

Trinity Mirror North West and North Wales Ltd



dream 

plan 

achieve 

Trinity Mirror NW²

Client:

Trinity Mirror
North West and
North Wales Ltd

Issue:

Strategic Planning

Session:

One day session

Background

Trinity Mirror is the area's largest local newspaper publisher with more than 60 media brands across North Wales and the North West.

To respond to the demands of the dynamic, fast-paced publishing industry, the Senior Management team needed to come together for the purpose of swift, focused strategic planning.

Data gathering/heighting anticipation

The Senior Management team needed to achieve strategic insights and practical ways forward, quickly and efficiently. Pre-session activity reflected this, consisting of The Automatic team spending concentrated time with Senior Management to ensure a thorough understanding of the challenges and constraints impacting on current and future developments.

Through close consultation with the Trinity Mirror team, the session was planned, outcomes required from the day were agreed and an approach was devised to ensure that these outcomes were achieved.



The Session

The Distiller - The Automatic's unique brainstorming technology that allows for anonymous sharing of thoughts and ideas - was used to capture individual's contributions around potential future strategic developments.

As each individual had their own keyboard, a rapid sharing of ideas was possible, with team members adding their suggestions to the giant screen without over-analysing them, resulting in a huge, group 'mind map'.

In total, members of the Senior Management team identified approximately forty potential new products. These were then 'interrogated' with the merits and pitfalls of each being taken into account until a shortlist of ten products was established.

The session then moved into a new phase where the realities of product development became the focus. By simulating the implementation of potential new products, the team was able to reach a decision on the viability of proposals, safely and without risk.

Making learning/insights stick

The client's need for immediate output dictated that all feedback from the session was ready for them to take away at the end of the day. Session activity was captured via poster-sized print outs, photographic images and giant, shared mind-maps from The Distiller. These would form the basis of strategy implementation back in the workplace.

Client benefits:

"The Automatic team allowed us the creative freedom to explore new ideas while ultimately keeping us focused on our goals. The Distiller was fantastic for allowing anonymous and rapid sharing of ideas and concerns but also for organising those thoughts into some form of structured plan."

Sarah Cottrell, Regional Marketing Director;
Trinity Mirror North West and North Wales Ltd.

Outcomes

- Improved understanding of key areas for development
- Increased 'ownership' of future strategy amongst team members
- Greater clarity around route to implementation through the identification of 'champions' to progress plans

For more information: 0500 876 543