



It doesn't just happen by accident.

The Deloitte Greenhouse Experience takes leaders out of business as usual, where every element of the “Lab” experience has been consciously-designed to disrupt conventional thinking, accelerate problem solving, achieve alignment, and prioritize impactful next steps.

Deloitte Greenhouse®

The SEA Greenhouse Lab Experience

Our Lab methodology and approach has been refined in 10,000+ sessions worldwide

“Labs” are 1-2 day immersive experiences because they promote experimentation in a controlled environment and each is tailored to address specific business challenges.

Greenhouse Labs are not just regular workshops – we create the end-to-end experience in order to change the way your company solves business challenges.

We do this by taking you outside of your everyday environment, disrupting conventional thinking, spurring creativity, bringing about new perspectives, and leading you to tangible solutions.

The world isn't what it used to be.. and neither are our Labs! We now offer Virtual Labs with inspiring, innovative formats designed to maximize engagement and effectiveness through the use of collaborative technology. The Greenhouse's proven design and facilitation methods have been seamlessly adapted to our Virtual Lab offerings.

new!



ACCELERATED PROBLEM SOLVING



EXECUTIVE ALIGNMENT



ACTION PLANNING



Our Approach

1

ENVIRONMENT

We take you out of the ordinary and into a consciously designed environment:

- Dynamic room designs
- Immersive visuals
- Holistic sensory activation
- Emerging technologies

2

ELEMENTS

We assemble the right mix of high-tech and high-touch session components:

- Professional facilitation
- Design thinking
- Collaboration tools/techniques including virtual collaboration
- Tested frameworks and IP

