

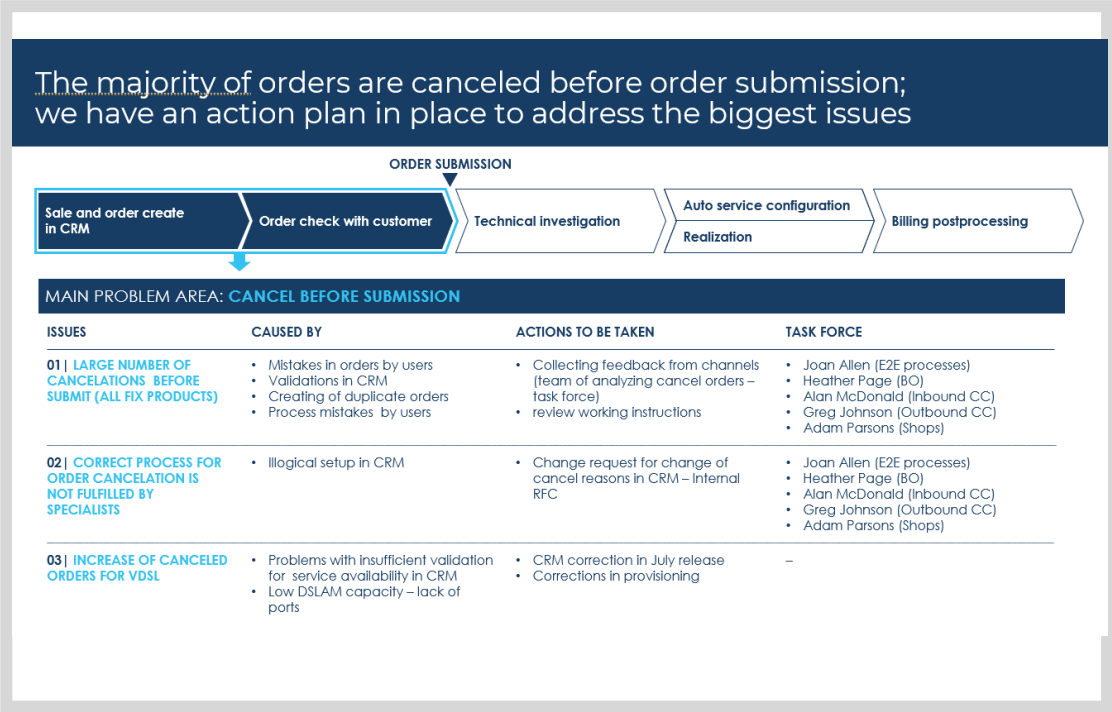
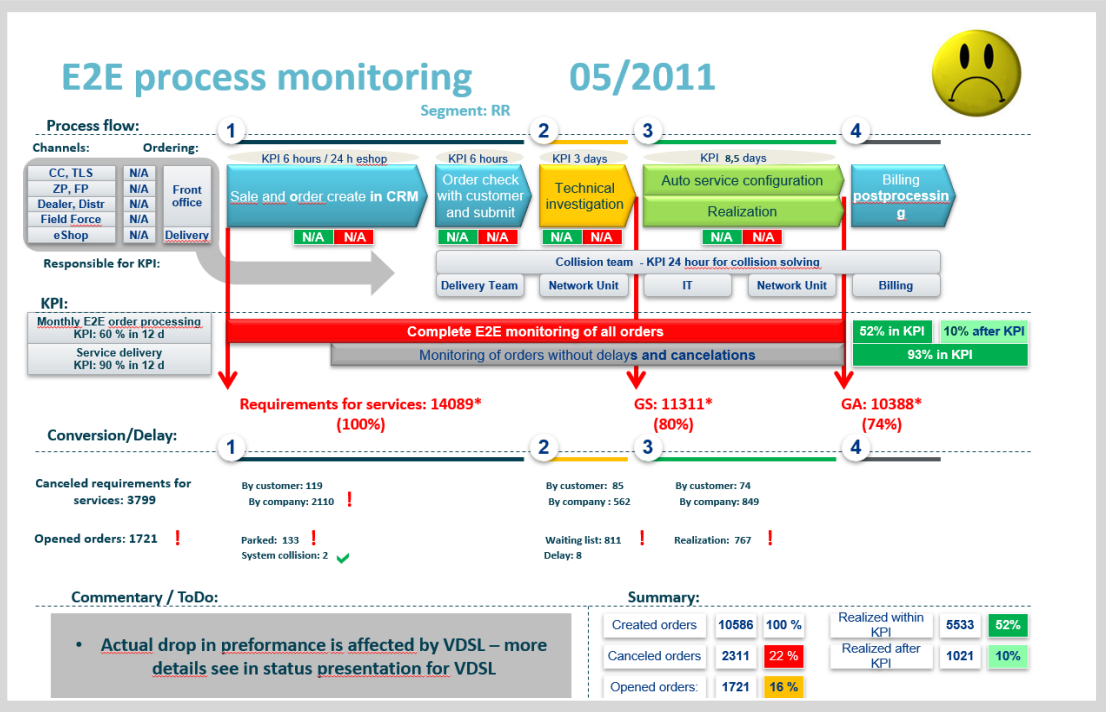
SAMPLE MATERIAL

