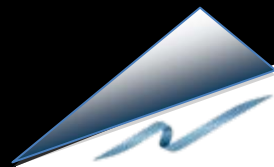
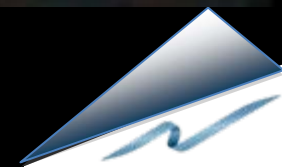


Transforming The BBC's Radio 1

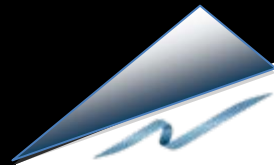




Where it started

“The BBC will be the most creative organization in the world!”

Director General Greg Dyke

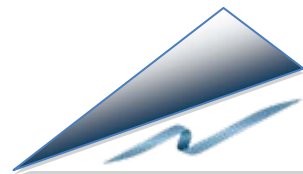


focus on audience value

- 7 leadership groups participated in Value Creation Workshops in Silicon Valley(125 participants), where they
- Learned practices that focus on **Audience Value** as the single most critical aspect for becoming the most creative organization



“The challenge for the BBC is not about being more creative: it is about ensuring that our creativity is more relevant to our audiences and meets their needs and their expectations in a rapidly changing world.”



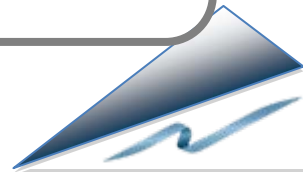
A DISCIPLINE OF INNOVATION



The Value Proposition – ANABC: the ideas building and selling tool which allows you to demonstrate the real value of your idea to potential audiences. Essentially, it helps you to make an *objective* evaluation of embryonic ideas and gives you a very clear steer as to whether it's worth developing and what elements need to be improved. It also provides a logical and structured pitching tool which concentrates on the key, audience selling points.

A Disciplined Improvement Process – Watering Holes and Elevator Pitches: an iterative process of continual testing & refining ideas to seek out new perspectives, increase their value to the audience and find real innovation.

Ideas Champions & Coaches: to ensure that new ideas are owned, nurtured, supported and given every chance to grow and flourish across the development process.





Panasonic

By 201...
1 in 4 adu...
will be ob...

No 45

No 21

No 6

No 20

Hand holding a pen

Water bottles and coffee cups on a table



No 19
Party People
Rivkie and Barry Cohen like to party but they are trying to bring Ben up in a healthier way. Do as we say and not do as we do is the order of the day.



No 21
Time eater
David is good during the day but eats junk food to give him energy during his night shifts in the ambulance. His whole family are time eaters and would love to plan proper meals together. He's the saver with later habits, but can he stop the rot and junk the junk food?



No 6
The saver
Doree (left) saves, drinks and eats meals and does not exercise but makes a healthy partner for the answer?



No 45
Vegetable conversion
Gemma is 33 and living at home. She wouldn't let an overweight man be the sole entertainment of her son. She refused to eat veg or fruit and has recently developed severe problems due to her weight. His mother has vegetable-induced diabetes. What can we do to stop her vegetating in the bedroom.



No. 19



No. 45



No. 21



customer needs
Stages
Manage wild Ideas
one conversation at a time



If you have a problem, if so, one else can help, you can

ask the

THE F-TEAM

THE F-TEAM	THE F-TEAM	THE F-TEAM	THE F-TEAM



the transformation of Radio 1



Radio 1 has developed a new creative tool called the Creative Calendar, which is inspiring fresh ideas and new ways of working.

Radio 1 has transformed the way its teams come up with programme ideas. The Creative Network provided some support in the form of facilitators and training.

Using audience data to fuel thinking, the team meets brainstorm ideas and development workload



“In the 12 months since my visit to Silicon Valley we have totally revolutionised the creative processes at Radio 1. It is clear that ideas we have generated, such as *Star Pupil* and our approach to *Glastonbury* and the *Big Weekend*, have been step changes in our level of creativity and innovation. We simply could not have done this without the support of the Creative Network.”

Andy Parfitt, Controller Radio 1

Recognition

May 8, 2006: Radio 1 wins the best radio station of the year award at the Sony's

“An impressive sense of rediscovered self allied with a confidence that matches the professional performance of its output.
A station that clearly demonstrates an understanding of its audience.”



The Beeb Shall Inherit the Earth

- “America's entertainment industry is committing slow, spectacular suicide, while one of Europe's biggest broadcasters -- the BBC -- is rushing headlong to the future, embracing innovation rather than fighting it.
- “Unlike Hollywood, the BBC is eager and willing to work with a burgeoning group of content providers whose interests are aligned with its own: its audience.

<http://www.wired.com/news/culture/0,1284,67552,00.html>

