

Are you sure you know what your customer needs?





## Don't let the success of your innovation come down to chance

Let me ask you a couple of quick questions:

- How do you rate the chance of success of your current innovation?
- Do you truly believe that your customer and not your technology is at the heart of your innovation?
- When you ask your team what insight lies behind their ideas, how do they answer and do they really know what you are asking?
- Do your teams employ a disciplined and robust method of creating new products and ideas or is it more of a gut feel approach?
- Do you have more data than you know what to do with, but no breakthrough insights?

If you are concerned about any of the above then you are not alone. Over the last 2 decades, 35,000 other smart innovators at the worlds best companies looked to Outside In to help resolve similar issues.



## Credentials

Outside In™ are the creators of the 6 Elements Method and global experts in Insight and Value Proposition creation in technology, engineering and healthcare organisations . Our success is reflected in the fact that in 2022 Outside In's tools and thinking are used by over 250,000 employees around the world.

We have delivered training and developed innovation in 27 countries for the worlds biggest technology companies such as Samsung, GE, Philips, GSK, Carestream, Analogic, Idexx, Citrix, Gemalto, Thalix, Irdeto, Lafarge, Bank of America, Merrill Lynch, Aon, Electrolux, DSM, Belkin, Pfizer as well as for incubators, start ups and University faculties. Our clients are major innovators and have a history of success with a combined turnover exceeding 100 Billion Dollars.

We have an industry leading 75% Net Promoter Score and partnered our clients in bringing hundreds of services and products to market over the last 20 years.



## Why our consultancy is unique

Unlike other consultancies, we do not do anything other than insight and value proposition creation in technology and high tech companies.

This complete specialism on one area means our consultants are experts in this field and repeatedly exposed to new examples and ideas every day.

The ability to combine training as part of a value proposition and insight project is a unique benefit of Outside In consultancy and means that project teams get to apply their learning immediately.

If participants can come away from a project not only armed with the insights and value propositions they need but also the competency to create better insights and value propositions themselves in the future then we believe that is clearly highly desirable.

We want to leave your team able to repeat this process on their own in future, not reliant on us.



## Where we can help you

Our proven expertise is in working with the client team in the pre-interview phase of discovery to analyse existing data and generate insight hypothesis, followed by the development of the discussion guides and stimulus which goes into these interviews. We then play the critical role of synthesising the output into well crafted value propositions and building strategic recommendations for senior management.

Although we are not a Market Research company per se we regularly advise clients on how to select market research, create questionnaires and we develop concepts for testing.

If required we will assist in the briefing of the chosen market research partner and ensure the findings they generate are fully aligned with our insight and value proposition approach.

We can also construct and run online validation of potential insights and value propositions to give you confidence that what has been created is attractive to your target market.



## An 'Indicative Consultancy Project'

Outside In would run a complete project on a key issue or mission critical initiative within the organisation.

The deliverables would usually include

- Facilitate all workshops
- Generate discussion guides
- Brief all market research agencies with you
- Synthesise findings into insights
- Coach the team to develop value propositions
- Create online Insight and value proposition validation with customers
- Make final revisions to winning proposition
- Write a final Value Proposition Recommendation



## 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 in Germany
- To encourage people to speak to their bank face to face over the internet
- 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 most.
- To help dentists and technicians repair teeth better
- To create a new financial service for young people
- To help parcel delivery drivers manage trailers and trucks more efficiently
- 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...





## A couple of thoughts from the 35,000



GlaxoSmithKline

*Their materials are exceptional and their thinking is first class, they made a diverse team of people share a common vision in an incredibly short time.*  
**Vice President Glaxo Smithkline**



*In the past years I have seen several “consultants” none as inspirational as you are. Or maybe even more important not capable of overcoming the cynics*  
**– Global Innovation Manager DSM**

**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**



*Your session last year here helped to reset the organization that then led to a host of new insights resulting in a truly transformational year... Well done!*  
**Vice President Global Marketing Agendia**

**CITRIX®**

*I'd like to thank you again for the session 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 been in.”*  
**Vice President Customer Experience Citrix**



*Very inspiring and very useful. I can't remember that I have got such a useful tool during my 13 years in product marketing.*  
**Marketing Director Analogic**



*The best tools and thinking we have been exposed to in a number of years*  
**Head of innovation – Samsung Medison South Korea**





## At the heart of all creative processes is discipline

You may not believe it, but many other functions think marketing isn't a discipline. They think that decisions are made on 'gut feel' alone and that there is no way to validate or structure the creative idea generation needed for innovation in a robust way.