Capturing core message, simplifying and redrawing

INPUT

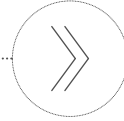


OUTPUT



Graphics and content enhancement (1/2)

INPUT



OUTPUT

Current Barriers to Innovation

- As resources are tied up, each new idea ends up going through the standard product development process with the mindset that it must succeed
- This means endless fine-tuning not necessarily producing a more effective pilot
- Taking the new initiative through various committees slows down the process
- Procurement process slows the process even further selecting vendors and negotiating on low-impact deals
- "Creating" a budget for innovation is not straightforward and cross divisional initiatives are difficult to allocate
- The cost of failure is often difficult to justify
- Business units need to focus on their current priorities and although have a positive attitude, cannot justify putting innovation ahead of big revenues
- Front-line employees are motivated by commissions driven by sales of core
- We cannot move forward

Although we have attempted, real innovation in this company is always thwarted by "daily business" priorities

PROBLEM AREA



PRODUCT DEVELOPMENT

- As resources are tied up, each new idea ends up going through the standard product development process with the mindset that it must succeed
- This means endless fine-tuning not necessarily producing a more effective pilot



FRONT-LINE EMPLOYEES

- Business units need to focus on their current priorities and although have a positive attitude, cannot justify putting innovation ahead of big revenues
- Front-line employees are motivated by commissions driven by sales of core



PROCESSES

- Taking the new initiative through various committees slows down the process
- Procurement process slows the process even further selecting vendors and negotiating on low-impact deals

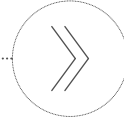


BUDGET

- "Creating" a budget for innovation is not straightforward and cross divisional initiatives are difficult to allocate
- The cost of failure is often difficult to justify

Graphics and content enhancement (2/2)

INPUT



OUTPUT

What is Your Clear Outcome Statement?

Traditional Outcome Statement

- Develop an overview of Effective Edge's new online courses.

Clear Outcome Statement

- Develop a lively and engaging 3-minute digital presentation of Effective Edge's new online courses. The video is fast paced and accurately depicts our customer's "pain points" and the end result of relief and renewal that comes from engaging in one of our core programs. Video gets 250 + "hits" on the website each month.



A CLEAR OUTCOME STATEMENT



WHAT

State the ultimate
GOAL

Develop an Effective Edge's
new online courses
DIGITAL PRESENTATION



HOW

The goal needs to be
SPECIFIC

Depicts our customer's
PAIN POINTS; the video
needs to be **LIVELY,**
ENGAGING AND FAST
PACED (3 min. in length)



WHY

Make it purposeful, state
REASON

We need to communicate
RELIEF AND RENEWAL
that our customers get
from engaging in one
of our core programs



KPIs

Define clear indicators of
SUCCESS

We expect the video
to reach more than
250 "hits" on the website
each month.

