

MAT SHORE'S

Outside in

Project Coaching and Clinics



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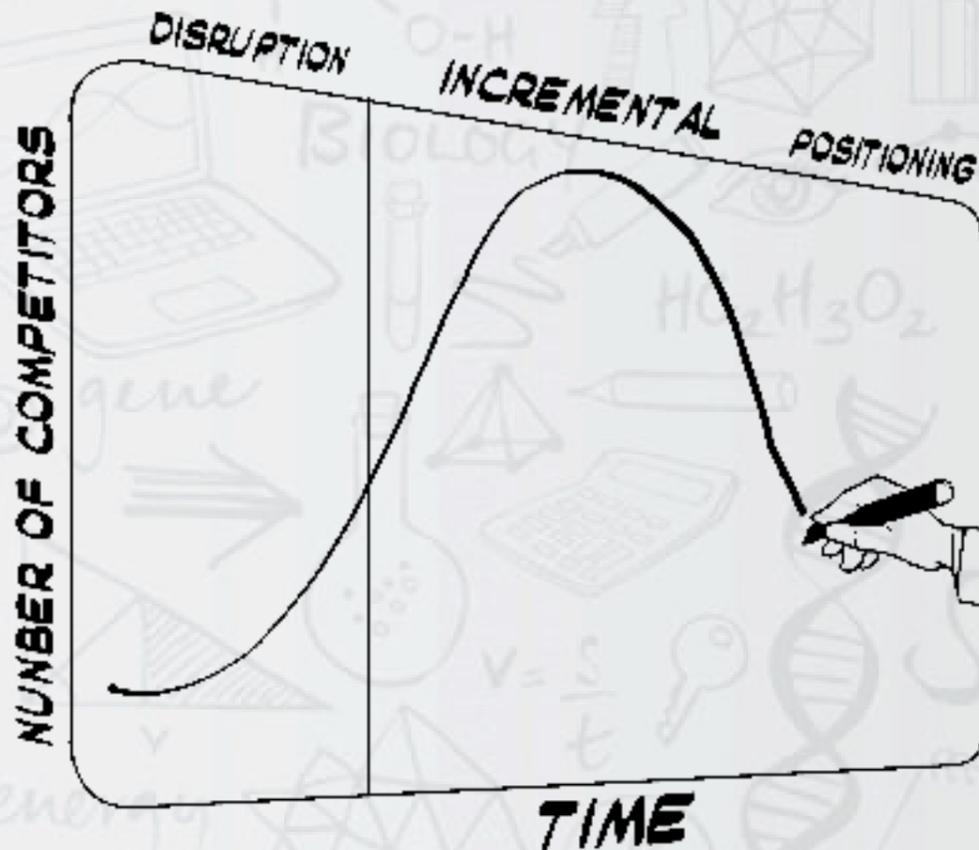


Coaching Options

- **Project Clinics** – 1 day workshop to sort out the strategy and clean up those sticky projects lacking an insight or a tight, differentiated proposition.
- **Kick Start Workshop** - Launch the whole team in the same direction on those key new projects that need energy and inspiration in just one day.
- **Remote coaching subscription** – After your training, have us on call to support your team by phone, with monthly case studies, or a series of virtual meetings on an ongoing basis
- **Proposition Engine** – Our interactive software for creating value propositions and helping write all the associated discussion guides, advertising, sales and R&D briefs.

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Engage us to run a Complete Project with you

We run projects for companies all over the world. Engage us to help you run yours. We can get involved at those key workshops, Kick Off Insight Synthesis, Value Proposition Creation and even presenting conclusions to management if required.

We can chat through your brief and then propose a project plan to fit your timelines and budgets.

Where has our method been used in real life ?

- To establish the insights for new cement in Zambia
- To establish a new energy service for North American business
- To create a new service model for global healthcare systems
- To understand the lighting needs for deep sea oil rigs
- To create answers for anxious breastfeeding mothers in China
- To motivate people to use their home gym equipment more
- To encourage people to speak to their bank face to face
- To create a new reporting system for police forces in California
- To understand why people struggle to tear cling film in Europe
- To help get satellite navigation to sound more like real people
- To establish future business models for video on demand
- To help householders understand where they are using electricity
- To create a new financial service for young people
- To see what people would like to dream about
- To make sure chemotherapy is as simple and painless as possible
- To develop new insurance solutions for global construction projects
- To ensure premature babies can be scanned easily in an MRI

Let's help solve your problem next...



PHILIPS

“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**