We disagree.

For over a decade we have been teaching Value Proposition creation using a simple 6 block thinking framework. It wasn't something we invented, as its built on 60 years of industry best practice, but we have refined and perfected it for use in large complex organisations.

Our framework has now been stress tested and proven to work in B2B environments as well as B2C, it's been used to launch products, services and brands alike.

The approach has been used to develop new products, improve existing ones and reposition those that were well established in the market.

Put simply, our approach works.



## It's not rocket science or witchcraft

The worlds best marketing companies have known for years that to tell a story of a product, service or brand you need to use the same 6 core elements.

You need to focus on a target, work out what they need then see why other alternatives fail to address that opportunity adequately.

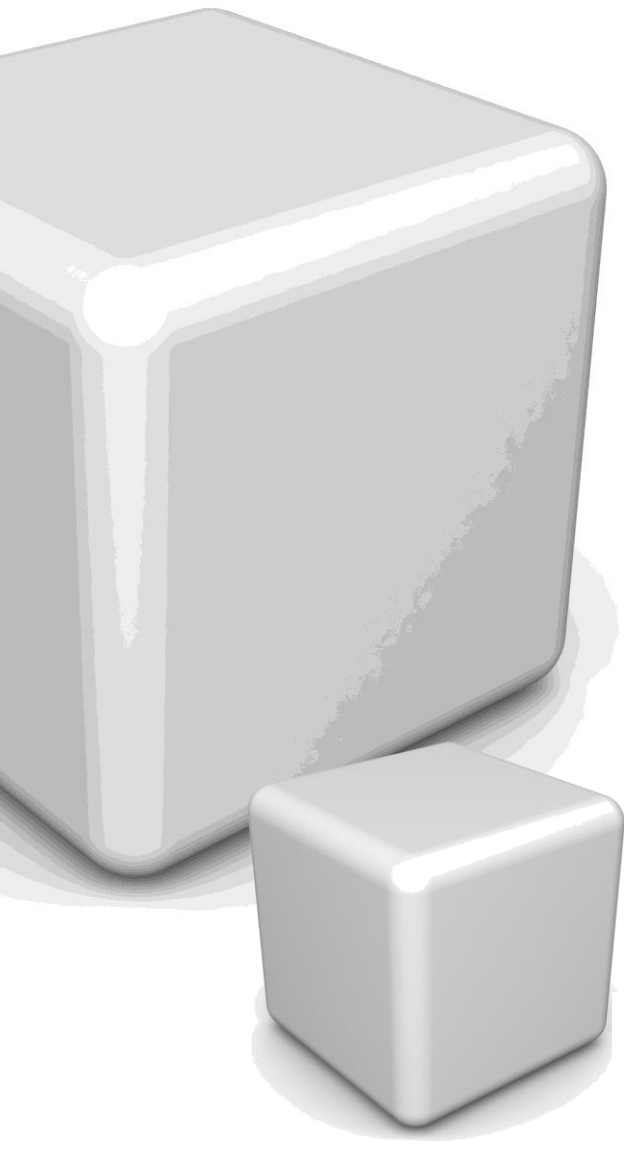
Anything complicated or contentious so far?

Then you need to clearly communicate the benefit you offer and prove you can deliver it in a better way than those others.

Communicating your ideas inside and outside the company in a proposition that follows that structure is proven to work every time.

So that's what we teach.

We don't overcomplicate it, wrap it up in jargon or try and add stuff to make ourselves seem clever. What we do however, is explain it really simply and give rich and elegant examples at every turn. We find people learn better that way.



## It's about keeping it simple and repeatable

For nearly all innovation consultancies the trick is to confuse the client and pretend that the skills they have can't be taught. After all, this leads to repeat business and the illusion of proprietary expertise.

At Outside In we are different. 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 organisations.

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.

Having helped teams for a decade developing gene sequencing, financial products, business energy tariffs, coffee machines and dream programmers 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



[info@TheSixElements.com](mailto:info@TheSixElements.com)  
[www.TheSixElements.com](http://www.TheSixElements.com)  
+44 7961 96 9997

