

OVERVIEW

About

We are a transformation practice.
We help people address change by
finding the solutions they hold
within themselves.

The best outcomes emerge from taking in the widest range of viewpoints. We get there using tools that leverage the richness and complexity of human interaction, including collaborative design, data science, and strategic foresight.

Our approach considers transformative futures and aligns with the National Housing Strategy's (NHS) vision for Canadian's to have access to affordable housing that meets their needs by transforming systems to build more inclusive, innovative, and sustainable housing.

We believe our work is not only transformative for our clients, but is fundamental to solving the complex, global problems humanity faces today.

Our Approach

At the heart of Coeuraj is an understanding that there is no one-size-fits-all approach to the problems we face. Leveraging our team's diverse experience, we are able to guide our clients through complex systems with confidence to prepare them for the future.

At Coeuraj, we collaborate with clients and partners to enable them to:

ADVANCE STRATEGIC PLANNING

BUILD TRUST AMONG DIVERSE STAKEHOLDERS

RESHAPE AN ORGANIZATION

**REIMAGINE A
SERVICE EXPERIENCE**

REDESIGN A COMPLEX SYSTEM

DEFINE A SHARED VISION

We believe that people **love** what they design and **own** what they create.

WHAT WE OFFER

Research & Data Driven Insights

We conduct thoughtful research and gather rich, human-centered data to better understand problems and opportunities, who they involve, and avenues of progress.

Knowledge & Guidance

We support our clients and guide our practice with advice from team members who hold deep knowledge of the areas we work in.

Multi-stakeholder collaboration

We facilitate collaboration between people, organizations, and sectors who need to work together to reach a shared goal.

Strategy Design

We design strategic processes for stakeholders to collaboratively define, prepare, and test solutions using the knowledge they hold within themselves.



