

Note to the Amazing Designer That Opened This Doc

Hello, I'm Mel!

Thank you for coming!

I am starting my first "real business and it's a cause close to my heart. I've prepared this document to make things as clear as possible. I hope it works for you!

This deck is actually a slide deck that I have modified for the purposes of a creative brief. I designed this myself as I have humbly acquired some design skills over my years, but I am no means an expert of a web designer. This slide deck isn't meant to be 100% the final design. It is just a point of reference and inspiration.

I hope everything is clear but feel free to reach out if not. Guidance and notes are in yellow boxes. Also please check the miro and canva links in the design brief for for other thoughts, which will elaborate on the direction I was trying to head with this. Please reach out if not.

I welcome the full extent of your creativity, passion and skill!

Best
Melissa



Why The Why?

01

How we help?

02

What is our impact?

03

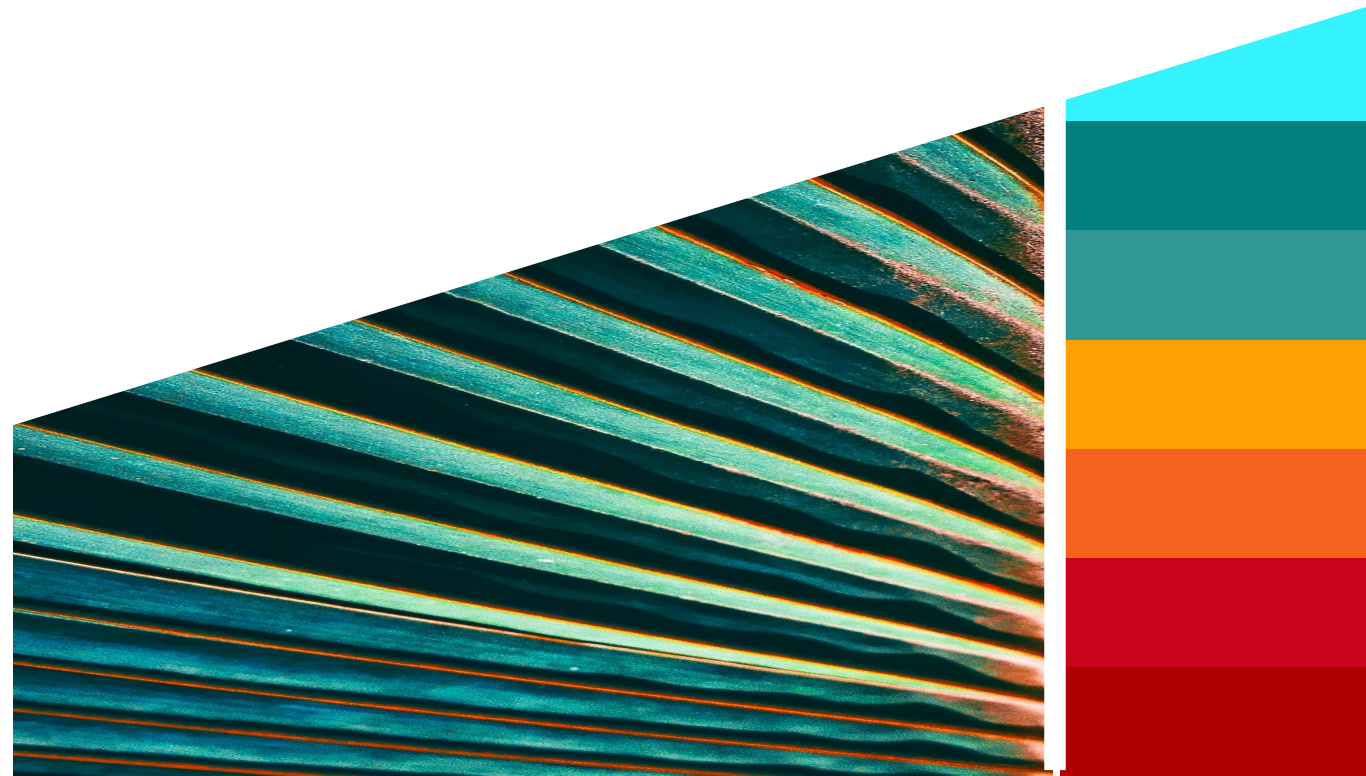
Who have we
worked with?

04

Who is behind
The Why?

