

MAT SHORE'S  
**Outside in**  
*Training*



***Energize your Value  
Propositions***



## ARE YOUR TEAM PART OF THE 35,000 ?

Outside in are the Global Experts in Value Propositions

Outside In™ are global experts in creating and teaching the competency of Insight and Value Proposition creation for large complex companies. Our success is reflected in the fact that in 2023 our tools and thinking are used by hundreds of Blue Chip companies around the world.

Because we specialise in just this one topic, our expertise has been sought in the boardrooms of global multinationals. Our clients have revenues of over \$160 Billion and spend \$16 Billion on R&D and Innovation each year.

We have delivered projects over 18 years and trained 35,000 people in 27 countries across a diverse range of B2B, B2C, Service and Product companies. Teams have joined us from blue chip companies like Philips, Samsung, GE, Comcast, GSK, BT, Unilever, Lafarge, Electrolux, P&G, Bank of America and Pepsi. We have also been asked to train smaller organisations and incubators, start ups and University faculties. Maybe we have trained you in the past or maybe you are part of a new team who have yet to experience our training?

The profile of trainees for Outside In's session normally comprise of a mix of upstream and downstream marketing and sales folks, product management, market research professionals, senior business heads, business group managers, product managers and R&D (Product Engineers and Developers).



9 What do I do?

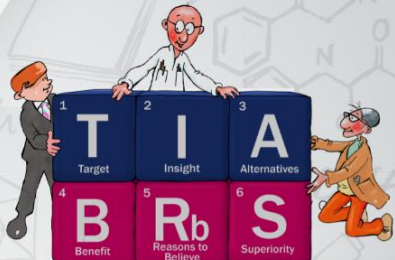
10 Do they like it?



1 Should I not could I?



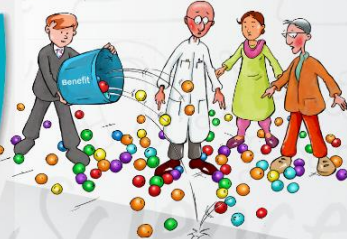
2 What's the idea?



8 What's the story?



3 Who is it for?



7 Who influences who?



4 What do they need?



6 Why is it best?



5 How does it work?



JUST SOME OF THE COMPANIES WE HAVE WORKED WITH





*The feedback has been overwhelmingly positive, both written & verbal. Comments like: "Awakening; insightful; consumer insight is so hard", 'thought I was good at this but I'm not'. And I picked up with a few who are now challenging themselves as to whether they've really understood the customer insight underpinning the services & technologies they're working on.*

Post Senior Management Team  
 Feedback BT  
 24 Bn revenues – 180 countries



*'They not only helped us rethink the culture but develop our value propositions as well. Their materials are exceptional, and their thinking is first class, they made a diverse team of very product and technology centric people share a common vision of the importance of consumer insight in an incredibly short time.'*

VP – Glaxo SmithKline  
 44 Bn revenues



*'I'd like to thank you again for your Value Proposition and Insight workshops this week. Lots of really great feedback from the team after you left. And I can say personally that this was one of the most enjoyable, relevant and fascinating sessions I've ever been in.'*

VP Customer insight &  
 Experience Citrix  
 3 Bn revenues





## It's about keeping it simple and repeatable

Many managers and teams working within large companies have different approaches or limited experience of writing great Value Propositions. When senior managers ask them for a Value Proposition or for the Insight behind their solution, they simply don't know how to respond.

At Outside In we believe passionately that you can teach the core language and skills of disciplined insight and value proposition creation. Our industry leading Net Promoter Score and a roster of global clients suggests that we are able to build competency in even the most complex markets and for the most high tech solutions.

With an equal balance of B2B and B2C teams trained, we have proven that the principles we teach and the tools we have are flexible and applicable to all types of business. We have Industrial, Media, Healthcare, IOT, Engineering, Software, Finance, Semiconductors and Telecommunications companies amongst our clients so we know our methods and tools work everywhere.

The testimonials and repeat business we have, is evidence that our training is unique and indelibly practical in the minds of those who attend.

Contact us now

[MatShore@MatShore.com](mailto:MatShore@MatShore.com)

+44 7961 969997



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