

Our people-centered, scientific approach underpins every project's success

Your innovation project is unique, in its technology, stakeholders, commercial environment, and regulatory demands. There's nothing else quite like it. But we're primed for the challenge. Through thousands of projects over our 25-year history, we've identified fundamental strategies that will make your project a success. These strategies are embedded deep in our culture, in the extraordinary knowledge and experience we've amassed, and in the specific approach we'll apply to your challenge.

Read on for four ways you'll experience the difference, from first meeting to project completion.

New technology is a vital component of innovation, with transformative potential. But effective technology deployment depends on fully understanding the market opportunity and the people that will experience novel technologies. People-centered design is a CDP foundation stone, enabling us to challenge category norms while staying grounded in mass-market reality. For the end user, it means intuitive experiences that delight and improve lives. For our clients, this translates into commercial success.

Innovation opportunities are often complex and multifaceted, requiring a wide range of disciplines working together to succeed. Mutual understanding and seamless communication between these specialists are essential to make the most of project opportunities and to quickly resolve problems. That's why we've created an end-to-end capability, to deliver better outcomes, increased confidentiality and streamlined program management.

Partnership and teamwork across disciplines are embedded deeply in our culture, because you never know where the best ideas will come from. Integrating seamlessly with our clients' teams, our projects have a flat and empowering management structure that breaks down barriers and allows new ideas to flow. We're one of a small number of pioneering companies that's 100% owned by our employees. For each project we build a team of employee owners that's committed to solving your challenges and seeing the project through to success, from conception to launch.

While our projects are diverse, we specialize in a focused number of market sectors where our

employee owners have deep technical knowledge, understand the commercial landscape and the challenges your industry faces. Because our team includes dozens of globally recognized industry and technology leaders, you can be certain we'll look beyond the brief to ensure you succeed.

To get the best outcome we build people-centered, evidence-based innovation programs, using our Potential Realized methodology. Proven over thousands of projects, it optimizes the steps in the innovation journey to ensure we deliver compelling, technically accomplished products and services that serve valuable consumer, patient and industry needs, all while minimizing your time to market.

10 Nov 2023

30 Oct 2023

19 Oct 2023