

Startup Advice From Whole Foods Founder John Mackey

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SHARP
LESSONS
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PATAGONIA CEO:
How to Take a Stand for
Your Company's Values

Why Aren't **MILLENNIALS**
Starting More Businesses?

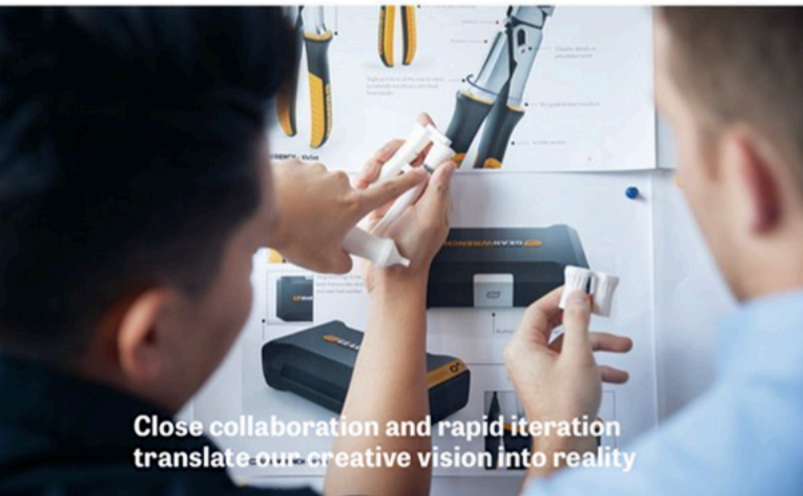
**The Secret
of Michael
Strahan's
Giant
Brand**

**23
FOUNDERS**
Mark Cuban, Alli Webb,
Daymond John, and
More on Adversity
and Triumph

“I've always been cognizant of making people feel part of any success we have. I'm not some guy on the top looking down. **Good ideas come from anywhere.**”

Focus on the Human Factor

Collaboration and a relentless focus on understanding the human experience give THRIVE the insight it needs



Close collaboration and rapid iteration translate our creative vision into reality

Radiation detection company Mirion Technologies wanted to produce a personal radiation device (PRD) for first responders to detect and ensure public safety against radiological threats. So, they turned to THRIVE Consulting to create a first-generation product and development strategy. The team went into the field with emergency responders and law enforcement officers across the U.S. to observe and understand the environments and contexts in which they'd be using the devices. These insights informed not only design and development, but also the branding, packaging, and even training.

The type of end-to-end project exemplifies THRIVE's rigorous and collaborative approach to new product development and innovation strategy and research. CEO Jonathan Dalton and Chief Creative Officer Trent Kahute, were formerly with Philips Electronics and co-founded the company in December 2009. With a client list that includes Medtronic, Becton Dickinson, McDonalds, AT&T, and Honeywell, to name a few, the firm concentrates on the health care, food and beverage, consumer lifestyle, and professional products spaces.

FIRST, BUILD TRUST

Nearly all of THRIVE's conversions from prospect to client partner have happened after an in-person meeting. "Jon and I worked hard to build that trust up front, so that clients allow us to demonstrate the value we can deliver," Kahute says.



Dalton adds that he and Kahute also approached their prospecting with humility, focusing less on touting their accomplishments and more on understanding the solutions clients need. They also were mindful of the heightened sense of risk leaders feel when choosing a consultant.

By centering on personal contact and building trust, the company has achieved an impressive retention rate. "In 10 years, there have only been one or two clients who have not returned and reengaged us for further projects," Dalton says.

'HUMAN-CENTERED APPROACH'

Once THRIVE has a client on board, the company's 'human-centered' approach, as Dalton puts it, continues throughout its work. The team creates products for its clients by interweaving business strategy, design, and insights from contextual research to guide how it develops products, services, and experiences for people. "We want to understand them first as people in the context of their daily lives, rather than as a fictional, faceless consumer," Dalton says.

"Co-creation" is another term the pair likes to use to describe how they work with both the businesses that hire them and the people who purchase and use the products they design. They are always iterating ideas and continuously incorporating feedback from end-users by rapidly creating and testing prototypes.

Building a company culture that is highly collaborative and encourages input from all employees with a wide range of backgrounds and viewpoints is another crucial ingredient in THRIVE's success formula. The main constant is a dual devotion to creativity and people-centered problem-solving. "A lot of consultants organize around a skill set," Dalton says. "We're a mindset company that can execute, focused on designing growth for some of the world's most innovative brands."

thrive

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