3

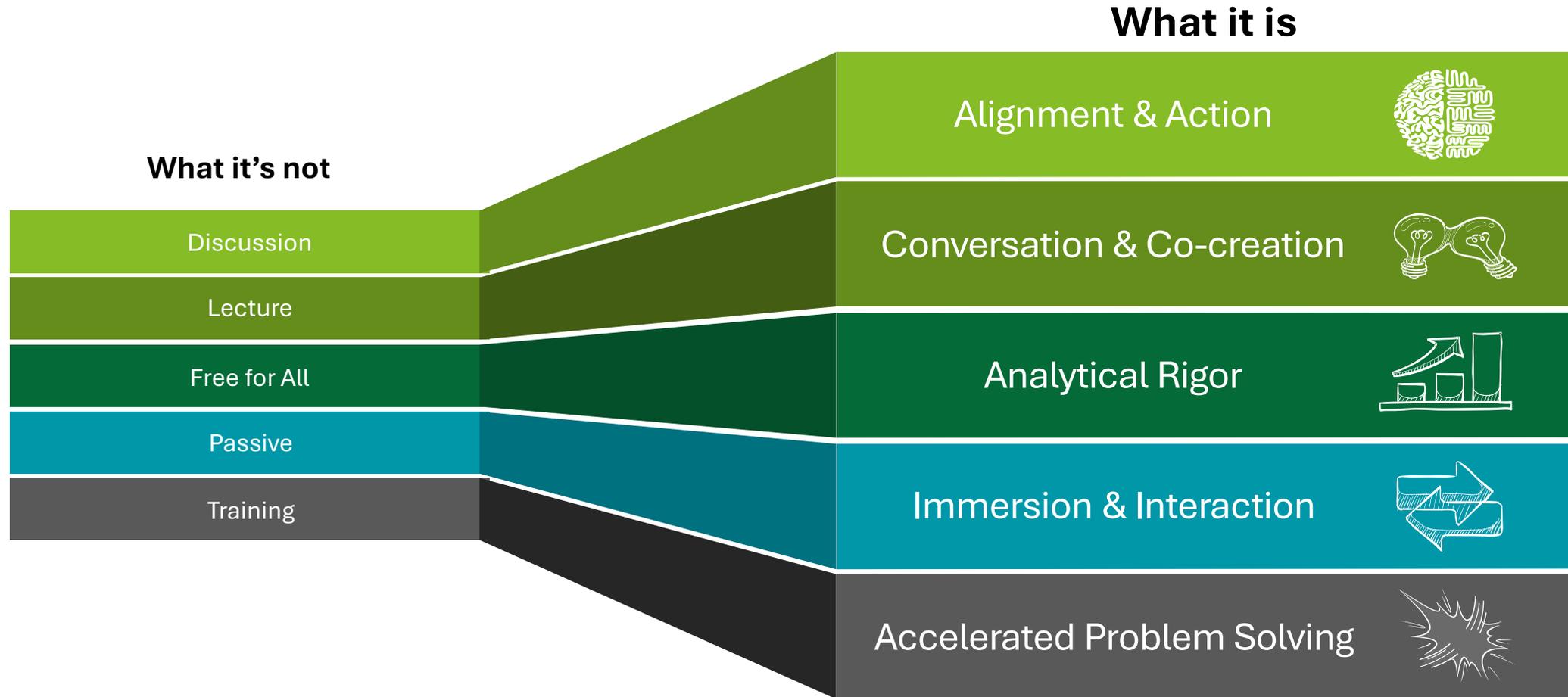
APPROACH

We tie it together with an approach designed to produce moments of impact:

- Define the purpose
- Engage multiple perspectives
- Frame the issues
- Make it an experience



The Lab Methodology: Our Promise



Our Offerings

Half-day, full-day or multi-day **workshops customized to each organisation's needs** around the topics below. The SEA Greenhouse Experience team leverages design thinking, strategic management, various innovation tools and professional facilitation to design and deliver Lab experiences.



STRATEGY LABS



PLAY TO WIN

Make strategic choices to position your organisation for differentiation and growth. Chart your vision, prioritise target segments, and create a plan to mobilise.



INNOVATION

Spark new thinking by tackling business challenges through a user-centric lens – understand your users, develop solutions and prototype ideas efficiently.



TOPICAL LABS



AI

Explore the potential of AI with Deloitte demos adapted to unique industry nuances. Reimagine business futures and craft forward-thinking solutions.



ALLIANCE

Accelerate growth strategies alongside Deloitte as your alliances and ecosystems partner. Deepen relationships, leverage strengths and build joint GTM strategies together.



CLIMATE CHANGE

Identify climate implications most relevant to your business based on urgency and timeline of impact.



FUTURE OF CONSUMER

Deep dive into the six key forces reshaping consumer behaviour and industries. Equip businesses with the insights and strategies needed to anticipate and thrive in tomorrow's dynamic consumer landscape.



KICK-OFF LABS



EXECUTIVE (CxO)

Support individual C-suite executives who are going through a transition, to hit the ground running and develop a plan for success.



LAUNCH

Put into place critical accelerators for successful project kick offs, covering Ambition, Action, and Team. How you start a project is critical to ensure success, especially in the era of remote working and distributed teams.



TEAM DYNAMIC LABS



BUSINESS CHEMISTRY

Improve the art of relationships by understanding and leveraging the unique working styles of individuals. Build stronger relationships, increase team performance and create exceptional organisations.



ALIGNMENT

Explore how High Performing Teams operate and get everyone on your team rowing in the same direction by unpacking areas of team misalignment and by mitigating barriers to success.

Strategy Labs



Offerings: Play to Win Lab

Align your resources to enable your vision, create a game-plan for success

The lack of a clearly articulated business strategy is one of the primary reasons so many businesses fail to achieve their objectives. Your business strategy must also align with the ultimate business goal at every step of your business planning process – from creation to execution.

It is essential because it saves time and other resources, while also keeping your stakeholders informed and motivated.

Through the Play to Win Lab, you will align on key priorities you need to drive forward to achieve your vision.



