



CLIENT STORY



Client:

Zuci Systems



Industry:

Information Technology Services

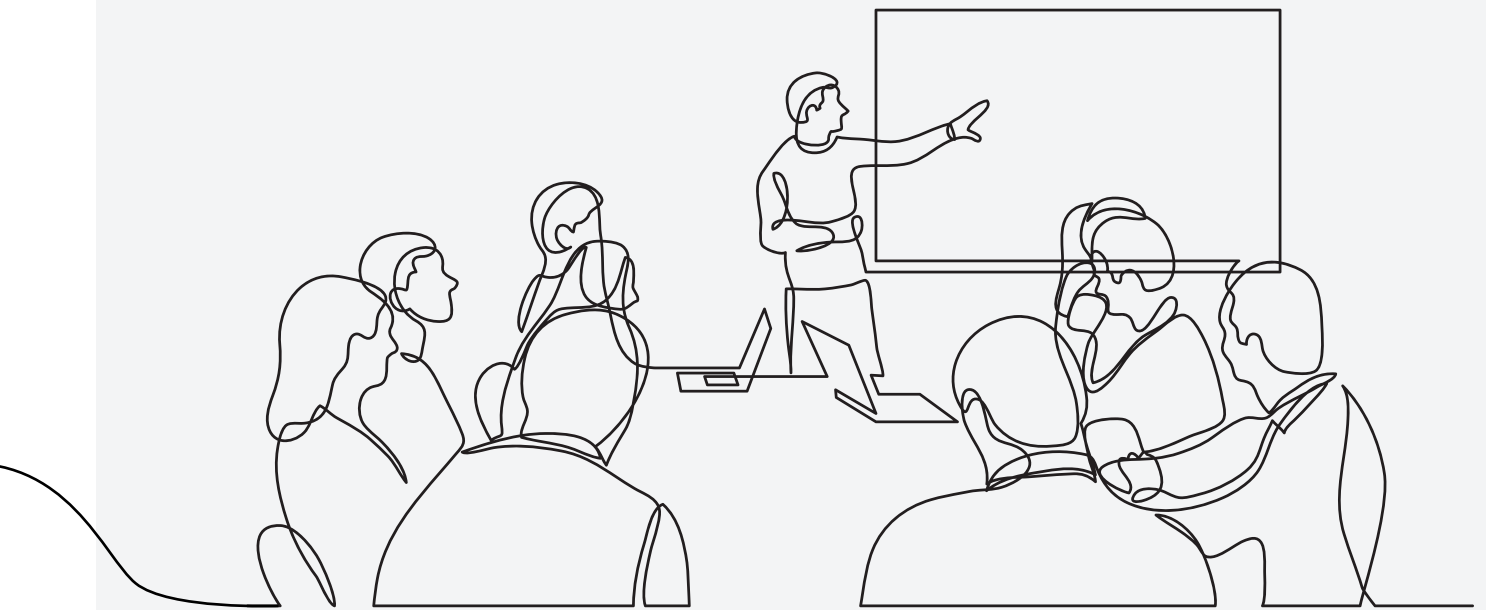


Location:

USA

THE PROJECT

Zuci Systems, is a budding technology provider that is committed to delivering excellence. They wanted to find a way to showcase the differentiator of the Zuci way of life – the organizational culture of Engineering Excellence and package it such that every Zucian could acknowledge it and propagate it.



BEHIND THE SCENES

We start every project that requires to define and deliver a new positioning for an organization, whether internal or external, with a series of discovery and ideation workshops. Each of these workshops are led by design thinking. The Discovery workshop with Zuci focused on extracting the maximum information from its stakeholders. It was a combination of survey questionnaires and an interactive virtual session conducted using proven techniques that allowed the stakeholders to narrate stories, identify power words and discover the problems that they are trying to solve. This was followed by ideation session that then allowed the participants to engage in brainstorming on the existing culture of the organization and what they want it to be.

The workshops helped the team discover their unique strengths and identify the clear value system that binds them together. **Through the workshop the participants figured that they have already built an eco-system of engineering excellence and have some unique stories that reflect their Z-factor.** It was clear by the end of the workshop that we needed to coin a term that would be unique to Zuci and would help define its culture.

ZENGINEERING

The ZUCI way of life

FINDING ZEN

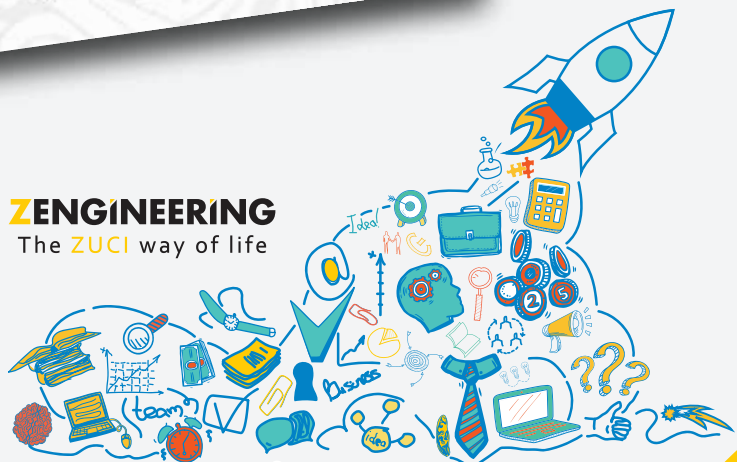
Finding a term that would encapsulate the essence of a company's culture and resonate with everyone associated with it was a tall order, but armed with the information unearthed from the workshops we were ready to tackle it with the Zuci team.

