

Joint Opportunity Assembly (H-I JOA™)

Meeting the disruptive challenges of sustainable energy

Situation

Many leading organisations are currently facing fundamental changes to their business environments. Disruptive changes including rising energy costs, climate changes, aging populations and shifts in technology are specific areas where global organisations need to start identifying new trends and opportunities which may currently fall outside of their core capabilities. H-I Network has developed a Joint Opportunity Assembly (JOA™) as a forum to bring together leading organisations to address such challenges. It was recently tasked with developing a JOA™ for a selection of its members to tackle the issues within the sustainable energy space.

Objectives

The objectives of the JOA™ :

- Gain perspectives from other organisations – ‘think in other people’s boxes’
- Provide time to step back and think about the strategic issues
- Develop and challenge business models
- Judge how other organisations perceive your capabilities
- Provide an opportunity to create new joint opportunities

Participants



BOC, E.On, The Carbon Trust and Shell

Approach

H-I Network utilised its H-I JOA™ approach to:

- Understand the aspirations and capabilities of leading organisations
- Bring together complimentary organisations in around a topic of mutual importance
- Conduct structured interviews and capture a common model
- Structure a programme and working meeting
- Build trust and understanding in participants
- Provide meeting notes and next step actions

Results

Participants have been given new findings to influence their organisation strategies and opportunities for new developments. The programme received positive feedback:

“Good to have contacts outside my business and sector.” “Perspectives from other organisations who are not either trying to sell me something, or to whom I am trying to sell” “Great to view how other organisations perceive the same trends and starting points.

H-I Network are delighted to be continuing the JOA programme with these organisations in order to focus on other strategically important issues such as Health & Wellbeing and Information and Communication Technology (ICT).



H-I Network, 32 Duke Street, St James’s, London SW1Y 6DF

Tel: +44 (0)20 7747 7838 Fax: +44 (0)20 7747 7801 Email: www.h-i.com

Registered office 32 Duke Street, St. James’s, London, SW1Y 6DF. Registered in England and Wales No. 3752224