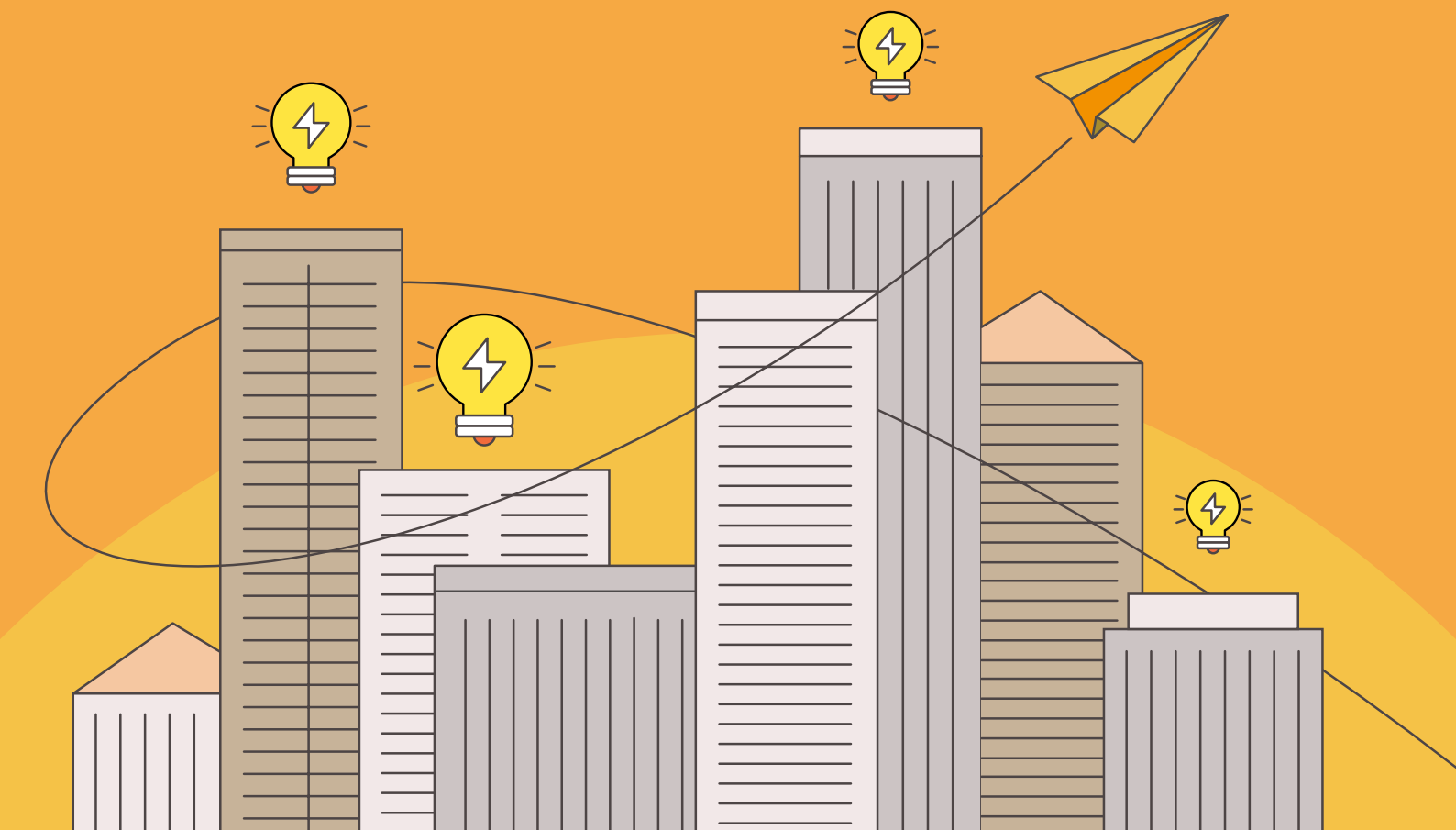
THREEHANDS

THREEHANDS INSIGHT

the Outside In project

2024

Connecting businesses to the issues that matter



Insight. Ideas. Actions.

To better serve customers, colleagues and communities

The Outside In Project exists to help people in businesses reach beyond their corporate walls in order to understand and act on upon the most important social and environmental issues.

Now returning for its third year, the project makes it easier for leaders and practitioners to:

- Improve the experiences of **underserved customers** and accelerate **social innovation** efforts.
- Better respond to the needs of **colleagues** in the areas of inclusion and wellbeing.
- Develop new approaches to creating positive impact in **communities**.
- Be well informed about the **societal context** that their businesses operates in.

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

> **"The Outside In Project has been a real catalyst for change in my organisation. It has brought eye-opening, human stories into the commercial world, so much so that we are now promoting the approach as part of our customer insight and innovation agenda."**
>
> **Kirsty Lieberthal, Customer Experience Strategy Manager, M&G plc**

The Outside In Project...

Consists of **six 2.5-hour sessions throughout the year on Zoom**.

- **Five in-depth immersive insight sessions** each focusing on a different issue.
- A **sixth session to explore the intersectionality between the different themes** and to identify key learnings from the project as a whole.