05

These are the sections of the website and would be in the menu at the top or on the right side of the screen



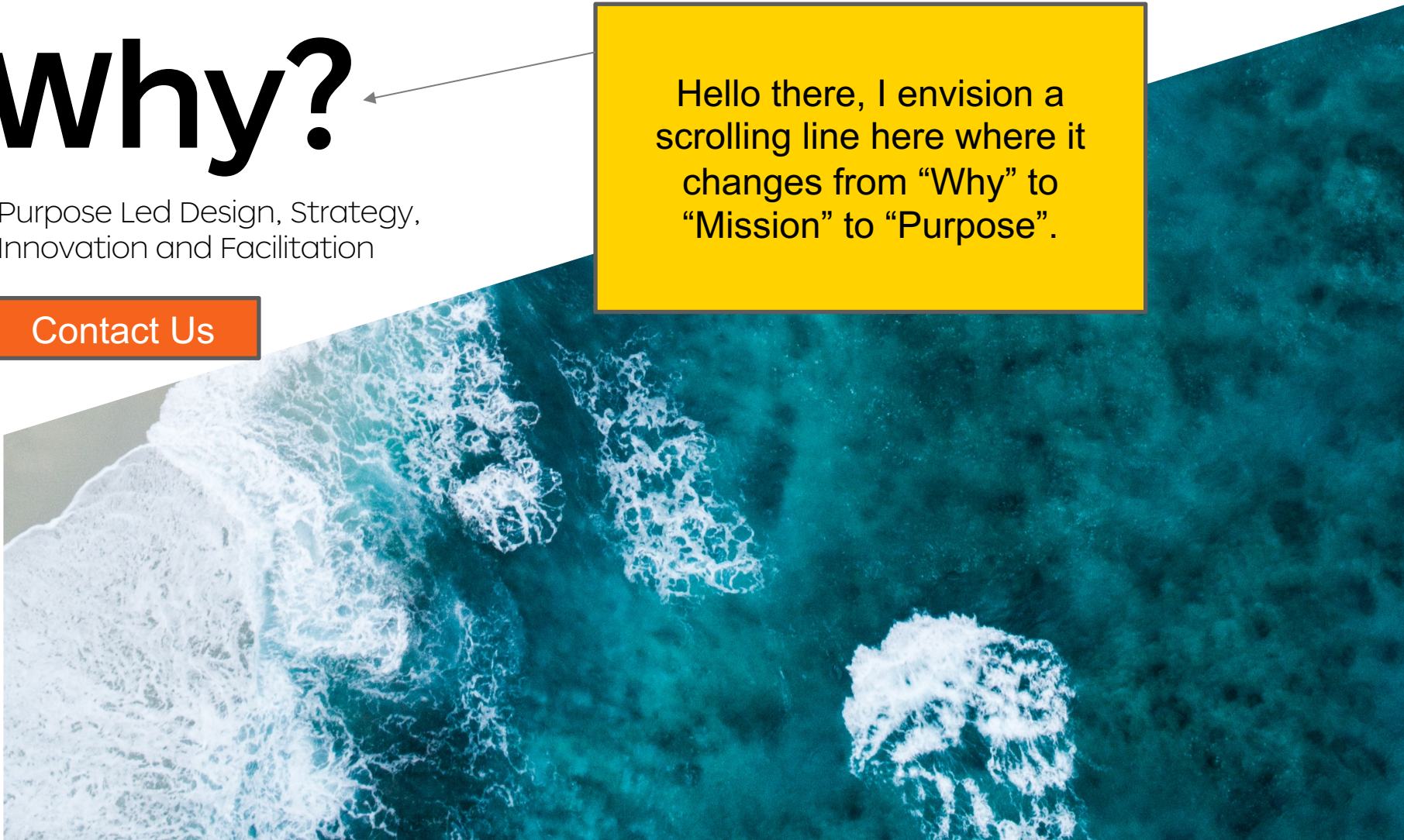
What is your

Why?

Purpose Led Design, Strategy,
Innovation and Facilitation

Contact Us

Hello there, I envision a
scrolling line here where it
changes from “Why” to
“Mission” to “Purpose”.



The Why is a social and environmental impact consultancy focused on inspiring, defining, and bringing to life a more purposeful future.

