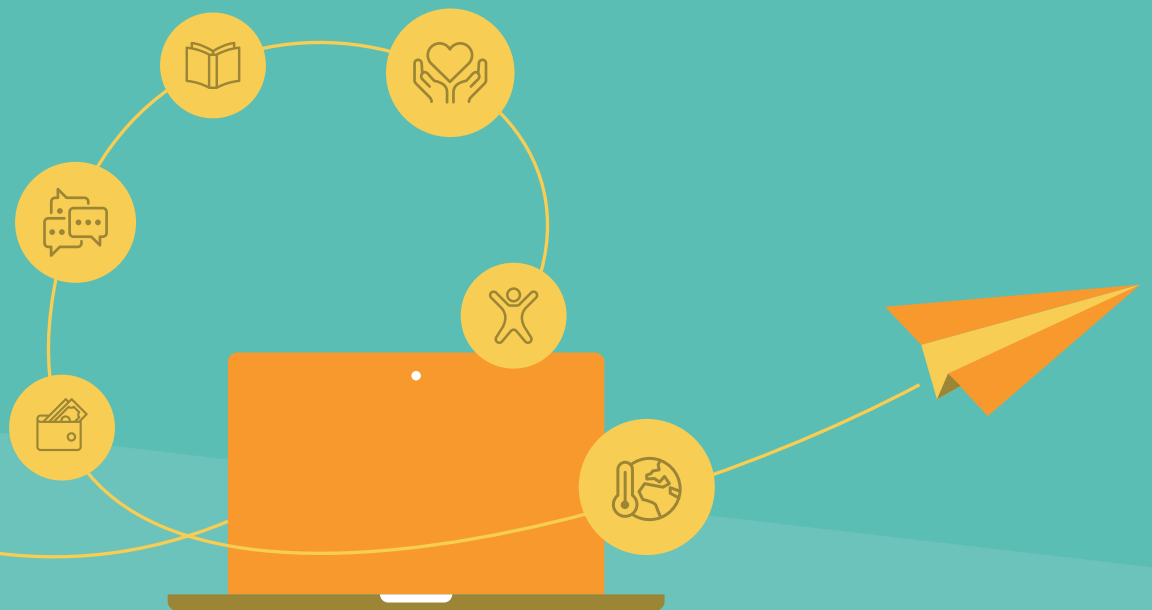


**THREEHANDS**

# THE OUTSIDE IN PROJECT

CONNECTING BUSINESSES TO THE ISSUES THAT MATTER



# INSIGHT, IDEAS AND ACTIONS

## TO BETTER SERVE CUSTOMERS, COLLEAGUES AND COMMUNITIES



**THE OUTSIDE IN PROJECT EXISTS TO HELP PEOPLE IN BUSINESSES TO REACH BEYOND THEIR CORPORATE WALLS IN ORDER TO UNDERSTAND AND ACT ON UPON THE MOST IMPORTANT ISSUES IN SOCIETY.**

COVID-19 has changed the way we engage with the outside world. The project will make it easier for leaders and practitioners to:

- Improve the experiences of vulnerable **customers** and accelerate social innovation efforts
- Better respond to the needs of **colleagues** in the areas of inclusion and wellbeing
- Develop new approaches to having a positive impact in **communities**

Designed for people at all levels of seniority in **HR, CSR, Sustainability, Customer Insight, Customer Experience** and **Innovation**, the project will provide in-depth, action-oriented sessions on the biggest issues in society, alongside opportunities to collaborate with peers.

“ The wholly virtual experience with Three Hands massively surpassed my expectations. The conversations with experts and people with lived experience were significant in breaking down existing assumptions, learning about what was needed and validating our ideas.”

**Richard Donovan, Head of Social Innovation, Experian**

## The Outside In Project will...

- Bring the most pressing social and environmental issues of relevance to business to life through **immersive sessions** with **subject matter experts** and **people with lived experience**.
- Be **member-led** in terms of topics covered within the headline themes of **education & skills, the ageing society, diversity & inclusion, health & wellbeing, financial vulnerability** and **climate change**.
- Consist of **six in-depth immersive insight and innovation sessions per year**, focusing on one of these themes on each occasion. Sessions will last 2.5 hours and take place remotely.
- Go beyond insight gathering and understanding: half of each session will be dedicated to **how to apply the learning in your business** and helping you to create **actionable steps**, for the benefit of **customers, colleagues** and **communities**.
- Offer a **collaborative peer learning platform** for networking, engagement and collaboration amongst members on an ongoing basis.

## What will an Outside In Project session look like?

**EXPERTS:** A small panel of charity experts, people with lived experience of the issue and in some cases critical friends from other sectors, such as academia.

**LEARNING:** Advice and comments from the panel specifically geared to the businesses and sectors represented, with member Q&A.







**PEER DISCUSSION:** Breakout discussions tackling specific ‘wicked problems’ related to customers, colleagues and communities, identified in advance by members.

**APPLYING THE INSIGHT:** In groups, based on the ‘end-user’ (customers / colleagues / communities), a rapid idea generation session to establish new ways of doing things and actionable steps that can be taken by each business.