Aden
LEADERSHIP

Slide creation based on ANY source

INPUT



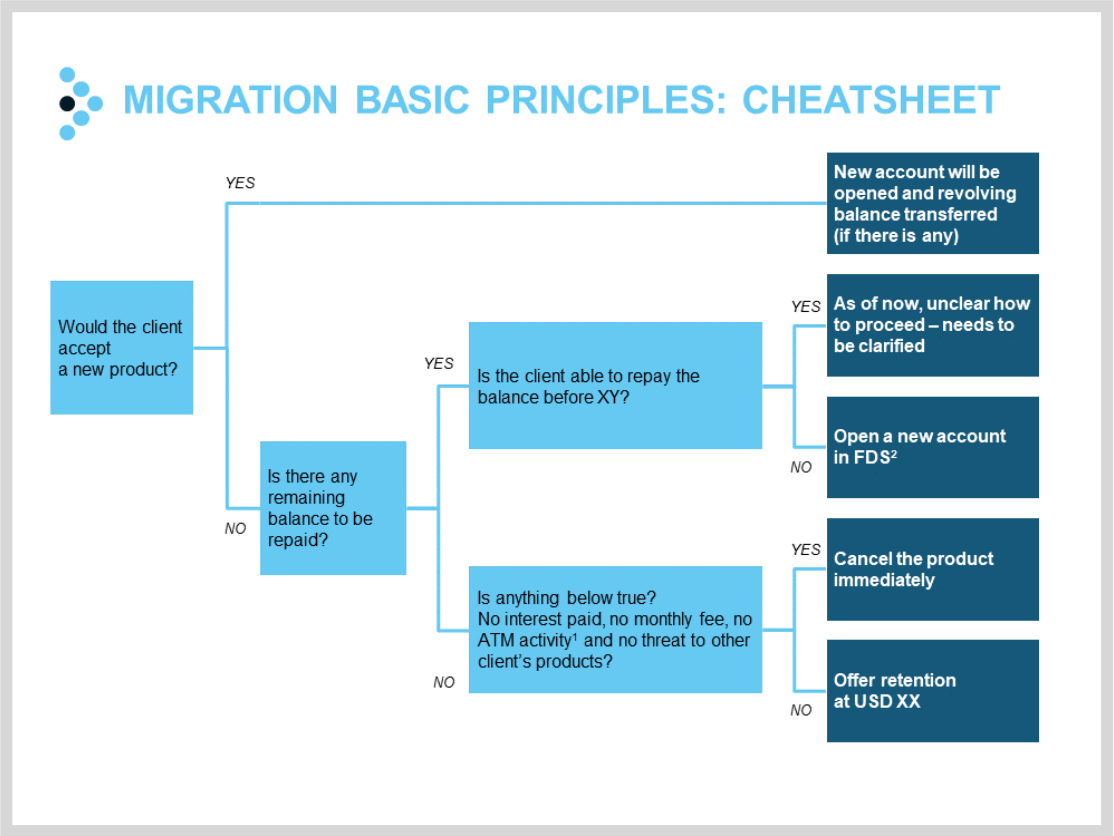
OUTPUT

Migration and revolving balance transfer ~~transfer~~ ^{principle} basic principles

- New account will be opened and revolving balance transferred (if any)
- New contract will be signed together with marketing campaign and customer incentive in a form of TB) - agreed on with

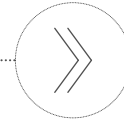
Handwritten notes and diagrams:

- Check OK with what:** ~~Handwritten notes~~
- Check NOT OK with what:** ~~Handwritten notes~~
- Handwritten notes:** "No interest paid, no monthly fee, no ATM/POS activity, no threat to other products" (repeated twice).
- Handwritten notes:** "cancel card immediately" and "Retention offer of EUR".
- Handwritten notes:** "1 Last 6 month" and "2 1 please add ...".
- Handwritten notes:** "Is the client able to repay the balance before 2017?" and "Is the client able to repay before 2017?".
- Handwritten notes:** "Is the client able to repay before 2017?" and "Is the client able to repay before 2017?".



