



10
 Modules



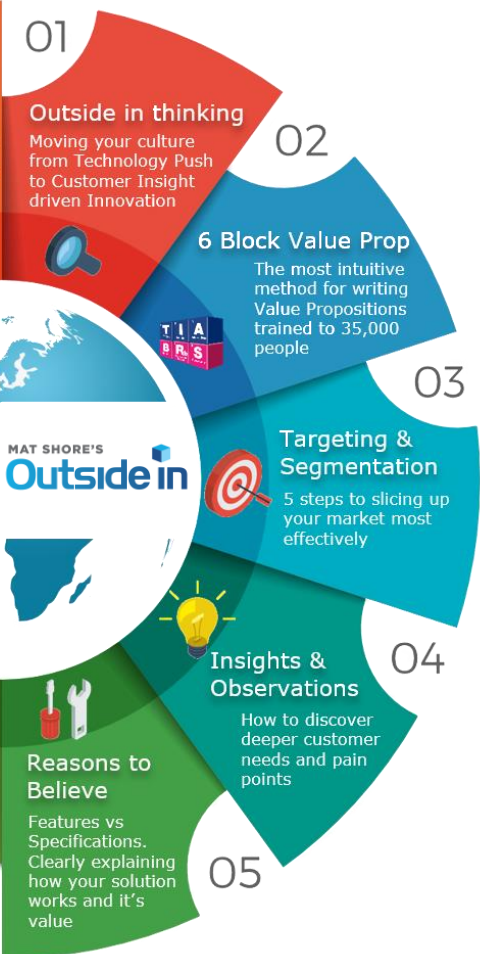
Outside In Training Agendas

Value Proposition Creation



JUST SOME OF THE COMPANIES WE HAVE WORKED WITH





10
 Modules



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 product managers and teams working within engineering and technology companies have no formal value proposition training. When managers ask them for a Value Proposition or for the Insight behind their solution, they 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 even to those with a technical background. 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, 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.



Classroom Training – 3 days

Face to Face including integrated workshop
Max 20 people per session





Training Outline

Day 1 – Foundation in Marketing Segmentation and Value Proposition Creation

Morning: 9am

- Setting the vision: How does insight driven innovation cascade to better results throughout every function of the organisation?
- What is market segmentation and why is it vital to Value Proposition creation?
- How do we segment a market in 5 steps to identifying our target?
- Aligning the fundamental language and understanding: What is an insight?
- How does it differ from an Accepted Customer Belief?
- How do we dive deeper into understanding these habits, workflows and beliefs?
- Why is data not insight?
- How do we ladder Observations into insight?
- How does insight generation work in B2B? How do we deal with multiple opinions?

Lunch 12-1pm

- How do you capture insights and write them in a customer motivating language?
- How do you use the 5 Why's method to understand underlying behaviours?
- Best Practice Insight Methods from the industry leaders
- Insight Case Studies (Good and Bad). Avoiding the pitfalls.
- How do you write insights for a series of stakeholders in B2B or local markets?

Close 5pm



Training Outline

Day 2 – Using Insights to build Future Offers (Value Propositions)

Morning 8.30am

- What is Value and Value Creation and what does it mean in your role?
- Using your insight as the start point for Value Proposition creation.
- Understanding the Value Proposition and introduction to the 6 Elements Template
- Writing focused offers with single minded benefits
- Structured approach to the RTBs (Reasons to Believe).
- How to create a USP (discriminating value proposition). Making sure you are better than the competition and explain why!
- Lunch 12- 1pm
- 7 Simple steps to running a Value Proposition project from beginning to end
- Using a strategic cascade of Value Propositions to manage your portfolio
- How to generate claims and claims support for your solution
- How will insights and value proposition get used in global vs local markets?
- How are insights and value propositions used to communicate internally?
- How insights and Value Propositions can also be used for explaining services, solutions and new business models

End 5.00



Day 3– Coached Value Proposition Workshop

Practical application of the theory in a Value Proposition building workshop where teams get to create the insights and Value Propositions for real live initiatives within the business.

Teams get to apply the theory from day 1 and day 2 immediately to tangible initiatives they are working on in their day to day business. The expert trainer/consultant will coach and facilitate the creation of these Value Propositions meaning teams can leave the session with fully drafted Value Propositions.

Up to 4 Projects can be worked up during the day with next steps and clear action plans provided for activating these in the days and weeks following the training.