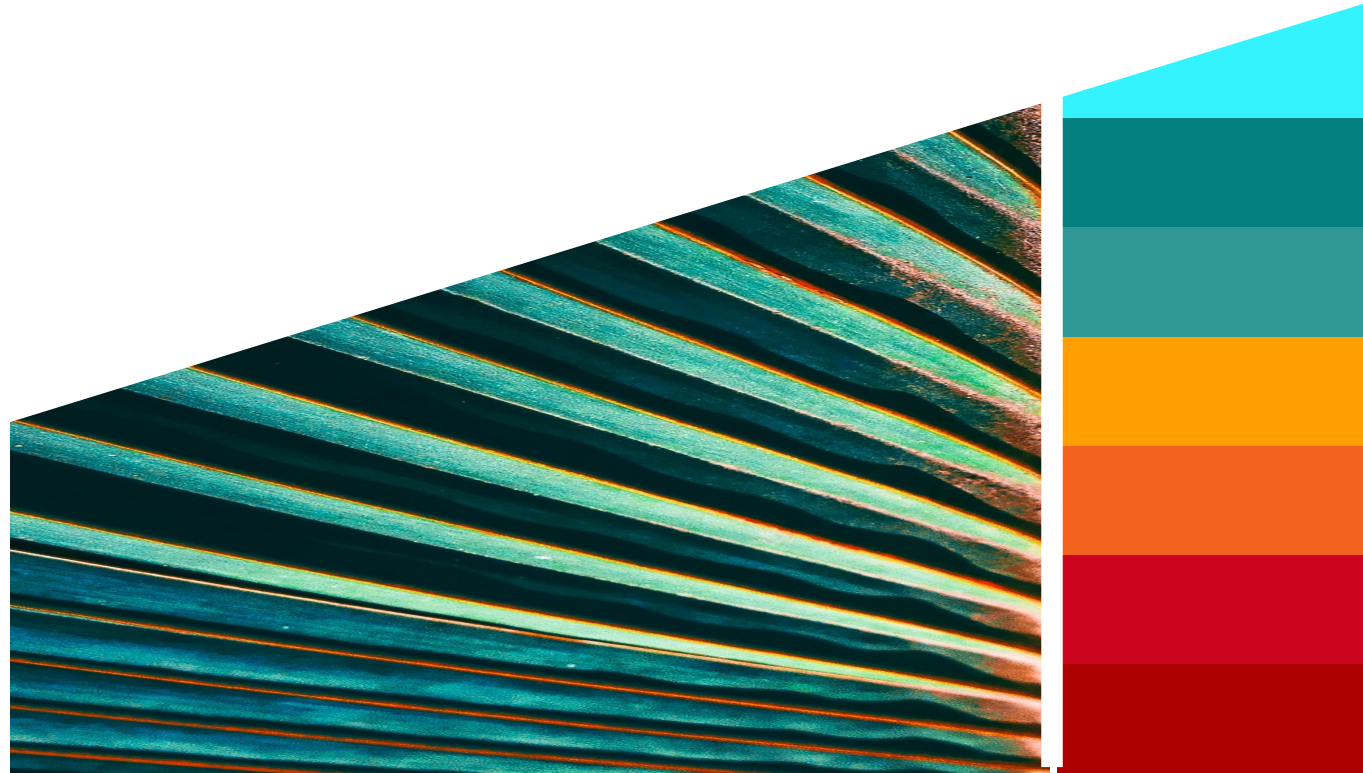
THE WHY

IMPACT CONSULTING



Why The Why?

01



Why was The Why founded?

The Why is a private and public sector consultancy founded on the belief that we can leave the world a better place than the one we came into.

This is business consulting **with a difference.**

We intend to bring your triple bottom line to life, maximizing profit, people, and planet. We believe in the power of purpose for achieving these outcomes.

We meet you where you are, scale and pivot with you, all while being human and discovering the thrill of what it means to be us, the greatest wonder in the world.

What problems do we solve?

A DECADE OF CONSULTING EXPERIENCE HAS LED TO THE FOLLOWING OBSERVATIONS:

Key issues



Consulting worth its weight in paper

Over focus on developing lengthy documents and deliverables rather than achieving outcomes



Shallow and misdirected

A lack of focus on understanding the “why” creates a misaligned outcome



Copy paste consulting

A one size fits all approach does not work in most scenarios



Theoretical rather than practical

A beautiful plan that does not take your team’s and stakeholders’ needs and capabilities into account. If it is not implementable, it is not valuable.

How do we solve those problems?

WE BELIEVE THE REMEDY IS SIMPLE

Key issues



~~Consulting worth (just) its weight in paper~~



~~Shallow and misdirected~~



~~Copy paste consulting~~



~~Theoretical rather than practical~~

The remedy

Focus on creating value

We take an agile and lean approach to getting to impact as quickly as possible. This means that deliverables are in service of that objective. You will not be overwhelmed by 200-page reports of fluff

Deep understanding of needs

We invest in understanding your objectives, constraints and purpose at the beginning so that project outcomes are aligned

Bespoke approach

Armed with frameworks we tailor-make our approach to your needs, never copy-paste

