

### What and Why

Gazelle innovation is CSC I:Lab's way of working. We create a plan in co-operation with the customer using the 'Blue Ocean' methodology of *W. Chan Kim & Reneé Mauborgne*.  
*...with focus on the customer's needs in the workshop...but changing plans if the group moves in another direction...and challenging the participants with new methods. This requires experience, but also ... courage ... improvisation skill ... playfulness*

The Gazelle Day

- 12 hour day with a mix of activities...
- On a company-non-domestic location...
- Using creativity, story telling and teambuilding...
- Turning ideas from initiatives into actions!

### Business Value

- A cost effective, exciting and quick way of identifying solutions to the organization's problems

### Customers

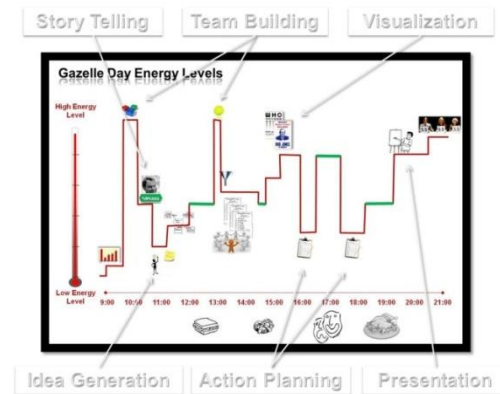
CSC has a long experience of Gazelle Days and works with a number of customers in this area



### Process

The anticipation that participants will spend 12 hours together brings down a lot of barriers. We experiment and use methods which will take people out of their comfort zones – in this way we combine work with fun.

We focus on achieving preset goals. After 12 hours of work people want to see a result!



### Deliverables

The Gazelle Day will deliver or confirm a future vision and a road map to achieve the future scenario and requirements for a proof of concept. The Proof of Concept can be built in advance to stimulate thought or as a result of the days output.