Together, these sessions:

- Bring the most pressing social and environmental issues of relevance to business to life with **subject matter experts** from charities and the **people with lived experience** they support.
- Go beyond insight gathering and understanding: the last hour of each session is dedicated to **how to apply the learning in your business** for the benefit of **customers**, **colleagues** and **communities**.
- Are **dynamic, responding to the societal issues that rise up the agenda in 2024**, with the focus for the final two insight sessions being decided in consultation with members.

What does an Outside In Project session look like?

Case study

Our session on Digital Inclusion

Lived experts shared their experiences

We heard from Geraldine, a retired person who had been very uncomfortable with computers – *"looking under a car bonnet at the engine was a complete mystery to me. The same thing applied to a computer. I could type a report but I didn't understand a thing."*

And from Alun, who had no digital access at home during the pandemic - *"I was looking at emails for the first time in 18 months as I don't have a computer or broadband or anything like that at home, I can't afford it."*

Both talked about the importance of long-term community support in improving their digital confidence and skills.

100%
of participants said they had gained new insights

Charity experts added context and breadth of insight

Citizens Online, Good Things Foundation and Digital Unite then put these stories into the UK context.

We heard how lack of skills, motivation and the cost of access are all key barriers with as many as 20m people only using the internet in a limited way. *"Learning digital skills is not at all like riding a bike – you don't learn it once and then know it for the rest of your life"*. Those who are on low incomes, older, or disabled are most likely to be affected but *"there are a lot of young people who we assume are digital natives who face digital exclusion too"*.

Breakout sessions then focused on digital inclusion in regard to customers, colleagues and communities, through discussion with the lived experts and charity experts.

Reflection and peer learning gave participants time in small groups with peers from other businesses to identify key insights and discuss respective approaches and ideas.

In their feedback **100% of participants said they had gained new insights** and **95% had new ideas for what they could do differently** in their own organisations as a result of the session.

"It was a great session - exceeded my expectations and really got me thinking differently."

Charlotte Hall, Head of Accessibility Regulation, VirginMediaO2

The Focus for 2024.

The five insight and innovation sessions will each focus on a different headline issue, all chosen for their relevance to businesses across industries and sectors.

Session Focus			Date	Specific themes for each session will be developed with the contributors but they could include...
1	Neurodiversity		Feb	...understanding the different needs and characteristics of neurodivergent people and how businesses can be more inclusive with their customers and in the workplace.
2	Artificial Intelligence		Mar	...exploring its ethical, social and practical implications to ensure inclusive and equitable outcomes for vulnerable customers and communities.
3	Literacy and Numeracy		May	...digging into the causes and implications of the UK's low adult literacy and numeracy levels, the risks this poses for customers and how businesses can play a positive role.
4	Chosen by members		June	The focus for the final two insight sessions will be crowd-sourced from the member businesses in April.
5	Chosen by members		Sept	
6	Finale session		Oct	The finale session will look back across all the issues covered in 2024, supporting members to explore the intersectionality between the themes and reflect on their key insights and takeaways from the project as a whole.

experian

"Over the course of the six sessions we rotated the opportunity to allow dozens of colleagues the chance to participate. Invariably the level of insight gleaned from lived experience was of significant value and helped us get to the heart of complex societal issues and understand what role Experian might play to address them."

Richard Donovan, Head of Social Innovation, Experian

Some practical details, including cost

- Membership is 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 starts in February 2024 and membership will cover the calendar year.
- There will be 6 online sessions of 2.5 hours each throughout the year.
- The cost of membership is £3,950 + VAT for the calendar year (just £132 per person per session if five colleagues attend each time).
- The project will have a maximum of twelve member businesses which will be allocated on a first come, first served basis.

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 three headline issues – Neurodiversity, Artificial Intelligence and Literacy & Numeracy – which are mainstream and relevant to businesses across the board. Then, to allow us to respond to the societal issues that emerge as most relevant to members in 2024, we will crowd-source the focus for the remaining two insight sessions halfway through the year.

***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 last hour of every session will be dedicated to helping members apply what they have learned to their own businesses. The sixth session will offer a further opportunity for members to explore the connections between the themes, reflect on their key insights from the project as a whole and discuss practical ideas for taking action on those insights in their businesses.

> **"Excellent sessions, well facilitated and loved the engagement with lived experts. I even cried hearing one person's story, so moving."**
>
> Santander
>
> **Maria Randall, Product & Propositions Manager, Santander**

***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 provides consistent, targeted and joined-up insight, tailored to members, as well as the benefits of connecting with peers from other businesses.

***5** Is membership limited to a maximum number of businesses?*

We have space for 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.

The twelve member businesses of the last Outside In Project in 2022 were:

currys, experian, M&G, nationwide, NatWest, Osborne Clarke, Pfizer, Quilter, Santander, Weil, Virgin media O2, Wessex Water YTL GROUP

What next?

If you would like to sign up as a member of the Outside In Project 2024, or would like a conversation to find out more, please email jan@threehands.co.uk or michael@threehands.co.uk.

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