EXPLORE

- Understand current industry-wide trends to get a big-picture overview of shifts in the marketplace
- Delve into your purpose and company values and align on the kind of organization you want to be for your stakeholders
- Articulate a winning aspiration for your team or organization



ALIGN

- Evaluate key choices to be made like geographies, market segments and product offerings
- Examine how the choices impact one another and how they're aligned with the winning aspiration
- Identify the critical capabilities and enabling systems you need to execute your choices



CREATE

- Develop concrete action plans to drive efforts on the key strategic choices
- Commit to building the future for the business and envision success

Case Study: Enabling Strategic Digital Transformation Initiatives

The **key regional executives of a leading global industrial technology MNC** participated in a Deloitte Greenhouse® Digital Lab to **strategically align towards digitally enabled transformations** in their business offerings and operations.



Explore

Exploring possibilities regionally & globally

Participants explored the possibilities in the region, and globally, where digitally enabled transformational changes are creating business value and changing business models.



Create

Aligning on strategic opportunities

Participants aligned on an assessment of the market's digital opportunities and took stock of their regional capabilities and readiness to provide solutions to meet these opportunities.



Accelerate

Creating & driving initiatives

Participants created new areas for innovation by augmenting digital capabilities and services to enhance their business offerings, as well as made commitments to execute these initiatives.



Impact: To accelerate their digital journey, they **developed initiatives across 5 dimensions** in their business ecosystem and **detailed 6-month action plans** with milestone targets..

Case Study: Envisioning the future of technology transformation

The key regional executives of a leading multinational company in technology and electronics participated in a Deloitte Greenhouse® Strategy Lab to **collaboratively explore and define the future IT operating model**. Through interactive sessions using the LEGO® SERIOUS PLAY® methodology, leaders **identified key pain points** and **opportunities for innovation**, while The Four Faces of Technology Leadership and the Team Alchemy frameworks guided discussions on leadership, time allocation, and team dynamics.



Envision

Building a Shared Vision

Using the LEGO® SERIOUS PLAY® methodology, leaders envisioned the technology division's transformation by 2030. Each built a model reflecting growth, innovation, and key KPIs, which were then integrated into a unified vision through collaboration and refinement.



Assess

Identifying Challenges and Gaps

Leaders aligned on moving the IT model from Traditional to Future-Forward. They identified IT challenges and governance gaps impeding progress, and set key decisions for the next 5 days, weeks, and months to drive change.



Transform

Building Leadership Capabilities

Using Deloitte's 4 Faces of Technology Leadership and Team Alchemy Framework, leaders reflected on their current roles, gaps and future goals. They aligned on stakeholder expectations, assessed team readiness for transformation and actions to take to make it a reality.



Impact: To transform their **IT operating model**, the MNC's technology division used the **4 Faces of Tech Leadership** and **Team Alchemy Framework** to define initiatives, address gaps, and plan decisions for the next **5 days, 5 weeks, and 5 months**.

Offerings: Innovation Lab

Disrupt the rules of the game, rapidly test new ideas to drive growth

Your customers are evolving and markets are changing rapidly. You need to continue to serve your customer's needs today while looking for new growth areas to drive your future business.

In an interconnected, rapidly evolving marketplace, being the biggest player does have many advantages, but it doesn't protect you from disruption. The success formula that got you here, may not be the one you need for the future.

How can you think and act like a start-up? The Innovation Lab can help you think about your business challenges through a user-centric lens and develop new solutions that can be quickly prototyped and market tested.



EXPLORE

- Explore the future of your industry, how it is being disrupted and impacting your clients
- Learn about key trends and shifts in the market place and get inspired from an outside-in perspective
- Understand how other organizations have navigated disruption and found their breakthroughs



ALIGN

- Align on the most critical challenges to be addressed/solved by the team
- Identify the end-user(s) affected by the critical challenge; walk in their shoes to more powerfully understand their pain-points
- Develop potential solutions to these challenges that truly serve the end-user, aligning on key priorities



CREATE

- Prototype, iterate, and pressure-test solutions
- Develop an action plan for how to pilot your prototype and continue to refine your solution
- Pitch your solution to gain traction and sponsorship within your organization

Case Study: Accelerating Growth Strategy

A leading F&B client in the Philippines engaged in a Deloitte Greenhouse Innovation Lab to look at how to **maintain their current leadership position and create an engine for future growth of the business.**



Envision

Envisioning the future of retail and the CPG industry

Participants were inspired by curated case studies showcasing how other companies found their “breakthroughs” and enabled them to envision the future of retail and the CPG industry.



