

# From Cooperation to True Collaboration: A Human-Centred Approach to Change



Jamie Toyne  
Founder & CEO



Sheffield

- 489 miles / 787 km

Utrecht

- 489 miles / 787 km



Welcome to Mars

Brewery









Change isn't just  
managed.  
**It's made – by  
people, together.**

User-centred design  
transformed  
products.

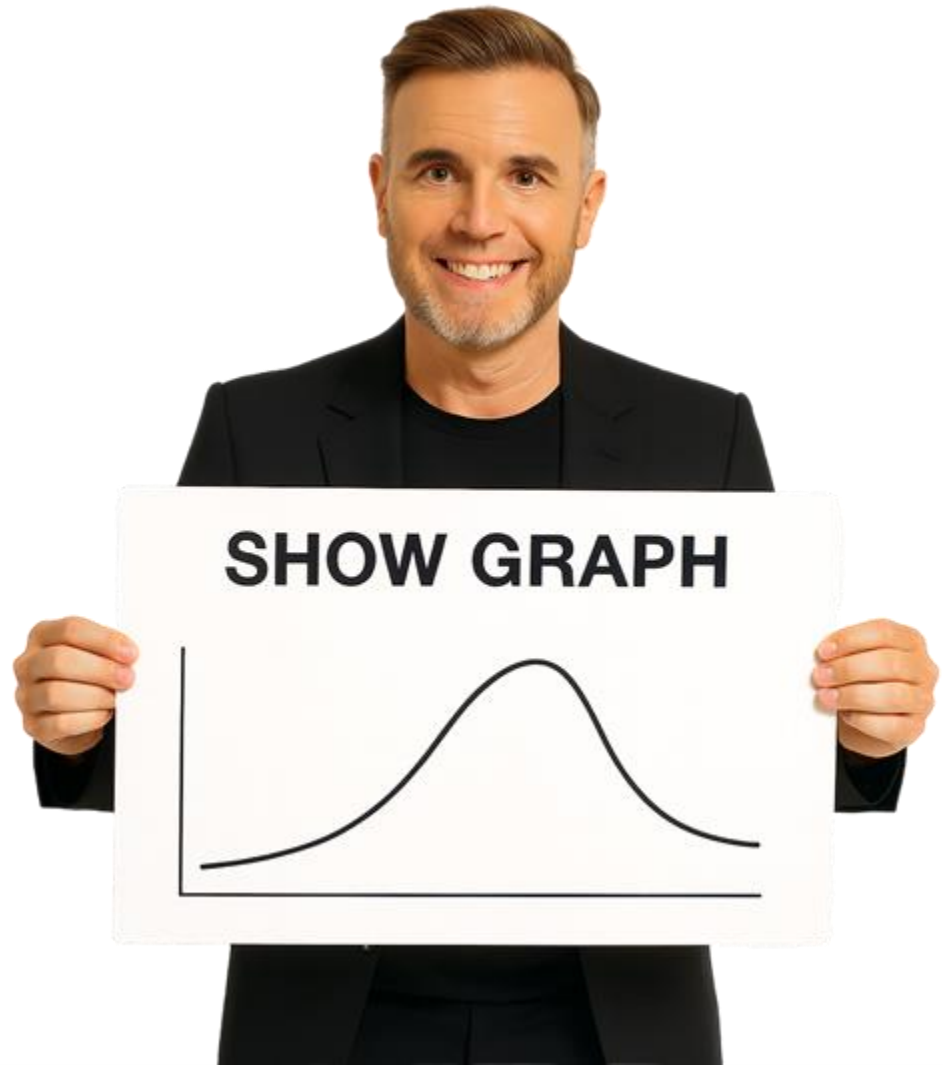
**Now it's time to  
transform how we  
make change  
happen.**



Co-operation  
keeps things  
moving.  
**Collaboration  
moves things  
forward.**

