

WHAT:

MODOTO worked with this innovative and ground-breaking consultancy to support them in a period of visioning and strategic thinking prior to a re-focusing and re-branding of their organisational direction.

WHO:

Questions of Difference is a small niche consultancy who create a huge impact by challenging and supporting their clients to transform their culture, thinking and consequently the results of all that they do. They work with clients ranging from small organisations to those in the FTSE 100 in many corners of the world. MODOTO undertook research with a selection of their broad client base to uncover what was working, what could change and what impacts had been achieved.

WHY:

Questions of Difference, like many successful organisations didn't want to rest on their laurels. They wanted to understand more about what they did, what helped it make a difference and what aspects they should be putting more of their passion and energy into expanding. MODOTO worked with them, and their clients to uncover this, and then to unpack that feedback in a way that drew out their unique qualities and the strengths on which they could build for the future.

HOW:

MODOTO spent time with Questions of Difference staff to understand where they were in their review process and where they wanted to get to as an organisation. They then undertook extensive research with a broad range of clients and staff. By reviewing those conversations in an affirmative and systemic way, MODOTO drew out those aspects and messages that could be the key to enabling a 'tipping point' or step change to occur. MODOTO then worked with the Questions of Difference team during their strategic review process. As a result of this work, Questions of Difference were able to really clarify their unique offering and multiply their impact. Those key messages have since informed both their strategic direction and their print and online communication messages.

WOW:

"As a result of our work with MODOTO we have a better understanding of the strength and impact of our brand and the unique offering we bring. This has enabled us to move forward with confidence and clearer direction. The insightful and detailed way Liz worked with us and our clients helped to discover a clear and true picture of what we do; the benefits we bring; our aspirations, vision and focus for the future. Thanks MODOTO - thanks Liz - as always its great (and fun) working with you."

Charlie Irvine - MD of Questions of Difference