Align

Identifying relevant stakeholders and their needs

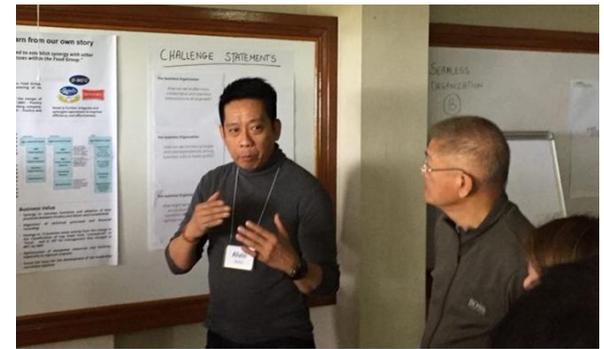
Participants reviewed challenge statements and generated ideas to tackle pain points of affected stakeholders.



Create

Developing prototypes

The groups developed prototypes to demonstrate their solutions to the challenge statements and formulated Sprint Action Plans for how they would pilot and push their ideas forward.



Impact:

Five teams of participants got their projects greenlit to develop and **test their prototypes further** and explore how they might **build a business case for implementation.**

Topical Labs



Offerings: AI Lab

Reimagining business with Generative and Agentic AI demos relevant to industry nuances

AI is reshaping the landscape, compelling businesses across all fields to rethink their competitive strategies, optimise processes, and envision the trajectory of their projects, people, and platforms.

Given the ripple effects it casts across every layer of an organization, navigating the intricacies of AI is multifaceted. Forward-thinking businesses that leverage the right AI capabilities will stand to emerge in this new digital age.

Wondering how to strategically position your enterprise in the AI realm? The AI Lab helps your team to explore and ideate use-cases relevant for your business with Deloitte propriety demos.



EXPLORE

- Gain an understanding of AI fundamentals, including its different forms like Generative and Agentic AI, and how it's transforming industries globally.
- Participate in hands-on sessions to get practical experience with AI tools and platforms, thereby enhancing your skills and readiness for AI adoption.



ALIGN

- Analyse real-world case studies to understand how AI is being deployed across sectors, outcomes of such implementations, and learnings they offer.
- Comprehend the potential risks and ethical considerations involved in AI adoption, and how to mitigate them.



CREATE

- Identify potential opportunities where AI can be leveraged within your organization to drive growth, efficiency, and innovation.
- Formulate a strategic plan outlining how AI can be integrated into your business models, processes, and solutions.

Offerings: Climate Change Lab

Identify the effects of a changing climate to your business, start a plan for action

Climate change will impact how businesses across all sectors maintain competitive advantage, enhance operational efficiency and agility, as well as manage the future of their work, workforce and workplace.

Developing an effective response is complex due to the far-reaching implications across the entire organisation. Businesses that can prioritise the right climate issues to tackle will be well-placed to thrive as a climate-resilient organisation.

How can you successfully kickstart your climate transformation? The Climate Change Lab helps your team explore and prioritise climate implications most relevant to your business based on severity and urgency of impact.



EXPLORE

- Learn how climate change will impact your sector and the imperative to act.
- Explore insights and current sentiments around climate change within your industry, collected from pre-lab interviews.
- Understand your organisation's hopes and fears for the future around climate change.



