

C³Centricity 1-Day Catalyst Workshops

(One-day Intensive Sessions to Inspire Faster Change)

Are you frustrated with the speed of change within your organisation? Have you identified what needs to be *optimised*, but struggle to *move forward* with your objectives? Do you want to *improve* your company's *customer centricity* - your customer *targeting*, *understanding* or *engagement* - but don't know where to start? Are you overwhelmed by what needs to be done, or concerned that your team will react negatively? If so, then C³Centricity's one-day workshops are just what you need.

Whatever the reason, we can help you *catalyse* the changes you need to make, in just one day! An inspiring, fun and stimulating day, where you will identify, prioritise and plan the transformations that will improve your organisation and delight your customers, consumers and clients. A single day that results in positive and rapid progress in one of the ten major areas that organisations struggle with the most. By concentrating on just one topic at a time, transformations are guaranteed in a shorter time, with sharper focus and in a more positive environment.

Review some of our current workshops below for inspiration, but do keep in mind that we *never* deliver off-the-shelf programs; everything is developed exclusively to fit *your own specific needs*.

Contact us to learn more:

Email: denysedd@c3centricity.com

Tel: +41 79 933 9789

Skype: Denysech

Website: <http://www.c3centricity.com/training/>

Looking forward to inspiring you!

C3Centricity 1-Day Catalyst Workshop

N3: New, Next-Generation insights

Overview: Is your organisation missing out on valuable understanding and insights by relying on a sub-optimal insight development process? This workshop will inspire all participants to review the current insight process and optimise it for greater impact on the business.

Objectives: To expand on the current thinking, definition and development process of insights.

Content:

- Review of results of pre-workshop questionnaire and discussion on priority objectives for change.
- Current definition and understanding of insights.
- Information and knowledge sources and their availability.
- Information integration techniques for insight development
- The ideal insight development process explained.
- Objective setting and target group definition.
- Revision of current insight development process.
- Case study developing an insight from internal information.
- Summary and Q&A.
- Action planning, evaluation and close.

Pre-work: Pre-workshop questionnaire; selection of information and knowledge to be analysed during the workshop case study.

For whom: Marketing, Market Research and Insight, Strategy and Planning, Business Intelligence professionals.

Materials provided: Complete training file containing a summary of the presentations; examples of the charts, diagrams and process templates reviewed; blank examples of templates for internal use.

C³Centricity 1-Day Catalyst Workshops

I2A: Insights into Action

Overview: Most organisations have a process for developing insights, but have rarely taken the time to review how successful it is. This workshop will take you through the essential ingredients of insight development and the formation of a team that will develop the insights into actions.

Objectives: To develop and / or optimise current insight development practices, so that they become more actionable.

Content:

- Review of results of pre-workshop questionnaire and discussion on priority objectives for change
- Detailed review of current insight definition and development process. Identification of what is working and what needs optimising.
- Review of the process for actioning insight; how they are shared, actioned and followed-up.
- Case study of an action plan for a relevant and popularly used insight.
- Working with a recently developed insight, review how it can be actioned. Identify what could have been done better to make actioning easier and quicker.
- Summary and Q&A
- Action planning, evaluation and close

Pre-work: Pre-workshop questionnaire; selection of information / knowledge to be analysed during the case study.

For whom: Marketing, Market Research and Insight, Strategy and Planning, Business Intelligence professionals.

Materials provided: Complete training file containing a summary of all workshop presentations; examples of the charts, diagrams and process templates reviewed; blank templates for internal use.

C3Centricity 1-Day Catalyst Workshop

I2I: Insights to Impact

Overview: Many organisations develop a lot of knowledge, understanding and insights, which are not shared as widely as they could be. This workshop will take you through the essential ingredients of insight development, with an emphasis on their successful sharing throughout the organisation.

Objectives: To develop and / or optimise current insight development and knowledge-sharing practices, in order to increase the impact of the market research and insight teams within your organisation.

