CASE STUDY

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Co.Create Engine

Collective Brainstorming. Shared Value.

A structured co-creation methodology, supported by a digital platform, designed to mobilise collective intelligence, enrich ideas through collaborative feedback and transform reflection into concrete, actionable and value-creating proposals.

1 Context & Client Challenge

A multinational corporate group, composed of several companies and business areas, aimed to involve a large number of employees (approximately one hundred and seventy people) in identifying and presenting proposals for new ways of performing activities, tasks and processes aligned across the group's companies, adding value to the operation as a whole.

The challenge was clear:

- Large and diverse populations
- Distinct operational realities
- Risk of dispersion or superficiality
- Difficulty in transforming participation into concrete proposals.

The organisation was seeking an approach capable of mobilising collective reflection, promoting relevant contributions and ensuring that this reflection translated into concrete and useful actions for the system.

2 The Solution

Thrive Partners Approach

Thrive Partners designed a structured collaborative methodology, supported by a digital platform — the “Co.Create Engine” — with the objective of transforming collective reflection into actionable and value-oriented contributions.

The approach was designed to ensure three fundamental principles:

- Effective involvement of all participants
- Quality and focus in the production of contributions
- Clear transition from reflection to action.

Participants were organised into small groups, each responsible for reflecting on specific themes related to practices, processes or critical organisational activities.

Session Dynamics

The session began with a collective framing and alignment moment, creating a shared foundation for reflection.

This was followed by a first structured reflection phase, during which each group analysed the assigned topic(s) and identified opportunities to create, improve or modify existing practices, focusing on overall organisational value.

The outputs produced by each group then circulated among the other groups via the digital platform, promoting:

- Cross-feedback
- Constructive confrontation of perspectives
- Enrichment of initial proposals

Após a assimilação do feedback recebido, cada grupo consolidou a sua proposta final, garantindo coerência, relevância e aplicabilidade.

After assimilating the feedback received, each group consolidated its final proposal, ensuring coherence, relevance and applicability. In the final moment, each group identified the proposal it considered most relevant and presented it briefly to the collective, ensuring sharing, visibility and ownership.

3 Critical Success Factors

The programme's success was built upon six structural pillars:

- Rigorous structure applied to large populations;
- Small-group work ensuring depth of reflection
- Use of technology as an enabler of the collaborative process
- Immediate cross-feedback between groups
- Final consolidation oriented towards action
- Experienced facilitation, maintaining focus, pace and discipline.

This combination enabled participation to be converted into real organisational value.

4 Results & Impact

The observed results included:

- High levels of participant engagement
- Production of concrete, relevant and actionable proposals
- Greater cross-organisational understanding of operations and interdependencies
- Alignment across different areas and business units
- A structured foundation for decision-making, prioritisation and future implementation.

Beyond the proposals generated, the organisation benefited from a process of collective learning and alignment, with impact extending beyond the session itself.

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