ALIGN

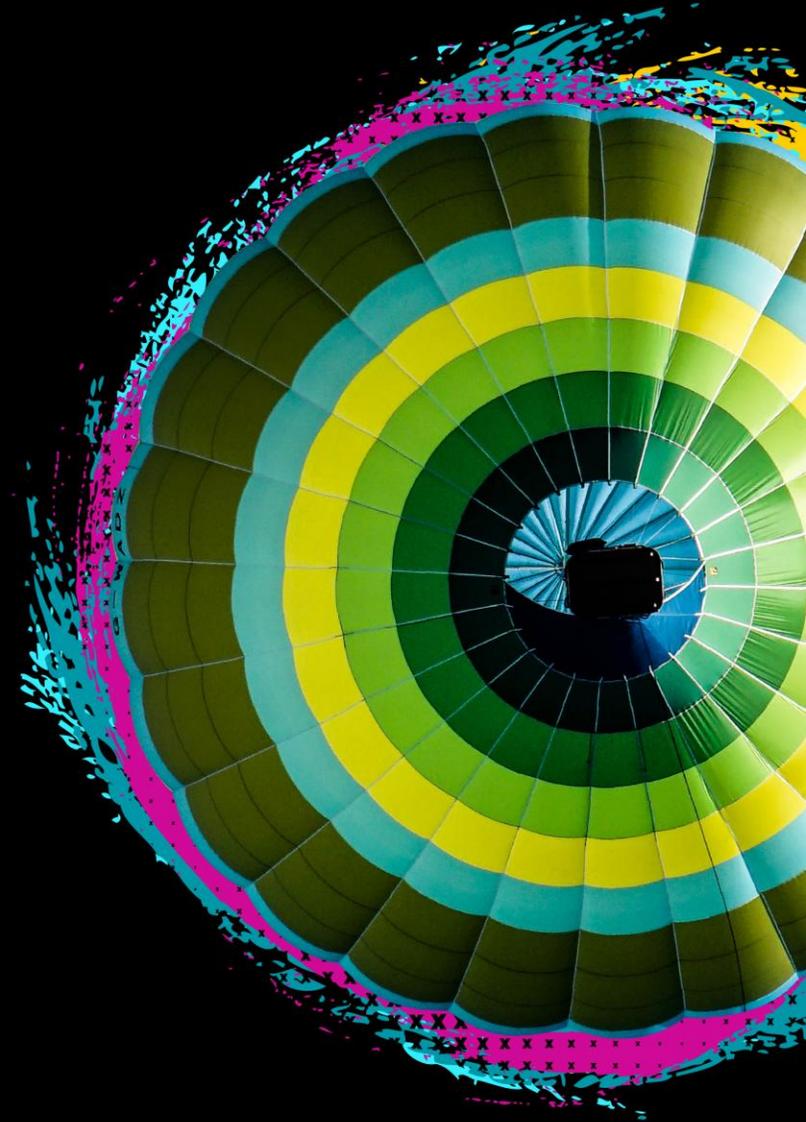
- Align on key climate implications for your organisation across three dimensions:
- The impact of climate change on your industry and organisation
- Your organisation's impact on the planet
- The impact of a changing climate on your operations and service delivery



CREATE

- Plot the key climate implications for your business based on severity and urgency of impact.
- Brainstorm key focus areas for your organisation to act on.

Kick-Off Labs



Offerings: Executive (CxO) Labs

A single day to map the first six months of your journey

The Executive (CxO) Lab is a one-day experience designed to help individual C-suite executives hit the ground running and develop a plan for success. The agenda focuses on the three most important resources a CxO must manage: time, talent, and stakeholder relationships.

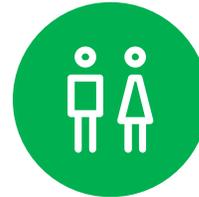
The day is built around Deloitte proprietary research on CEO and other C-suite transitions. Use the day to:

- Define and communicate your priorities
- Understand where you should spend your time to advance your agenda
- Assess and develop a talent strategy
- Understand the relationships that matter most and how to influence key stakeholders
- Develop an action plan for your next 180 days



T I M E

The one irrecoverable asset of all CxOs is time. Significant new demands will be made on your time, and you must manage it as your most valuable asset. What are your priorities, where do you want to spend your time, and how will you enforce that?