Zuci as an organization, aspires to create "Zen" moments for all its clients, where everything just falls into place perfectly, through their expert engineering process, design thinking and Zucians who went that extra mile to achieve client satisfaction. Thus, "Zengineering" was born.

Using the "Five Why" process, Zucians helped articulate the culture better, create their vision boards and that gave us the **inspiration to build the visual representation of their culture**. It was important to have the visual representation be fun, light and unique, so it would reflect everything that Zengineering was about. The end result was a colourful and playful doodle based visualization of Zengineering that shaped how everything related to Zengineering from the teaser posts to the invite the badge looked like.

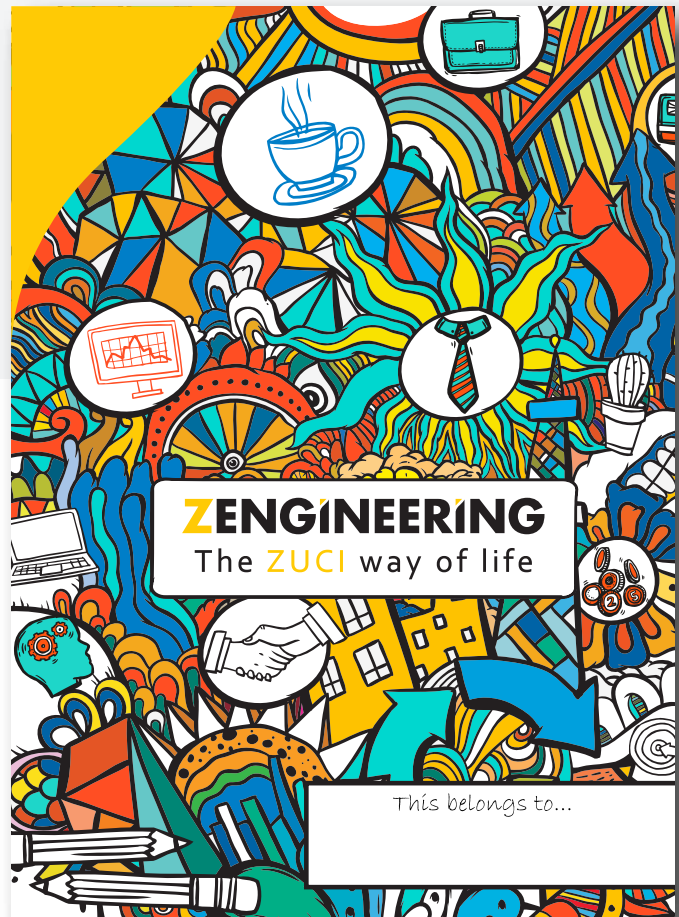


ZENGINEERING
The ZUCI way of life





*I am a
Zengineer*



The workshop further helped define 'Zengineering' using the Enable-Empower-Exemplify framework, which became the roadmap for every Zucian to relate, understand and implement Zengineering. **The new culture was revealed to the organization using a series of interesting props, virtual posters, teasers and a presentation by the leadership.**

The launch was a huge success, with Zucians relating to Zengineering as the Zuci way of life, and finding it easy to make it a part of their everyday professional interactions. There were videos from leadership team, blogs to tell the behind-the-scene stories and virtual stickers for everyone to communicate their Zen moments. Another indicator of the success of the entire project was when Zengineers proudly put up their doodled Zengineering images up on LinkedIn post the launch.

CONCLUSION

Coining a term for something as important to an organization's identity as its culture was a humongous challenge that we took on with pride. The design thinking methodology followed in the processes we follow gave us both the structure and flexibility needed to achieve this for Zuci Systems.

From creating a unique name for their culture to finding the right visual representation, to weaving the entire thing into a story – the project came with multiple 'aha' moments for the Client. To see the end result of the effort amplified organically on social media through Zucians, was an affirmation to our methodology for all of us at TOSS the COIN.

HAPPY CLIENT

With TOSS the COIN I was able to capture the essence of the quote from Steve Jobs: "It doesn't make sense to hire smart people and tell them what to do; we hire smart people so they can tell us what to do." They never settled for anything less than excellent when brainstorming, ideating or building the strategy. They brought to life the creativity that I was hoping for, and truly helped us shape up the theme for Zuci culture.

The TTC culture of openness, transparency & healthy humour was apparent in all ideation sessions, and it made the entire project fun and productive.

Vasudevan Swaminathan
President, Zuci Systems

HOW

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