Team will leave with:

- All the training they need to understand how to:
 - Generate deeper customer Insights
 - Write Insights that test well and drive competitive innovation.
 - Write great Value Propositions
 - Understand the value of this approach
 - 4 Projects worked up with tangible next steps





Online Training - 3 Sessions

Live over Zoom/Teams including integrated workshop
Max 20 people per session





Training Outline

Session 1 – Foundation in Marketing Segmentation and Value Proposition Creation

Either 8.30am-2pm or 12noon-5.30pm (Depending on time zone requirements)

- Setting the vision: How does insight driven innovation cascade to better results throughout every function of the organisation?
- What is market segmentation and why is it vital to Value Proposition creation?
- How do we segment a market in 5 steps to identifying our target?
- Aligning the fundamental language and understanding: What is an insight?
- How does it differ from an Accepted Customer Belief?
- How do we dive deeper into understanding these habits, workflows and beliefs?
- Why is data not insight?
- How do we ladder Observations into insight?
- How does insight generation work in B2B? How do we deal with multiple opinions?
- How do you capture insights and write them in a customer motivating language?
- How do you use the 5 Why's method to understand underlying behaviours?
- Best Practice Insight Methods from the industry leaders
- Insight Case Studies (Good and Bad). Avoiding the pitfalls.
- How do you write insights for a series of stakeholders in B2B or local markets?

Training Outline

Session 2 – Using Insights to build Future Offers (Value Propositions)

Either 8.30am-2pm or 12noon-5.30pm (Depending on time zone requirements)

- What is Value and Value Creation and what does it mean in your role?
- Using your insight as the start point for Value Proposition creation.
- Understanding the Value Proposition and introduction to the 6 Elements Template
- Writing focused offers with single minded benefits
- Structured approach to the RTBs (Reasons to Believe).
- How to create a USP (discriminating value proposition). Making sure you are better than the competition and explain why!
- 7 Simple steps to running a Value Proposition project from beginning to end
- Using a strategic cascade of Value Propositions to manage your portfolio
- How to generate claims and claims support for your solution
- How will insights and value proposition get used in global vs local markets?
- How are insights and value propositions used to communicate internally?
- How insights and Value Propositions can also be used for explaining services, solutions and new business models





Session 3– Coached Value Proposition Workshop

Either 8.30am-2pm or 12noon-5.30pm (Depending on time zone requirements)

Practical application of the theory in a Value Proposition building workshop where teams get to create the insights and Value Propositions for real live initiatives within the business.

Teams get to apply the theory from day 1 and day 2 immediately to tangible initiatives they are working on in their day to day business. The expert trainer/consultant will coach and facilitate the creation of these Value Propositions meaning teams can leave the session with fully drafted Value Propositions.

Up to 4 Projects can be worked up during the day with next steps and clear action plans provided for activating these in the days and weeks following the training.

Team will leave with:

- All the training they need to understand how to:
 - Generate deeper customer Insights
 - Write Insights that test well and drive competitive innovation.
 - Write great Value Propositions
 - Understand the value of this approach
 - 4 Projects worked up with tangible next steps





Masterclass Agenda – 1 day executive level session

Face to Face or Online session





Masterclass Agenda (Senior Management Overview)

- Setting the vision: How does insight driven innovation cascade to better results throughout every function of the organisation?
- Aligning the fundamental language and understanding: What is an insight?
- How does it differ from an Accepted Customer Belief?
- How do we ladder Observations into insight?
- How should teams run an insight generation project? How long and what does it cost?
- How does insight generation work in B2B? How do we deal with multiple opinions?
- How do you validate insights and prioritise the most important projects?
- Lunch
- Understanding the Value Proposition and introduction to the 6-block template
- How do Value Propositions work in global vs local markets?
- How will having a unified value proposition guide Marcomm and Sales
- Tips and Tricks for Senior Managers to gate-keep the quality of Value Propositions
- Best Practice deployment of this approach in other global companies
- Best Practice tools, templates and process to embed this from other companies
- Keeping quality high over time and coaching better Value Propositions
- Next Steps

5pm End



How we charge



At Outside in we like to keep things simple. We do not charge by participant, but by the session which means sessions are more cost effective.

Contact us for prices



Contact us now

MatShore@MatShore.com

+44 7961 969997



[www. !\[\]\(e78f798d4ea5c530c9db49e7d26e6b95_img.jpg\) MatShore.com](http://www.MatShore.com)

 **T6** Elements
Method