Over the year, the company had become inwards looking and accountability lines were blurry, at best.

Although committed, the top management was unable to respond to the increased market pressure and the board started to lose faith.

Addressing the Challenge:

We carried a full review of Quanta's business, successfully implemented a full redesign of the organization, and delivered training in lean and customer centric methodologies with the following outcomes:

- The new structure improved accountability and facilitated coordination and performance.
- Operational gaps were discovered and a plan was set in place to fix them.
- The company discovered and began exploring untapped market opportunities.
- Risks factors were spotted and actions taken to mitigate them.
- Managers now feel empowered and confident.
- The board of directors is now positive about the future of the Business.





MICHEL / FABIAN

The Setting:

M/F is a design start-up that rethinks the relationship with food by designing luxury [Science & Art inspired eating utensils](#).

The founders, from a psychology and design background, had the talent but lacked market expertise and a robust process to innovate within a limited budget. In Mars 2016, they engaged in our mentorship programme.

Addressing the Challenge:

After 4 months of operations, the company has:

- Launched its first product and has been onboarded by a luxury lifestyle retailer
- Been interviewed for BBC worldwide TV on science and innovation
- Showcased at V&A Museum during London Design Festival, Food Matters Live, and The Science Museum (London).



Portfolio: Community Design and Cross-sector Partnerships



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CROSSMODALISM

The Setting:

Crossmodalism aims to be a platform where artists, scientists, designers, and entrepreneurs break the barriers that divide them through play and experimentation. A large human collider to accelerate creativity, connect talent with opportunity, and purpose with innovation.

Fulfilling this ambitious vision requires balancing interests and building relationships between extremely diverse stakeholders from academia, the arts, and industry.

Addressing the Challenge:

Our team approached the challenge by working with the founding team to deliver an organizational design and strategy. After 1 year of launching, the following outcomes were achieved:

- Crossmodalism grew from a group of 5 to a community encompassing 600+ members across 9 different countries.
- 13 Gatherings, 3 Conferences, 1 international Symposium and a range of community projects were delivered across the UK, Italy, Germany, and the US.
- Crossmodalism developed relationships and partnerships with research institutes in London University and Oxford University, The Wellcome Trust, TOA Berlin, WoW Talks, and Tedx Hackney.
- In 2017, the platform will expand from its London base to open permanent hubs in Amsterdam, Berlin, Paris, and Bogota.



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