



BridgeOne



A Change Agency

We solve adaptive challenges



We are a **change agency** that works with clients on their most pressing, *adaptive* challenges by helping them become more innovative and agile in creating value for their stakeholders.

We believe that there is a different, and better, way of working with organisations to do this - one that is about getting into the problem, learning more, understanding more, prototyping more, getting more insight as you go and building adaptive capability along the way.

We help organisations confront challenges with unclear definitions, where known solutions may not exist and where the need for stakeholder engagement is high, for example:

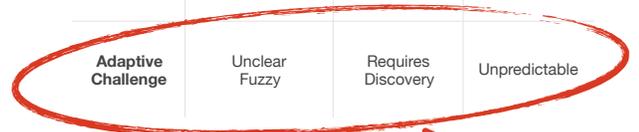
- Adapting to changing workplace demographics
- Tapping into diversity across the organisation
- Escaping the “re-organisation trap”
- Meeting the challenge of cultural and business integration
- Building a culture of accountability, ethics and professionalism

Most organizations try to either *think* their way into solutions to these challenges, putting in place programs that present the illusion that they are addressing them or ignore them altogether. Our perspective is that organisations, their leaders and change agents, need to face these challenges head on and start solving them by *getting into them*.

You need to “build the bridge as you walk it”.

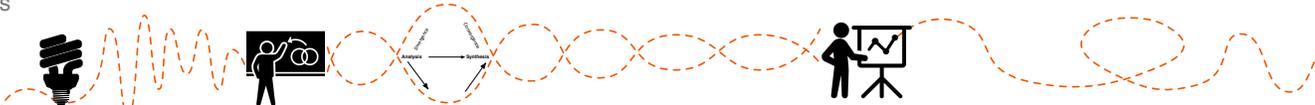
Technical vs. Adaptive Challenges

	Problem Definition	Causes	Outcomes
Technical Challenge	Clear	Deducible	Predictable
Adaptive Challenge	Unclear Fuzzy	Requires Discovery	Unpredictable



we work here

Potential Opportunities
Adaptive Challenges
Wicked Problems





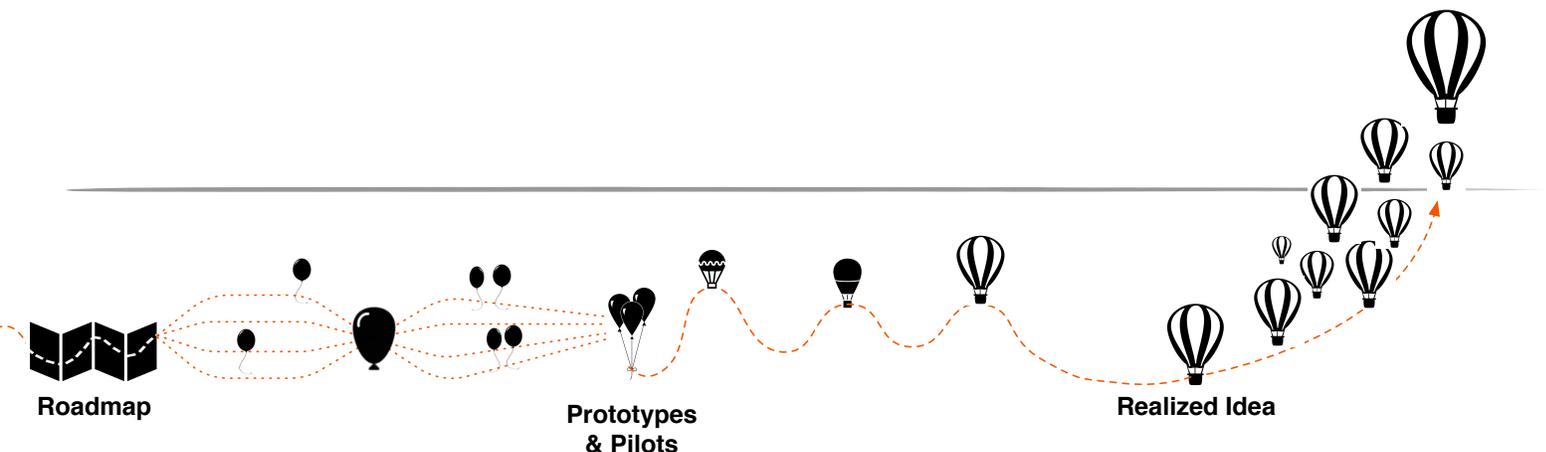
Adaptive challenges are strategic in nature and if solved (or mitigated) can release untapped potential within your organisation, providing a step-change in performance and resiliency.

Nonetheless, it is your challenge and your call as to what support and approach you need. In our experience, leaders often try to take the direct route to a solution, without recognizing that the best way to solve adaptive challenges is *indirectly*. The complexity of the problem necessitates a more thoughtful, circuitous and “oblique” approach.

BridgeOne is built for that very purpose.

We build adaptive, innovative and agile organisations that are better able to access the potential of their people. We bring a human-centred design philosophy and a collaborative approach that enables your people to work on these, and other, “wicked problems” into the future.

“A human-centred approach to meeting adaptive challenges is about getting *into* the problem, learning more, understanding more, prototyping and piloting more ... gaining insight as you go and building adaptive capability along the way.”





What's with the orange?

Adaptive challenges and wicked problems are messy. The innovation, creativity, problem solving, design and experimentation required to change and adapt is non-linear, recursive and often serendipitous in nature. Meeting an adaptive challenge requires asking “what if ...?” and “how might we ...?” It involves discovery and insight. It requires careful (human-centred) design as well as flexible roadmaps and persistent wayfinding. Navigating the journey to the solution(s) typically follows an indirect and oblique path where the dots may only connect “looking backwards”.

This is why we have chosen to represent the journey using the “orange squiggle”. To choose another, more linear and logical path might be comforting ... but it would be inaccurate at best (and misleading and disingenuous at worst).

We are reminded of the story of how the Golden Gate Bridge found its distinct colour. One might think that selecting the colour and painting the iron would sit firmly somewhere in the architect’s master plan. The real story, however, is much less rational.

Architect Irving Morrow watched the construction of the bridge from the bay and found that the steel, coated in reddish-orange lead paint to protect it from the elements in its long journey from the Bethlehem Steel foundries, gave the emerging structure a “look and feel” that complemented its majestic surroundings. Further research led to the final decision to use the International Orange paint which we see on the bridge today. However, nowhere on any builder’s plan would you ever have found the project task “wait along the riverbanks and look for inspiration for the bridge’s colour”.

Even bridge construction has its squiggly moments.

“ I have been watching very closely the progress of the towers on the Golden Gate Bridge in its structural beauty its engineering and architectural simplicity – and of course its color that moves and molds itself into the great beauty and contours of the hill – let me hope that the color will remain the red terracotta because it adds to the structural grace and because it adds to the great beauty and the colorful symphony of the hills—and it is because of this structural simplicity that carries to you my message of admiration.”

- Benjamin Benvenuto Bufano, in a letter to Irving Murrow



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