Content:

- Review of results of pre-workshop questionnaire and discussion on priority objectives for change.
- Identification of the current circles of impact and their importance within the company.
- Current circles within the MR&I team and identification of needed changes.
- Optimal organisational structure of the MR&I group.
- Review of current deliverables and identify ideal.
- List of new skills required to deliver knowledge, understanding and insights with impact.
- Review current levels of skills and development of a three-month action plan for desired improvements.
- Summary and Q&A.
- Action planning, evaluation and close.

Pre-work: Pre-workshop questionnaire.

For whom: Marketing, Market Research and Insight, Strategy and Planning, Business Intelligence professionals.

Materials provided: Complete training file containing a summary of all workshop presentations; examples of the charts, diagrams and process templates reviewed; blank templates for internal use.

C3Centricity 1-Day Catalyst Workshop

M3: More Meaningful Market Research

Overview: All too often, market research is a mere service department that is overworked and stretched in resources. It therefore rarely gets the time to review and update its ways of working. This workshop will help identify the set of MR processes, methodologies, tools (and agencies) you require to develop and deliver the knowledge and metrics crucial to your business.

Objective: To update your market research toolbox, including recommendations on methods and agencies required to measure identified KPI's to best manage your business.

Content:

- Complete review of current Market Research processes, methodologies and agencies.
- Specification of marketing mix 5P/7P elements, and identification of information required by the business for their measurement.
- Review of current metrics; identification of the most relevant KPI's for each brand or category, and the appropriate methodologies to gather them.
- Define a company management dashboard and plan of action for its development and publication.
- Summary and Q&A.
- Action planning, evaluation and close.

Pre-work: Review of marketing plan(s), existing dashboards, KPI's and their current definitions.

For whom: Marketing, Market Research and Insight, Strategy and Planning professionals.

Materials provided: Complete training file containing a summary of the presentations; examples of the charts, diagrams and process templates reviewed; blank examples of templates for internal use.

C3Centricity 1-Day Catalyst Workshop

I3: Immediately Improved Innovation

Overview: Are you missing out on valuable new product and service opportunities by relying on out-dated innovation processes? This workshop will inspire all participants to take a fresh approach to innovation, which will lead to increased NPD success.

Objectives: To review the current processes of new product & service development, and plan / prioritise relevant improvements that can be introduced for more successful launches.

Content:

- The what and why of Innovation.
- Best practice innovation with examples.
- Review of current innovation practices in-house.
- Innovation levers and their uses.
- Practical use of innovation levers on company categories and brands.
- Concept development; identification of functional vs. emotional benefits and how best to communicate them.
- Metrics and methods for updating the innovation process.
- Summary and Q&A.
- Action planning, evaluation and close.

Pre-work: Analysis of current innovation processes and identification of the roles and responsibilities of all departments involved.

For whom: Category Directors, Product / Brand Managers, Business Intelligence, Market Research & Insight specialists responsible for evaluating New Product Development professionals.

Materials provided: Complete training file containing a summary of the presentations; examples of the charts, diagrams and process templates reviewed; blank examples of templates for internal use.

C3Centricity 1-Day Catalyst Workshop **C3: Consistent, Creative Communication**

Overview: Are you satisfied with the effectiveness of your communications? To engage your customers, you need to have correctly identified your audience, and then communicate in a way that both appeals to and impacts them. You must also ensure that what you are saying is relevant and moves your image in the desired direction. This workshop will cover all these major aspects of impactful engagement.

Objectives: Identify and prioritise most relevant channels of communication for the company's category and brands. Understand brand image & equity, how to measure it and how to impact it through rational and emotional communications. Review importance of consistency of messaging and channel relevance.

Content:

- Identification of target audience of brands and their differences, using relevant category examples
- Review of connection opportunities and their uses in communications
- Comparison of perception versus reality of brand image and equity, and its measurement
- Application of rational and emotional elements in communications, including poly-sensoriality
- Understanding consistency across channels and communications
- Summary and Q&A.
- Action planning, evaluation and close.

Pre-work: Pre-workshop communications analysis.