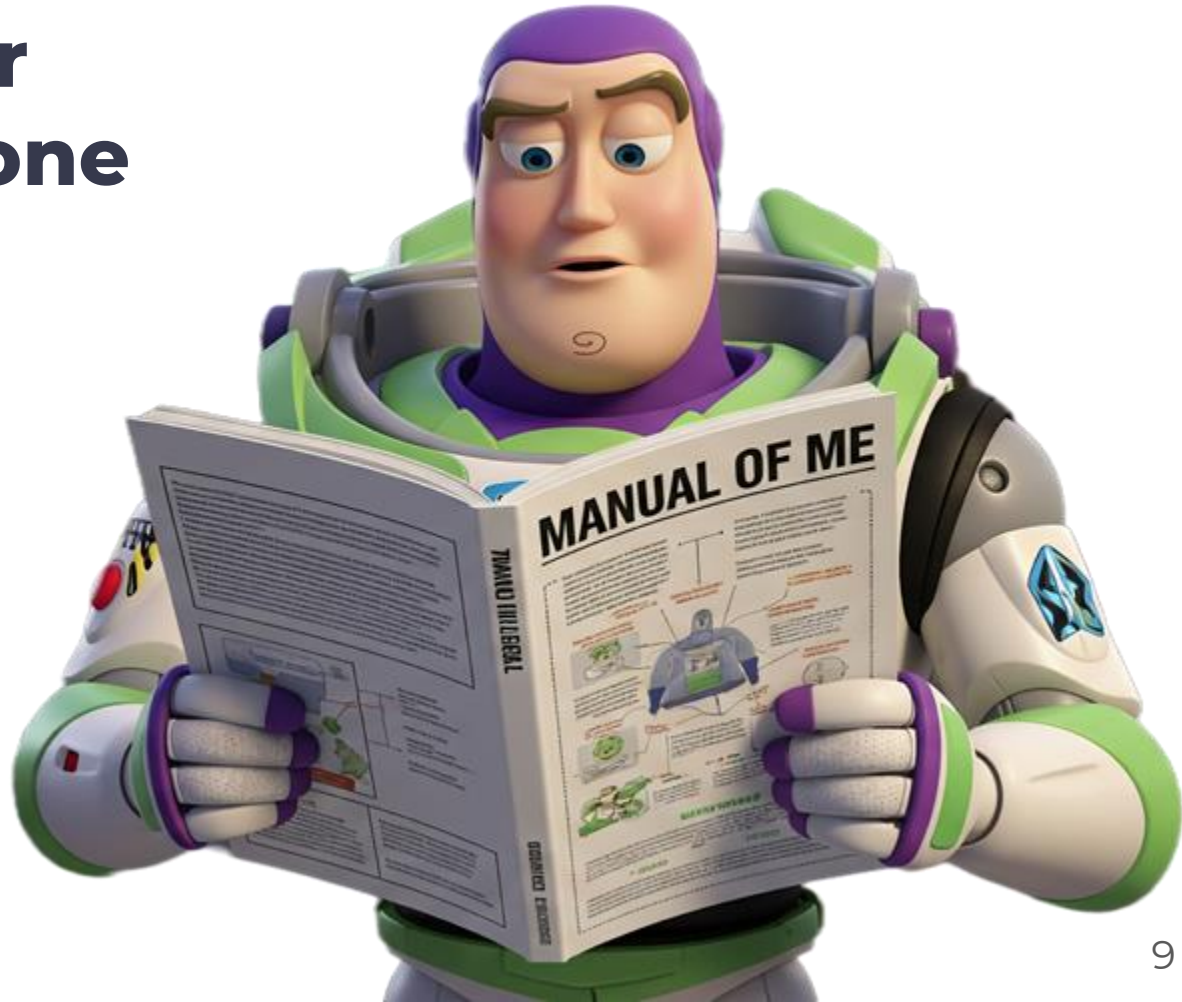


**Every change  
has an  
emotional  
journey** - not  
just a delivery  
plan.





**Buzz Lightyear  
isn't the only one  
who needs a  
manual.**





# Matt's Manual of Me



## **Who am I?**

Matt Cameron, Principal Consultant @ Herd.