# THE FOCUS FOR 2021

## HOW TO BUILD BACK BETTER AFTER COVID, FOR THE BENEFIT OF CUSTOMERS, COLLEAGUES AND COMMUNITIES

Each of the six sessions will focus on a different headline issue, all chosen for their relevance to businesses across industries and sectors.

HEADLINE ISSUE	Specific topics for each session will be crowdsourced from members; for illustrative purposes only, these might include...
 <b>DIVERSITY &amp; INCLUSION</b>	...what a great social mobility strategy really looks and feels like to people from diverse backgrounds.
 <b>HEALTH &amp; WELLBEING</b>	...how to identify and support colleagues whose mental wellbeing is at risk.
 <b>FINANCIAL VULNERABILITY</b>	...how to bridge the gap in understanding between your business and your most financially-vulnerable customers.
 <b>EDUCATION &amp; SKILLS</b>	...what is the role of business in re-skilling adults, for both business benefit and community benefit.
 <b>THE AGEING SOCIETY</b>	...a focus on people around traditional retirement age and opportunities for them to continue to contribute to workplaces.
 <b>CLIMATE CHANGE</b>	...how to help your customers and colleagues connect with the climate crisis as an issue and take actions in their own lives.

“ Three Hands helped us to understand the issues our customers are facing by convening a panel of charities, surfacing valuable insights that we would not have accessed through traditional research.”

**Kirsty Lieberthal, Customer Experience Strategy Manager, M&G plc**

## Some practical details, including cost

- Membership will be for businesses (rather than individuals).
- At each session there will be five places available for each member business – meaning different colleagues from across the business can join based on the importance of each issue to them.
- The Project will launch with the first session in February 2021 and membership will cover the calendar year.
- There will be 6 sessions of 2.5 hours each throughout the year, all of which will take place virtually on Zoom.
- A peer learning platform will enable members to engage and network with each other, sharing ideas and knowledge between sessions.
- As part of their membership, each business will be entitled to a 2-hour action-planning workshop, facilitated by Three Hands, at a time of their choosing throughout the year.
- The cost of membership will be £2,400 + VAT for the calendar year (just £80 per person per session if five colleagues attend each time).

# SIX USEFUL Q&As

## **1 MANY BUSINESSES ARE STRONGLY FOCUSED ON SINGLE ISSUES. WHY SHOULD WE INVEST TIME AND MONEY IN GAINING INSIGHT ON MULTIPLE ISSUES?**

That's right and in fact we would often recommend that businesses adopt one big 'flagship' issue when it comes to social impact. But that doesn't mean that there is only one issue of importance to customers, colleagues and communities, and different issues are often interrelated. Businesses still need a broad view of societal issues even when their focus is on one main topic.

## **2 HOW WILL YOU ENSURE THAT ISSUES ARE RELEVANT TO BUSINESSES IN DIFFERENT SECTORS?**

We've chosen six headline issues which are mainstream and relevant to businesses across the board. For example, whilst the ageing population is a societal trend which businesses across sectors can't ignore, homelessness might be considered more relevant to businesses in certain sectors only. Within each headline issue, we will crowdsource the specific areas of focus for the session from the member businesses.

## **3 THIS ALL LOOKS VERY INTERESTING BUT WON'T IT JUST BE ANOTHER TALKING SHOP?**

We appreciate that talking is easy and that taking action is hard. That is why the second half of every session will be dedicated to helping members apply what they have learned to their own businesses. Membership also includes a 2-hour action-planning workshop facilitated by Three Hands, to take place at any time during the year.

## **4 THERE IS LOTS OF FREE 'STUFF' OUT THERE. WHY SHOULD WE PAY FOR THIS?**

Yes, there are often webinars and so on that businesses can join for free. Their content may or may not be relevant to your business and they happen on an ad hoc basis. The Outside In Project will provide consistent, targeted and joined-up insight, tailored to members, as well as the benefits of ongoing peer learning, networking and collaboration.

## **5 IS MEMBERSHIP LIMITED TO A MAXIMUM NUMBER OF BUSINESSES?**

We have space for a minimum of 8 and a maximum of 12 businesses. This will allow for a diverse range of perspectives and experiences, whilst enabling members to get to know each other over the course of the year.

## **6 WHAT IF COMPETING BUSINESSES ARE MEMBERS? WON'T THIS MINIMISE ANY COMPETITIVE ADVANTAGE?**

Where that is a real consideration we will place people from competing businesses in separate breakout discussions. More generally, though, we often find that when it comes to making improvements for customers, colleagues and communities, most businesses are happy to adopt a peer learning and collaborative approach.

**“ I'm always impressed by the depth of Three Hands' network and their ability to tap into the richness of expertise in the charity sector and beyond. They've given us a deep understanding of the issues, enabling us to develop high impact programmes with strong internal support.”**


**Andrea Barrett, Director of Climate Engagement, Centrica**



## WHAT NEXT?

Please respond by clicking one of these options...

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