2019–2020

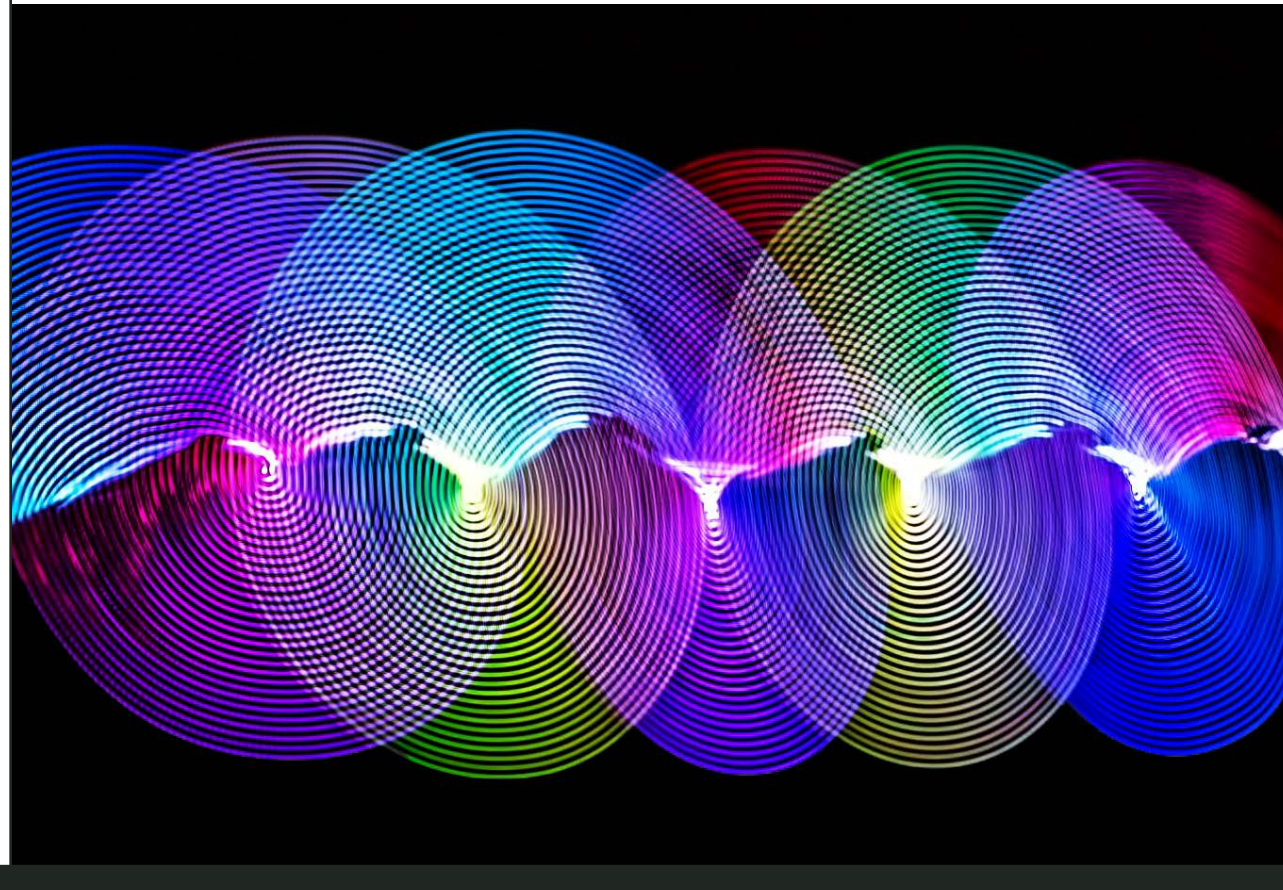
Diplomatic Courier— Macrolab Sessions

Diplomatic Courier enlisted Coeuraj to design and facilitate large digital events in a way that would allow new ideas and partnerships to emerge, and foster critical, global dialogue in spite of the realities of the COVID-19 pandemic.

Each session convened fifty leaders from a diverse range of sectors and backgrounds—including education, infrastructure, healthcare, and

business—to imagine how to better work together in pursuit of a shared and sustainable future.

Using a collaborative design and strategic foresight toolkit, these sessions combined speaker addresses, guided breakout activities, and plenary discussions to enable uncommon, interdisciplinary, and generative thinking.



2018

Matawa First Nations, Regional Decision Making Framework

Coeuraj is currently contracted by Matawa First Nations Management in Northwest Ontario to facilitate a multi-year collaborative design process to develop a Regional Decision-Making Framework between the nine First Nations Matawa represents. Phase one was completed in May of 2018, and Phase two is active. Coeuraj has delivered planning meetings, facilitated collaborative engagements and capacity training within community, provided processes to co-create project governance structures, and has performed research, analysis, communications and strategic planning.

The outcomes of such activities strengthened alignment between Nations and their commitment to work together, and produced community decision-making models authored by each of the nine Nations to inform the Regional Decision-Making Framework under way.



The difference with Coeuraj is that they are not Advisors, they design the process that enables and empowers us to design our own journey, our way, respecting our people and our traditions.



Kathy Brady,
Matawa First Nations



LAB TEAM



CHARLIE URSELL

MANAGING PARTNER

Charlie has an award-winning background in designing and facilitating innovative processes and workshops to help clients solve their toughest problems. Over the past decade, Charlie has run over 400 DesignShops© (large, strategic, highly-facilitated Solutions Labs) across the public, private and not-for-profit sectors. His work enables organizations to make better decisions and produce high qualitywork products in an exponentially accelerated fashion through collaboration: working together to achieve shared outcomes.



JOHN HIBBLE

TRANSFORMATION LEAD

John is passionate about designing and facilitating collaboration. John has designed and facilitated workshops of various sizes and complexities, centered around the 'MG Taylor' method. He co-authored a 300-page practitioner's field guide on design and facilitation, 'Collaboration by Design', with collaboration and transformation consultancy, 'wheretofromhere?'.



JULIA MONAGHAN

TRANSFORMATION LEAD

Julia is a values-driven organizational development practitioner and leader. Her work focuses on advancing organizational change and transformation in a way that centers the human experience and promotes a values-aligned organizational culture.



KELLY KORNET

DESIGN LEAD

Kelly is a participatory futurist and designer, and finds meaning in creating the conditions for individuals to step out of their day-to-day and collaborate in highly diverse teams to perceive and affect change. Using the tools of collaborative design, systems thinking and strategic foresight, she helps organizations build capacity to navigate and transform in uncertain times.



TAMARA KERR

DIRECTOR, PUBLIC SECTOR & CIVIL SOCIETY

Tamara is a strategic thinker focused on navigating the complex spaces within and between systems. She is a skilled systems navigator able to make connections and find strategic pathways in even the most complex scenarios.

Coeuraj, formerly Watershed Partners, has teams located across Canada and the United States.

Contact us at
hello@coeuraj.com