Balance of theory and practice

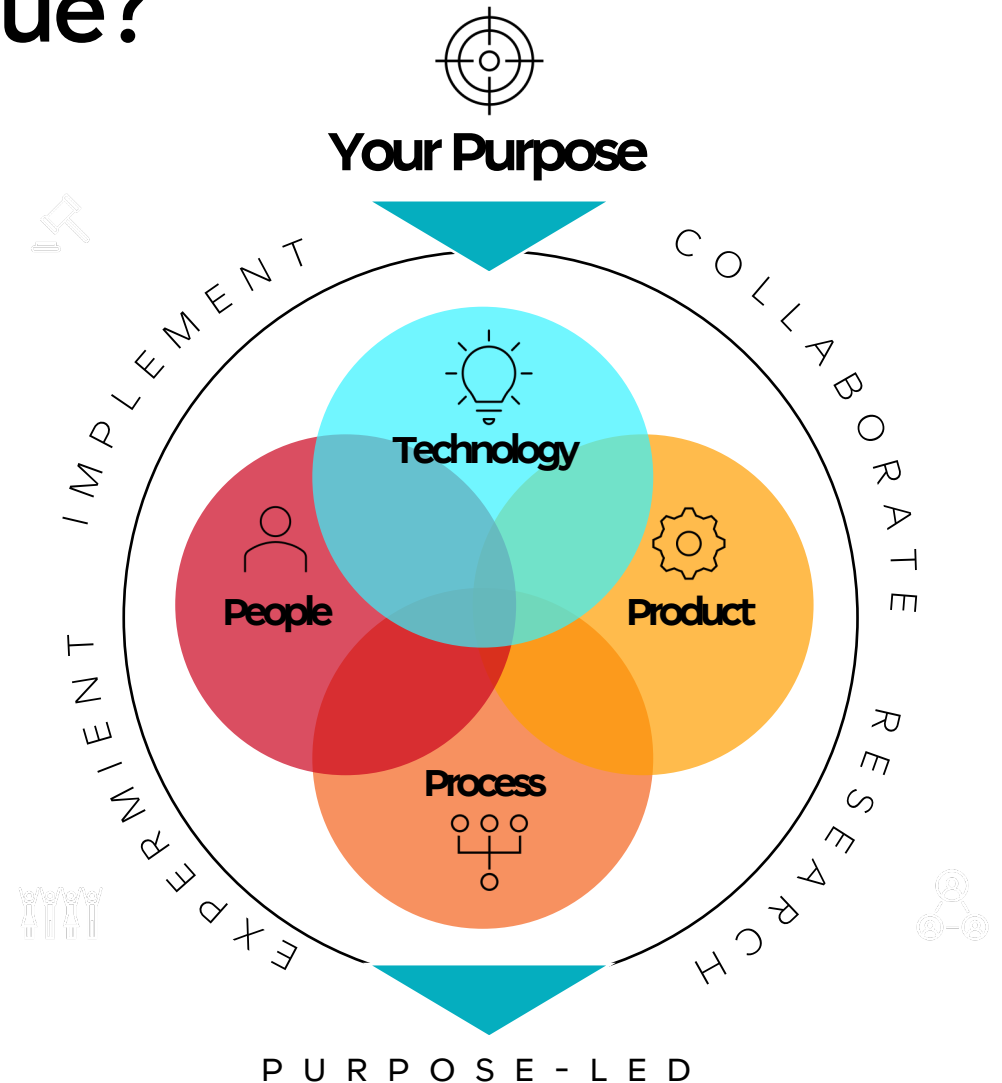
We emphasize the need to understand and manage the stakeholders most important to the success of the change you are seeking to create. Most importantly, we train and support your team to execute.

How does The Why deliver value?

A holistic focus on outcomes

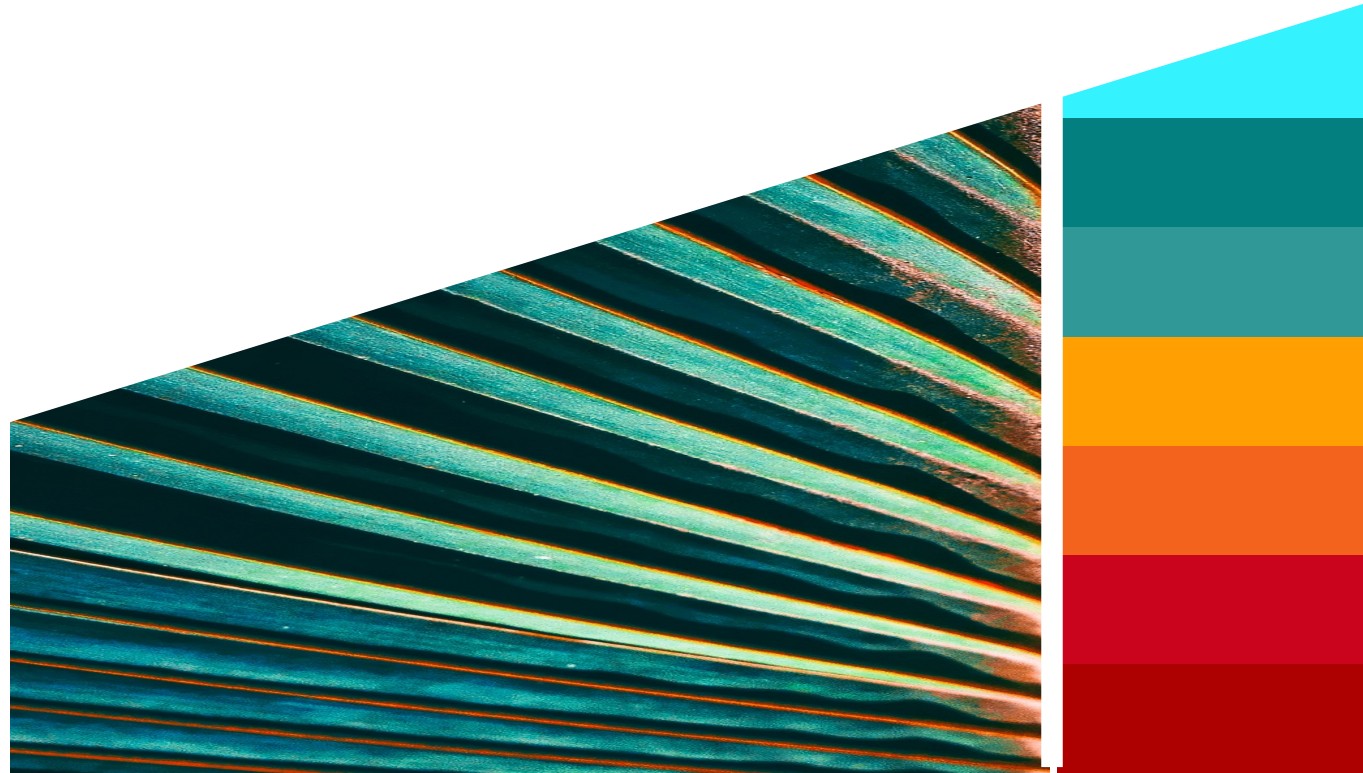
We take a robust effort to put purpose at the heart of developing and implementing new solutions by combining technology, products, processes, and people to create change. This is underpinned by collaboration, research, experimentation, and implementation.