I'm from Newcastle upon Tyne via Newfoundland, Canada (yeah, the place with the MASSIVE dogs). I was born there and lived there until I was 12, when we moved to Newcastle where my Dad is originally from. As a result, my accent is ridiculous, apologies in advance for that.

## **In times of stress I prefer support to look like...**

People first – no work is more important than the people who are doing it, so I really appreciate when people look out for each other and make sure everyone is in a good place.

Breaking any tension with a joke or a funny meme is always a good way to help me out if you think I might need it! My headphones on and a concentrated face probably means I need some time to focus.

## **Things I struggle with / don't like**

Lack of defined responsibilities – I like to know who will be doing what, when, why and how. That way we all know what we're working towards and how we can help each other.

Lack of commitment and teamwork – I want everyone I work with to be totally committed to achieving the best possible outcome and to help each other out to make sure this happens.

Lack of honesty – let me know what you really think!

## **The best ways to communicate with me**

I much prefer clear and honest conversations, ideally in person or via a call where we can avoid any potential mis-interpretation that can occur when long email chains are involved.

Direct messages (via Teams, etc.) is always good too as these tend to be a bit less formal and to the point, which is ideal for me.

## **The ways I like to receive feedback**

In person if possible (either face-to-face or via a Teams call) and with total honesty, don't worry I won't take any constructive feedback personally.

I'd much rather have your feedback as soon as possible so that we can go through it together and not to let something continue when it could be worth having a chat about it to make sure everyone is clear on the best way forward.

## **Things I love at work**

Working closely with people to understand what motivates them and how I can help them to overcome the problems they're facing and drive improvements.

Being part of a team who are focused on delivering great outcomes and who work together to support each other.

Simplifying what may seem complicated to enable people to see where true improvements can be made.

## **The times / hours I like to work**

The best time to get me is between 8:30 and 16:30.

I usually take lunch some time between 12:00 and 13:00, and when I'm working from home this is dog walk time for Archie but he's more than happy for me to take a call during this time as it means he gets some treats to keep quiet!

## **Things I need to do my best work**

Honesty and openness from the people I'm working with to make sure we really know what's going on and how we can work together to make it better.

Sometimes I'll probably need a bit of space and time to digest all the work that is going on and to make sure I'm happy with it before I present it back.

## **Other things to know about me**

I'm married to Abby and we have a 3-year-old son, Lennon, and a labradoodle, Archie.

Favourite things to do: Going to the football, building train tracks with Lennon (he insists on it I promise...), running, photography and going to live music gigs.

Favourite music: Arctic Monkeys, The Beatles, Maximo Park, Biffy Clyro, Oasis, Sam Fender, that sort of thing...





# TIMPSON

Great Service By Great People Est 1962

Dry Cleaning  
Shoe Repairs  
Phone Repairs  
Watch Repairs  
Key Cutting  
Engraving  
Photo  
Processing  
Passport Photo

TIMPSON  
Great Service By Great People

Dry  
Cleaning

We're open  
7 days

TIMPSON

Dry  
Cleaning

DRY CLEANING  
& LAUNDRY

SHOE REPAIRS

**Innovation  
demands failure —**  
*but it only works  
when it's safe to  
fail.*







Culture isn't what you say you do —  
**it's what you do every day.**



**Real empathy  
often comes from  
outside our day-  
to-day world.**



**WAAROM**

**Positive emotion  
broadens  
thinking and  
builds resilience.**

*Barbara Fredrickson,  
2001.*





Real change  
happens **samen**

**1 Ask someone's why** — not the five whys but their personal why.

**2 Design your Show Graph** — plan the emotional journey of change.

**3 Build safe spaces for failure and celebration** — innovation needs safety.





## GOVERNANCE MEETING



## FRICITION MEETING





Change isn't just managed.  
**It's made — by people,  
together.**

**Real change happens  
samen**

# Thank you!

# Bedankt!



in

SCAN ME