For whom: Category Directors, Brand Managers, Communications partners, Market Research and Insight specialists responsible for evaluating communications and image professionals.

Material provided: Complete training file containing a summary of the presentations; examples of the charts, diagrams and process templates reviewed; blank examples of templates for internal use.

C3Centricity 1-Day Catalyst Workshop

S3: Strategy and viSion with Scenarios

Objective: Expose business executives to a new way of developing their vision and strategies. As the world is changing ever faster, there is no time for reaction, so pro-activity needs to become the norm. This can only happen through effective scenario planning and the integration of the customer into the strategy and vision.

Overview: Many organisations rely on trend following alone to prepare for future opportunities and challenges. This workshop will explain why this is insufficient and explain how you can get a competitive advantage by working with future scenarios.

Content:

- What has changed in recent past: social media, employee loyalty, customer loyalty, customer demands, speed of communication, and desired speed of reaction.
- Why trend following is no longer sufficient.
- Developing a competitive advantage.
- Geographical expansion planning from trends.
- Scenario planning and uses with case studies.
- Challenging management to think the unthinkable.
- Summary and Q&A.
- Action planning, evaluation and close.

Pre-work: Review of current strategies, and company vision and mission statements, as well as any trend reports currently purchased.

For Whom: Executive and Management teams, Market Research and Insight, Marketing, Planning and Strategy, Business Intelligence professionals.

Material provided: Complete training file containing a summary of the presentations; examples of the charts, diagrams and process templates reviewed; blank examples of templates for internal use.

C3Centricity 1-Day Catalyst Workshop

B3: Boosting, Bolder Business

Objective: To identify the blockages in making identified changes needed within an organisation, and develop appropriate strategies and plans to catalyse transformation.

Overview: Many businesses identify needed changes to their organisation, but then struggle to make them happen. Especially when company culture will be impacted - which is often the case - an external perspective and collaborative planning can make a huge difference to catalysing the change. This workshop will help any organisation to “walk the talk” of their strategy and plans.

Content:

- Review results of pre-workshop questionnaire and their implications.
- List of current changes needed.
- Identify any potential blockages that may slow or stop needed changes from happening.
- Understand the reasons for any lack of progression.
- How to catalyse employees to desire the needed changes.
- Prepare for executional adaptations and their adoption.
- Summary and Q&A.
- Action planning, evaluation and close.

Pre-work: Review of current business plans and a pre-workshop questionnaire for management to provide input on reasons for the success or failure to meet the company’s objectives.

For Whom: C-Suite executives and senior managers, or just below, with responsibility for introducing new approaches and ideas, and getting buy-in from employees for the desired changes.

Material provided: Complete training file containing a summary of the presentations; examples of the charts, diagrams and process templates reviewed; blank examples of templates for internal use.

C3Centricity 1-Day Catalyst Workshop **E3 Enjoyable, Exciting Education**

Objective: Develop the necessary skills in presenting analyses or ideas for internal information sharers and presenters that will guarantee results in improved understanding and action. Also included are general adult training techniques for better team working environment.

Overview: Adults learn differently from children. Have you correctly developed your training to ensure that no matter which learning method is preferred and used, each participant will grasp the knowledge sharing you desire? If you're not sure, then this workshop will help you identify any needed changes so your training is both impactful and effective.

Content:

- Review of results of pre-workshop questionnaire and analyses, and their implications.
- Differences in style of learning for adults.
- Training levers available and their uses.
- Best practice knowledge sharing including use of visualisation.
- Essentials of storytelling.
- Practical examples of knowledge and information sharing.
- Definition of company best-practices and prioritise changes
- Summary and Q&A.
- Action planning, evaluation and close.

Pre-work: Pre-workshop questionnaire and analysis of current training program and its content.

For whom: All employees who train or share information, analyses and knowledge through workshops, presentations and functional sessions

Material provided: Complete training file containing a summary of the presentations; examples of the charts, diagrams and process templates reviewed; blank examples of templates for internal use.