We are agile – we amend objectives and capabilities as we learn, and we test and experiment to get better outcomes.



Strategy | Policy | Interventions | Business Models

How do we help? 02

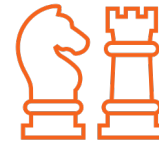




**We
deliver
purpose
driven...**



**Research and
Discovery**



**Strategy and
Innovation**



**Collaboration and
Facilitation**

Research and Discovery



DESIGN RESEARCH



STAKEHOLDER & SYSTEM
ANALYSIS



BENCHMARKING

Do you want to:

- Consolidate a wide array of data to create actionable insights?
- Rally your team around the “aha” moments and a single version of the truth?
- Have the confidence to take your team from ideas to action?

How we can help:

- Defining purpose-driven research plans that embed a wide range of methods to uncover insights and develop meaningful findings
- Blending tactics like benchmarking, stakeholder interviews, customer focus groups, and surveys
- Developing actionable insights

Strategy & Innovation



STRATEGIC & OPERATIONAL
PLANNING



INNOVATION MANAGEMENT



SERVICE DESIGN &
INTERVENTION DESIGN

Do you want to:

- Explore different potential scenarios for your business unit or organization?
- Develop a product or service that solves real problems?
- Define an ambitious but practical way forward?

How we can help:

- Blending classic strategy and innovation management approaches
- Working with multidisciplinary teams to extract value
- Developing actionable plans that make sense to you and your teams

Collaboration & Facilitation



WORKSHOP DESIGN & FACILIATION



CAPABILITY BUILDING



AGILE IMPLEMENTATION SUPPORT

Do you want to:

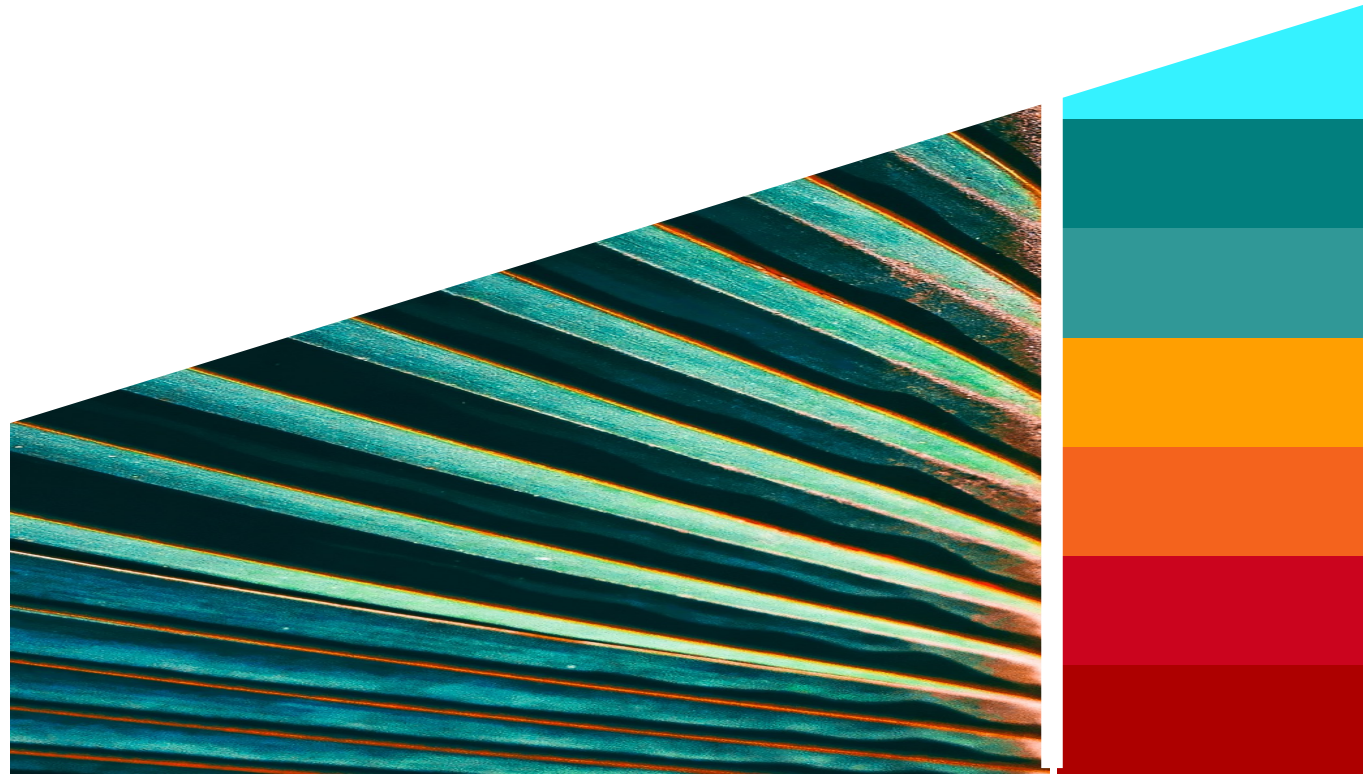
- Galvanize your team in a rapid design and strategy event?
- Embed new capabilities in your team?
- Ensure that you get outcomes and action after workshop has long been concluded?

