



9 What do I do?



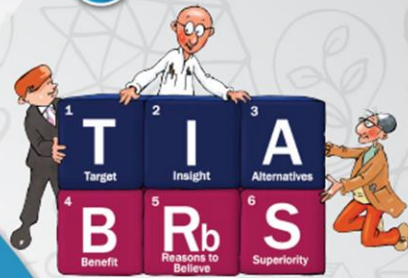
10 Do they like it?



1 'Should I?' not 'Could I?'



2 What's the idea?



8 What's the story?



09

Defining a story that sells

Communicating the right focused story globally, locally in Marcomm & Sales

7

A Project in 7 steps

From brief to insight synthesis & Value Prop workshop, a step by step guide

How to test your ideas

15 market research techniques & interview questions to validate your ideas fast

01

Outside in thinking

Moving your culture from Technology Push to Customer Insight driven Innovation

02

6 Block Value Prop

The most intuitive method for writing Value Propositions trained to 35,000 people

03

Targeting & Segmentation

5 step to slicing up your market most effectively

3 Who is it for?



08

B2B Stakeholders

Making sense of insights and Value Propositions in a complex B2B chain



Superiority & Claims

10 ways to define and communicate your USP or discriminator



Reasons to Believe

Feature vs Specifications. Clearly explained how your solution works and it's value



04

Insights & Observations

How to discover deeper customer needs and pain points



7 Who influences who?



07

6 Why is it better?

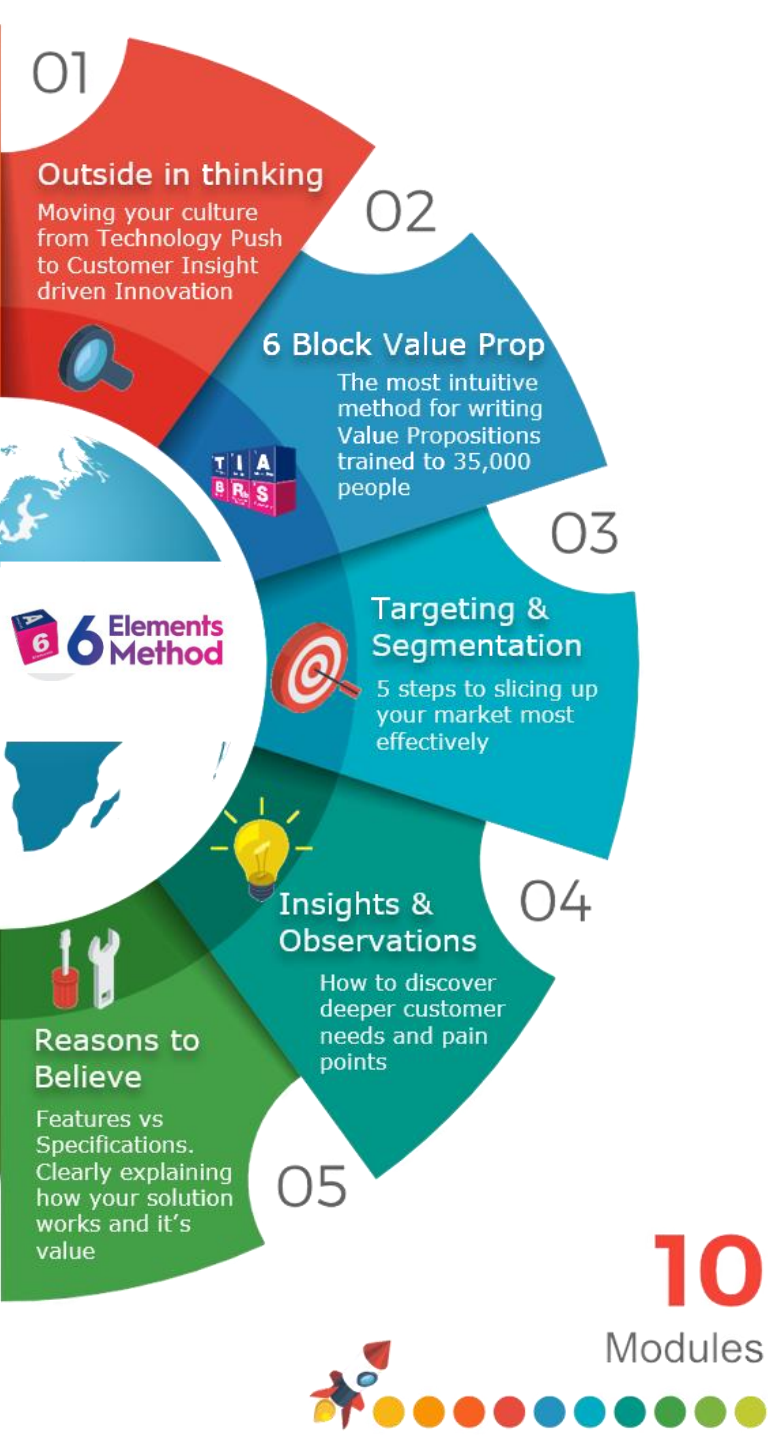


5 How does it work?



4 What do they need?





## 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 2022 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, Schneider Electric, GSK, 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).



