



THE CHALLENGE

How can we improve an inefficient meeting culture?

THE SIZE

€253m

annual opportunity cost of bad meetings at Proximus

THE OPPORTUNITY

Shape the blueprint for your future meeting culture. Owned and activated by Proximus people.

WHY

4 CHAPTERS

We propose to shape the project through 4 chapters:

Chapter 1: Onboarding

Preparing the work ahead, aligning key stakeholders, planning and selecting the audience for the insights, as well as obtaining access to and analysing existing data such as the Engagement survey.

Chapter 2: Insights

Once we get to the stage of Insights, the main part of the project is taking place. Using our Discovering methodology, we engage with the audience to capture quantitative and qualitative data, which will serve in the production of the report, personas and saturation for the creative breakthrough thinking.

OUR FEES

To deliver the proposed scope of work, the total fee for the project is € 225 000, which includes travel and expenses for the Rythmik team (estimated at 12% of the total fee), per the above assumptions.

Chapter 3: Breakthrough

Using personas and the insights captured, we set up 4 breakthrough thinking sessions using our HotHouse methodology. Achieving breakthrough thinking helps to shape a movement, creating a series of proposals and collective ownership. In itself, it creates a leap in the change efforts later.

Chapter 4: Closing

The moment has arrived where it's time to playback the work to the Proximus wider team and preparing the alignment of stakeholders for the outcomes and recommendations.

HOW & WHAT

THE KEY DELIVERABLES

340

Minimum number of employee touchpoints across Proximus which achieve 95% confidence with <4% margin of error

5

Total number of focus groups consisting of up to 8 employees per group

80

Expected participants joining catalytic breakthrough thinking "HotHouses", driving ideation to a new edge

20

Total number of interviews across Proximus which will help produce the depth in the qualitative research

4

Expected number of Personas, bringing life to the research, allowing stakeholders to connect and empathise with the findings

1

Detailed blueprint for the new meeting culture, demonstrating how to shift, practice and sustain new ways of working



THE PROJECT TEAM



ABOUT RYTHMIK

We are Rythmik, the Future of Work people. We go beyond what's expected and partner with you to transform the complexity of this project into a unique and exciting challenge. We create a safe, creative, and trusting environment for all participants to make this challenge their own and contribute to the change journey ahead.

Our approach embodies the Proximus "Think Possible" Mindset:

- We care about Proximus and its ambition, as well as the psychological safety of its people.
- We make a difference through unique breakthrough thinking and insights methodologies.
- We look for co-creation, to radically simplify and make it work for Proximus.
- We create a safe space to dive into the unknown and embrace the future.

OUR CLIENTS