How we can help:

- Defining and implementing engaging collaboration events, tailor made to your needs
- Conducting bespoke training and capability events
- Implementing alongside your team after the events are concluded in an agile fashion

**What is some of
our impact?**

03



NOTE THIS IS JUST THE CONTENT. NOT DESIGNED,
IT REQUIRES DESIGN AND LAYOUT THOUGHT

Web 3 Business Design and Execution - Family Group, UAE

Unlocking the potential of Web 3 to activate new sustainable and meaningful business models through discovery to design to MVP and leading multidisciplinary teams in execution

Climate Change Systems Analysis - Dubai Government, UAE

Led an in-depth analysis of the Dubai Urban environment using human centered design and systems thinking to diagnose systemic barriers to sustainability and identify high impact opportunities

National Healthcare Strategy - GCC Ministry of Health, Qatar

Worked closely with the ministry and the broader system from conceptualization to launch. Refined the national priorities, led system engagement efforts to define the implementation plan, governance and communication. Wrote up the final strategy document before handing over to copywriters

Human Centered -Volunteering Framework Abu Dhabi Government, UAE

Led a volunteering strategy using human centered methods to define the volunteering vision, framework and policy

Wellbeing Strategy - Department Community Development(DCD), UAE

Led the development of the Abu Dhabi wellbeing strategy to combat local social challenges and improve wellbeing outcomes for families, youth, and Senior Citizens, underpinned by a wellbeing measurement model, policy monitoring framework, and system-wide governance model

Future Livability Model and Citizen of the Future - GCC Municipality, KSA

Led the team to develop the model informed by deep analysis of global indices and future foresight, underpinned by a dynamic digital platform and mobile app

Parent Wellbeing Program- Abu Dhabi Government, UAE

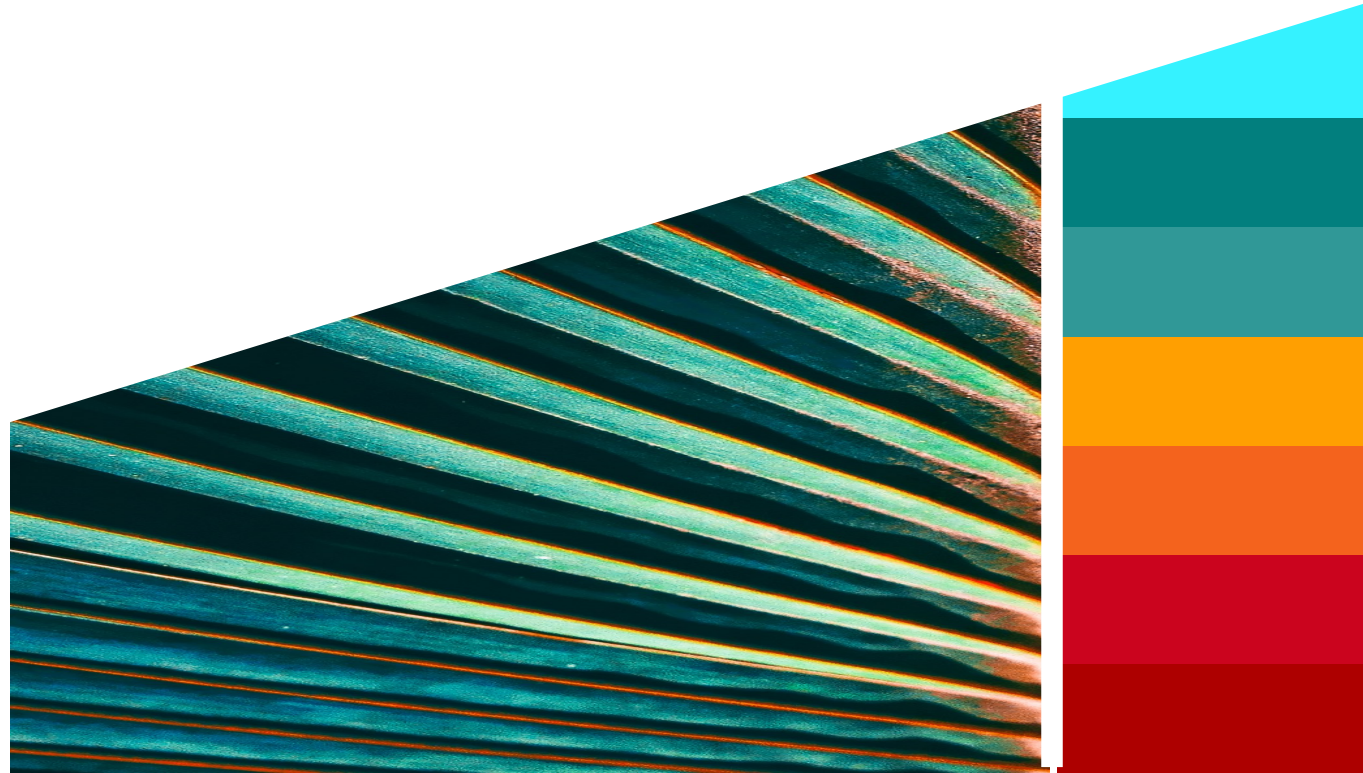
Led, designed and launched a program to improve working parent wellbeing including a digital application and website