01

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# 10

Modules



## JUST SOME OF THE COMPANIES WE HAVE WORKED WITH



GlaxoSmithKline



LafargeHolcim



Procter&Gamble





# Virtual Training



Virtual

A training session comprises of 3 sessions of 5 hours each

- Day 1 – Defining the opportunity (Modules 1-5)
- Day 2 – Defining the solution (Modules 6-10)
- Day 3 – Application to your live project (workshop)

Max 20 participants per training course  
(We encourage you to enrol cross-functional project teams that are working together on common projects)



Training is charged by the course not the participant so its efficient to invite participants right up to the participant limit.





# Face to Face Training

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## Training Outline

### Day 1 – Foundation in Insights

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 dive deeper into understanding these habits, rituals and beliefs?
- Why is Observation not insight?
- How do we ladder Observations into insight?
- How does insight generation work in B2B? How do we deal with multiple opinions?

Lunch

- 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 or local markets?
- Practical insight writing session (Hybrid training/Live project Workshop)



## Training Outline

### Day 2 – Building your 6 Block Value Proposition

- What happens when you have a technology, but can't explain the value?
- What is Value and Value Creation and what does it mean in your role?
- Using your insight as the start point for your Value Proposition
- Understanding the Value Proposition and introduction to the 6 block template
- Writing single minded benefits
- Structured approach to the Reasons to Believe.
- 10 ways to explain, educate and motivate your target about new technologies.
- Lunch
- 10 Ways to claim Superiority and differentiate your Value Proposition from all the alternatives.
- Using your value proposition to drive design and R&D CTQ's
- Using your value proposition to generate better communication and education.
- How will insights and value proposition get used in global value propositions vs local market value propositions?





## Day 3 – Live action Project Work

### Insights & Value Proposition Workshop

- Using Outside In's extensive experience to coach your team to create draft insights and Value Propositions for your projects.



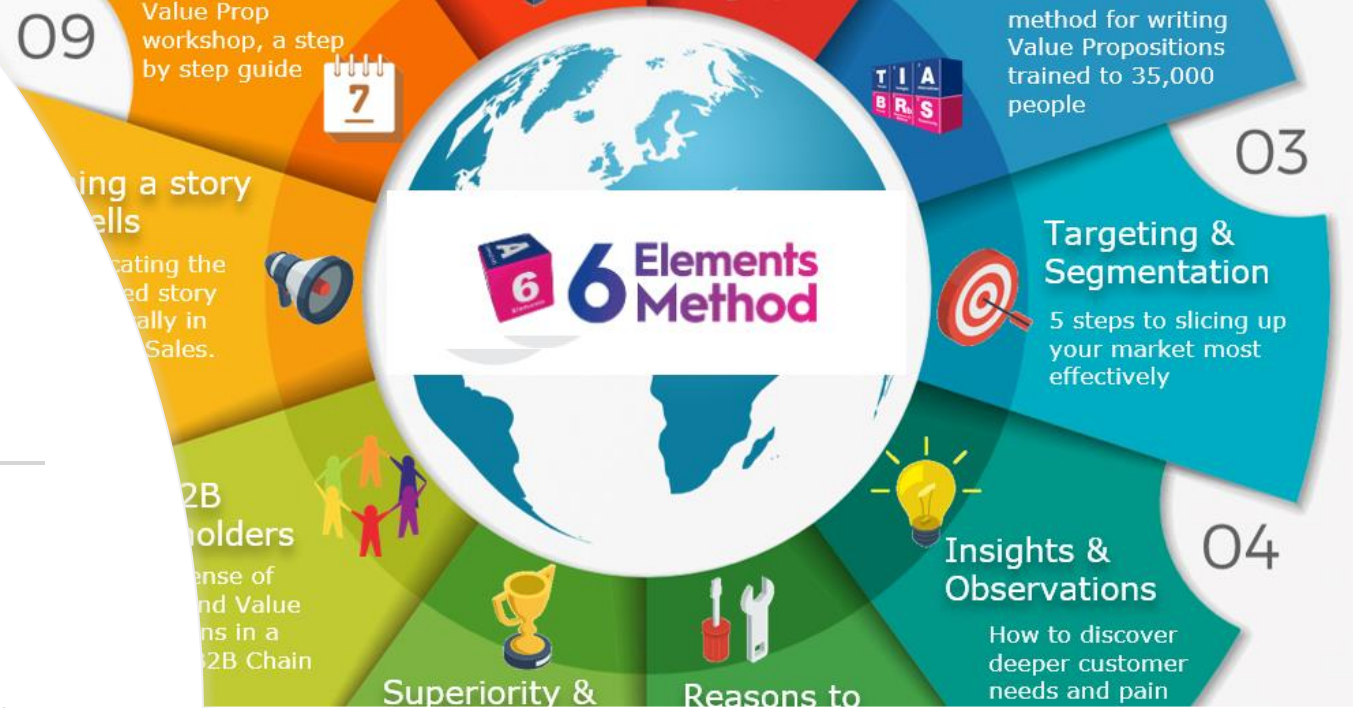
## Teams will leave with:

- All the training they need to understand how to:
  - Select appropriate targets and segments
  - Generate Deeper Insights
  - Write Insights that test well.
  - Write great Value Propositions
  - Claim Superiority
  - Understand the value of this approach
- Make sure the team are all aligned and speaking the same language.
- Draft Value Propositions for their active projects

# Materials – Extended learning

## How does it work?

Participants who attend the 3-day training can have access to the exclusive online private training portal after they complete the training. This contains manuals, playbooks, tools, templates, posters, workshop guides, terminology dictionaries and other resources that support the training delivered.



How to find out  
more and book

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