T A L E N T

Often, a new CxO's biggest regret is not quickly responding to talent challenges and opportunities. Great talent enables your success and empowers your effectiveness. Do you have the right skill sets and is your team effectively deployed?



R E L A T I O N S H I P S

Executives who proactively cultivate critical relationships find it easier to integrate their priorities planning with the larger business strategy. Who are your important stakeholders and how will you cultivate those relationships?

new!

CxO Booster Labs to help C-suite Executives to evaluate and reassess their priorities and plan six months after their initial Executive Lab

Offerings: Launch Labs

Reinvent the project kick-off experience, engage through purpose and teamwork

43% of organisations have suffered a recent project failure. Deloitte research has uncovered three critical insights for a successful project:

- The start *really* matters.
- Beyond tactical best practices, the nuanced human dynamics are critical.
- Teams should focus on three key areas: Ambition, Action, and Team.

This has become even more critical in the era of remote working and distributed teams. In this Lab, teams can explore the three critical accelerators for project success.



A M B I T I O N

- Engage the right people in the session and bring in research-based methodology
- Pre-Lab work on project vision serves as a starting point for your team to uncover the project's purpose and identify personal resonance



A C T I O N

- Go beyond a typical action plan and set your own guidelines for success
- Conduct a project pre-mortem to identify critical success factors
- Via gamification, explore potential project scenarios and practice adaptability



T E A M

- Focus on team dynamics, communication style, and safely building personal closeness
- Discuss and establish shared values that will guide your team throughout the project lifecycle

Team Dynamic Labs



Offerings: Business Chemistry

Using science to improve the art of relationships

Expressly designed for use in a business context, Business Chemistry® can help you grasp where others are coming from, appreciate the value they bring, and determine what they need in order to excel. It is used by hundreds of thousands of professionals around the world to build stronger relationships, increase team performance, and create exceptional organizations.



FOCUSED ON INTERACTION, NOT INTROSPECTION

Going beyond helping you understand yourself, it is designed to help you recognize the preferences and working styles of others.

It can guide you to quickly understand how it's different from or similar to your own and then act on that knowledge by flexing your communication style to build stronger relationships.



ROOTED IN SCIENCE, DESIGNED FOR BUSINESS

Working with scientists, we studied the behaviors, preferences, and traits with the most potential to affect working relationships.

Then, we adapted statistical models and performed in-depth analysis to create a sophisticated analytics-driven tool with easy-to-learn, practical applications for harnessing the power of diverse perspectives.



PERSONALIZED INDIVIDUAL AND TEAM INSIGHTS

Business Chemistry sheds light on team dynamics by highlighting the unique aspects of each individual.

Analysis of the team's composition provides perspective on relative strengths and areas of misalignment to understand how to best employ each individual's natural tendencies, while leveraging the overall group makeup to achieve goals.



RESEARCH THAT FUELS SUCCESS

Drawing upon extensive research and thousands of interactions with executives in the Deloitte Greenhouse®, we continue to develop insights into how to create the kind of chemistry that fuels success.

Our studies reveal how Business Chemistry relates to responses to stress, psychological safety, locus of control, career aspirations, recognition preferences and priorities.

Heard In The Room



It would have taken six to nine months to achieve as much as we did today.



Never before have I been gifted with this much talent and commitment in one place and for one purpose.



The hands-on approach and peer discussions provided me with a lot of new ideas and food for thought.



Interactive, insightful, and the right balance of theory and activities.



It was like we had a new understanding of the customer after taking the time to truly walk in their shoes.



We'd been debating between options for months. It was going back to the problem that finally broke the stalemate.



Simple and mind-shifting.



Has inspired us to come with new ideas. The three days have been amazing.





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