Innovation, Strategy & Design Thinking Workshops - Across GCC

Delivered 100s of engagement events on problem definition, ideation, and solution building across a range of industries and challenge areas, such as "future of" workshops, business model innovation, government service hackathons, design thinking training, social innovation etc.

**Who have we
helped?**

04



Some of Our Clients



دائرة الطاقة
DEPARTMENT OF ENERGY



دائرة تنمية المجتمع
DEPARTMENT OF COMMUNITY
DEVELOPMENT



نيوم NEOM



ماجد الفطيم
MAJID AL FUTTAIM

هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority



هيئة الطرق والمواصلات
ROADS & TRANSPORT AUTHORITY

أداء
Aadaa



مندوق محمد بن راشد للإبتكار
MOHAMMED BIN RASHID
INNOVATION FUND
INNOVATE THE WORLD.



UNITED ARAB EMIRATES
PRIME MINISTER OFFICE



Abu Dhabi
Early
Childhood
Authority



Ministry of Public Health

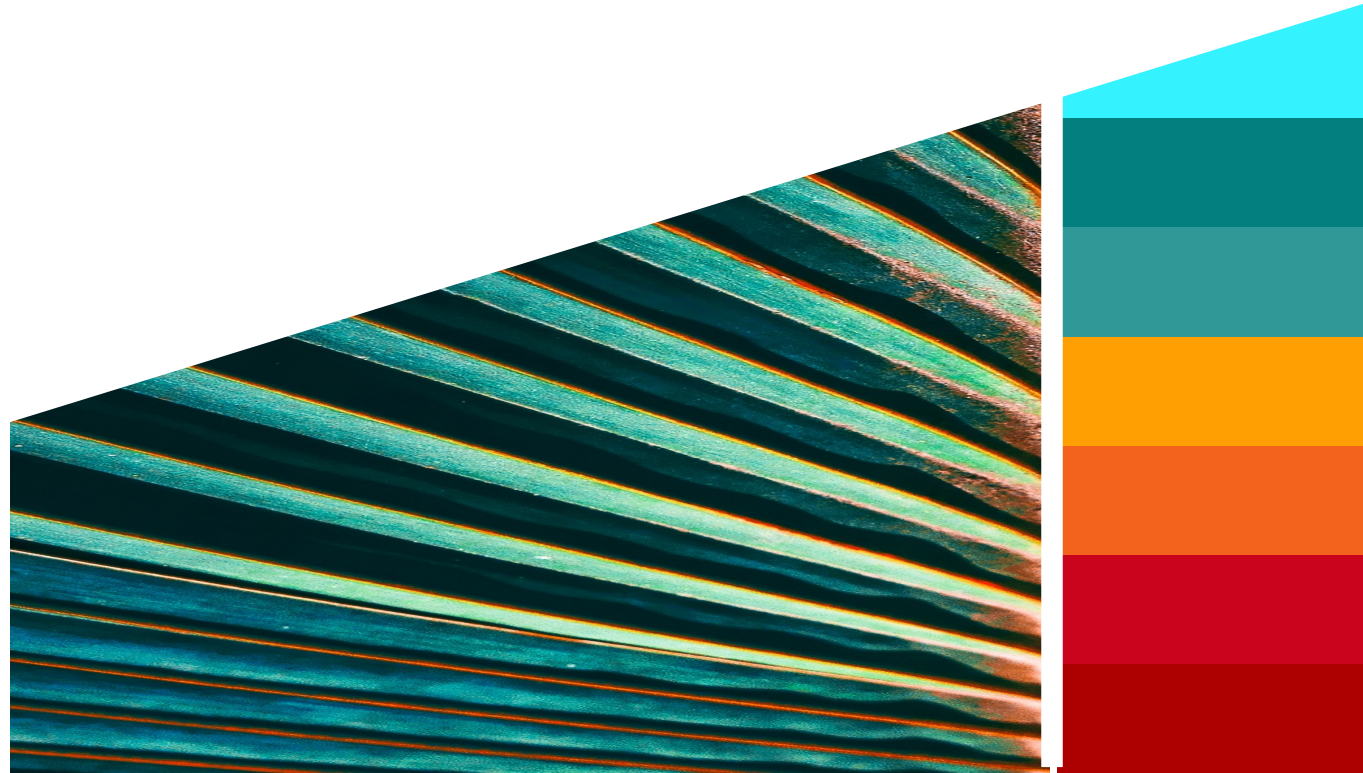


مؤسسة دبي للمستقبل
DUBAI FUTURE FOUNDATION



Who is behind The Why?

