

MAT SHORE'S  
**Outside in**

A cartoon illustration of a female scientist with short hair and glasses, wearing a lab coat. She is holding a large rectangular sign with both hands. The sign contains the text 'Become a VP Coach' in a blue, sans-serif font. The background is a light gray with a repeating pattern of various scientific icons and text, including 'Science', 'Biology', 'DNA', 'Chemistry', and 'Technology'.

**Become a  
VP Coach**



## Session Outline

### Become a VP Coach

- How to lead an insight generation project? Building a timeline and delivery plan. How long and what does it cost?
- How to ensure that the Value Proposition efforts within your team are aligned to the company wide strategy and the Brand Values
- Power Questions to challenge weak thinking in Insight development
- How to facilitate a Rewind session, Insights Synthesis and VP Workshop: - the toolkit, agendas, mail outs and templates you need to circulate
- The techniques required to challenge a Value Proposition.
- Questions that expose weak logic and poor strategic thinking
- How to offer helpful builds and value added suggestions to improving the quality of Value Propositions
- The best practice from other companies to maintaining and enhancing an insight driven Value Proposition culture over the long term





“Their view on Outside In thinking will make us a much more formidable competitor, everyone should attend these sessions at least once.” **CEO & Chairman Philips**