



CO-OPERATIVES UK

The brief:

The CEO of Co-operatives UK, the trade body for the nation's co-operative organisations asked us to develop, communicate and publish a document exploring what it takes culturally and organisationally, to bring a co-operative way of working to life.

What we did:

Working in partnership with one of the UK's leading NLP thinkers, we developed a 'Formula for Co-operation'. This highlights three factors that need to be embedded within any organisation that wishes to become a co-operative. They were:

- Shared commitment
- Mutual trust
- Common intent

The result:

Our published formula was the centrepiece of Co-operative UK's 'annual fortnight' in July 2010. It's been used as a key tool in engaging existing co-operatives and in inspiring and attracting future would-be co-operatives.