Q5





Melissa Saoudy
Founder Profile

Our founder, Melissa, is an impact advisor, creator, and doer. Her sweet spot is at the nexus of purpose, strategy, and innovation.

She has a strong passion for digitally-enabled social impact, bringing this to life in the private and public sectors. She thrives when working towards better outcomes in healthcare, entrepreneurship, social services, and sustainability.

Lately, she has been working to develop meaningful Web 3 business models and managing teams to bring them to life.

A strong and empathetic project manager, she love coaching and collaborating closely with clients and multi-disciplinary teams. Her skills include human-centered design, value proposition design, business model innovation, strategy development and execution, stakeholder engagement, innovation management, operational planning and execution.

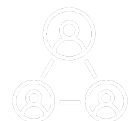
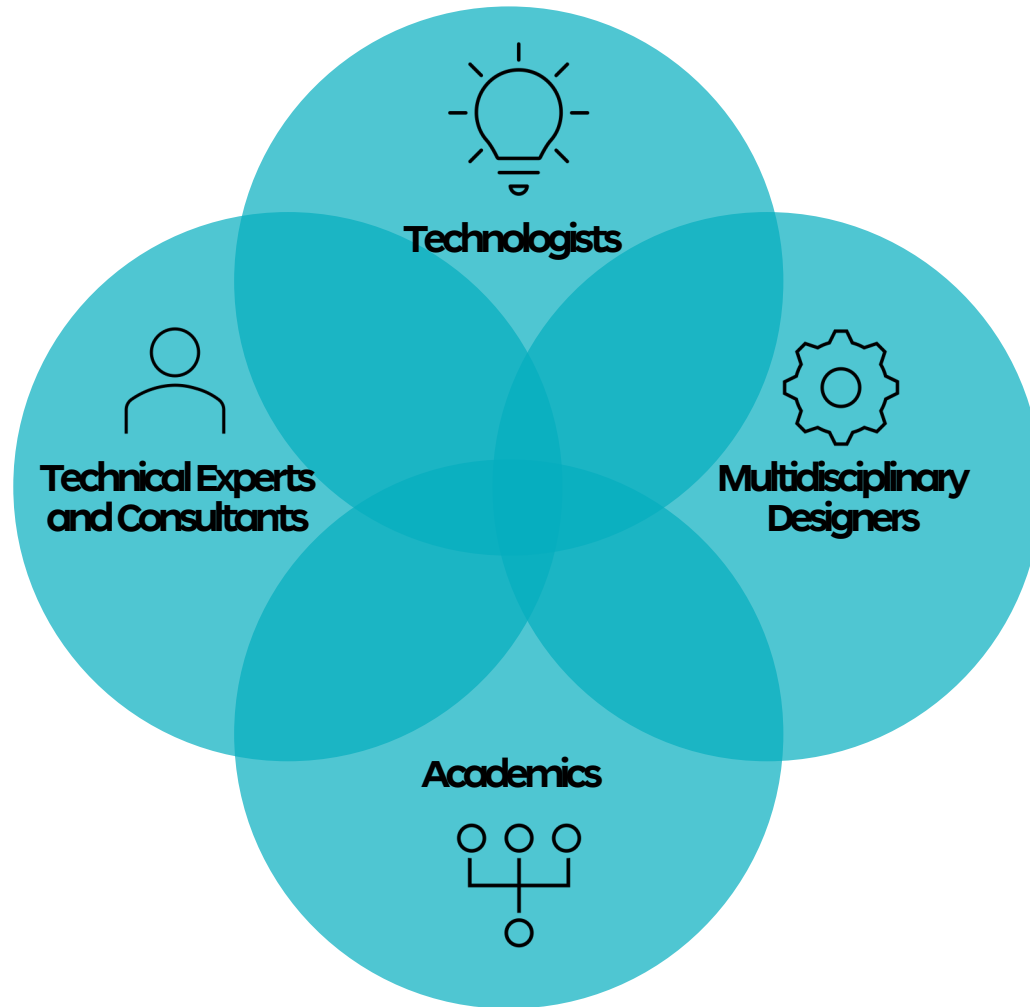
As an experienced facilitator, she has delivered 100+ workshops in the region and counting. She has a knack for getting people to unlock their collective genius and turn their ideas into action.



Profiles available on demand

Delivery Model

**The Why has access
to a collective of skills
available on demand**



Thank you!

Please reach out to
understand how we
can work together!

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THE WHY

IMPACT CONSULTING

