



MatShore.com/virtual-training/



10
2 hour modules



Module 01

Outside in thinking

This session explains the essential overview of how moving from a technology push culture to an insight driven approach is beneficial for high tech companies. The module covers:

- Numerous examples and case studies to demonstrate best practice.
- Sets a clear vision for participants as to the value of this way forward for their company.
- Explains clearly how the Value Propositions and Insights fit together to create better solutions.
- Demonstrates why this is relevant to them whether they are in R&D, Sales, Marketing or Senior Management.
- Explains how this fits seamlessly with other existing innovation processes



Module 02

6 Block Value Prop

This session explains the 6 Block thinking framework that has been used globally to teach 35,000 people to write better Value Propositions. The module covers:

- The role of each of the 6 elements
- The sequence of logic flowing through each choice in the thinking framework
- The common mistakes and traps to avoid
- How Value Propositions can cascade to deliver a business group, solution, or product line story.
- Great examples of 6 Block Value Proposition that grew the business.



Module 03

Targeting & Segmentation

This session explains how Targeting and Segmentation form the first critical choice in any innovation project. This module covers:

- The difference between a target and a business case (why targeting everyone is false economy)
- How to define the available market (Porters 5 forces)
- The 4 key types of Segmentation, (Behavioural, Demographic, Attitudinal and Geographic) and how to combine them.
- How Segmentation works in B2B markets
- The possibilities created by having multiple targets and multiple Value Propositions for the same solution.



Module 04

Insights & Observations

This session explains what Insights are (and what they are not). It covers the myths surrounding insights and digs deeper into how to create a competitive understanding of the customer in real life examples. This module covers:

- The difference between data and insights and why that matters
- What are Accepted Customer Beliefs and how to we deal and overcome such unhelpful beliefs
- What are Industry Perpetuated Myths and how to avoid the traps of creating them yourself
- How to find better Insights (5 Why's approach). How to interview customers and consumers in a different way to discover unmet needs
- How to synthesise your findings into insights and capture them in writing.



Module 05

Reasons to Believe

This session explains why it's OK to focus on your technology, but only as an enabler to the benefit and not as the point of the exercise. This module covers:

- The difference between Specifications and Features
- How to ladder up specifications to more meaningful support for your benefit.
- Endorsements, Testimonials, Awards, Statistics, Test results and Brand heritage- How RTB's can be more than just technology
- The difference between hygiene factors (standard requirements and RTB's)
- Ranking RTB's – Kano Analysis



Module 06

Superiority & Claims

This session explains why it's vital for your solution to have a point of differentiation over all the alternatives. This module covers:

- The difference between running a Value Proposition and a 'Me too!' project
- How the Alternatives, RTB's and Benefits of your solution interact to drive the Superiority
- Why Value Propositions need to be consistent over time and Superiority is key to strategic success and creating long term technology roadmaps.
- 10 ways to claims Superiority including Self Referencing, Top parity, Uniqueness and Statistical Superiority



Module 07

B2B Stakeholders

This session explains how Value Propositions and Insights work in a B2B environment where there is a complex stakeholder chain including differing opinions and priorities. The module covers:

- Selecting the Key Stakeholder to establish the Pain Point for your insight
- The interaction between purchase decision makers, payers, specifiers, installers, users and consumers.
- Using the Value Chain tool to communicate the value of your solution to each stakeholder in the most compelling way.
- The Red Thread. Creating single minded Value Propositions that are relevant to all stakeholders.



Module 08

Defining a story that sells

This session explains how complex stories and over engineered Value Propositions lose customer interest. It demonstrates the advantage of clear single minded communication focused around a clear well articulated benefit. The module covers:

- Maslow's Hierarchy of Needs, how communicating the benefit of technology needs to be less rational and more emotional
- How Value Propositions work when created globally, then rolled out and activated locally
- How to create consistent Marcomm and Sales Stories that work
- Practical tools to help to articulate the benefit including 'emotional laddering' and the 'So What Test!'



Module 09

A Project in 7 Steps

This session explains how to actually run a Value Proposition Project from beginning to end. It talks the team through defining the brief and objectives of the project and the key milestones and workshops needed so it is most likely to succeed. The module covers:

- The difference between Disruptive, Incremental and Positioning Projects and why that matters when creating a project.
- Step by step guide to the 7 steps of a project, from the brief at the Kick Off meeting through to Insight Synthesis and Value Prop Workshops.
- Case studies of each kind of project including clear guidance on how to adapt the project to fit timings, objectives and budgets.
- Tools, templates, workshop agendas, meeting invites and timelines for your chosen project



Module 10

How to test your ideas

This session explains how to question your target customer and interview them in a way that will most effectively gain deeper insights. It also cover market research methodologies for observing their workflows and for validating your solutions. This module covers:

- Insight Generation techniques, open questioning and avoiding bias in your interviews.
- Structuring and interview and tangible interview questionnaires for different types of innovation project
- Validating your Insights and Value Props, qualitatively and quantitatively. 15 Methods to observe and understand your target better than your competitors do.
- Online quantitative studies, building, recruiting and interpreting them.

35,000 people trained worldwide

Outside in now offer a Virtual Training, one that uses interactivity and the latest technology including online voting, quizzes, video content, digital templates and extended learning tools to make the content exciting and fun!

This training is a new exciting way to deliver our famous 6 Elements Method training attended by 35,000 people with value added features that aren't available in the classroom.

If you are working from home, or your team is located remotely, this is the perfect time to develop your skills and those of your team. If you've always been too busy to come together as a group and develop that vital Value Proposition strategy or train yourselves in the competency of insight or Value Proposition creation, this virtual format presents you with a perfect opportunity to do this now and use your teams time most constructively.



Team based online training

How does it work?

You can build your own tailored session for your team to suit your budget and the participants needs. Ten modules are offered which combine live teaching and coaching, with interactive exercises and homework. Each module takes 2 hours. If you have just a morning slot, pick 2 modules and we can deliver a 4 hour session to up to 20 of your team. If you pick 8 modules, we can deliver training over 4 mornings, or 2 full days.

It's your choice.

What if our team is global?

That's not a problem, we can work around your team and their time zones delivering sessions for Asia and Europe in the mornings and North America and LATAM in the afternoons or evenings (GMT)