Data into charts

INPUT



OUTPUT

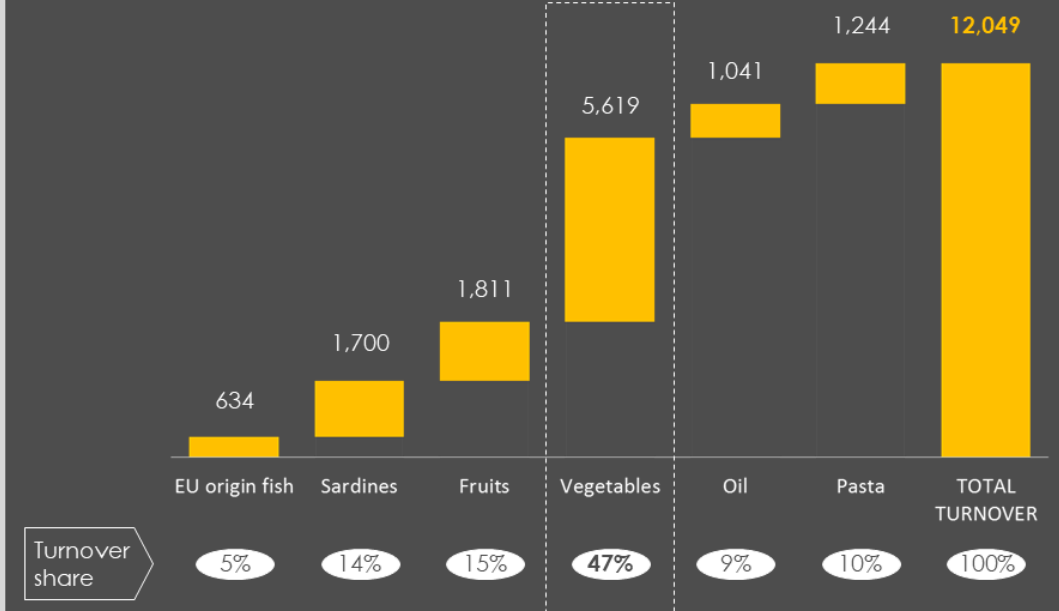
*In 2003 we sold goods in volume of 12,049,000 EUR.
Vegetables are the best-seller (mainly tomatoes)*

EUR thousand		2001	2002	2003
Fish	Mackerel tomato sauce 170g	87	59	89
Fish	Mackerel smoked in sunflower oil 170g	149	148	150
Fish	Herring flaps in tomato sauce 170g	170	102	175
Fish	Herring flaps in sunflower oil 170g	215	183	220
Sardines	Sardines in tomato sauce 120g	370	365	365
Sardines	Sardines in sunflower oil 120g	646	645	650
Sardines	Sardines in brine 120g	628	683	685
Fruits	Pineapple chunks 600ml	470	366	350
Fruits	Peach 425ml	499	158	110
Fruits	Peach sliced 425ml	197	126	111
Fruits	Strawberries 425ml	209	156	110
Fruits	Mandarin oranges 314ml	993	1 081	900
Fruits	Appricots 425ml	151	175	150
Fruits	Appricots 850ml	136	101	80
Vegetables	Beans chili 425ml	475	480	481
Vegetables	Beans tomato 425ml	475	506	500
Vegetables	Beans white 425ml	270	294	295
Vegetables	Gherkins 720ml	47	52	49
Vegetables	Tomato peeled whole 425ml	857	750	1 357
Vegetables	Tomato peeled chopped 425ml	1 137	972	1 998
Vegetables	Tomato passata 70g	515	631	939
Oil	Olive oil Extra Virgin	739	745	810
Oil	Olive oil Pomace	246	250	231
Pasta	Spaghetti	816	805	850
Pasta	Fusilli	378	373	394
TOTAL		10 872	10 205	12 049

12,049,000
EUR

Vegetables were the key driver of turnover helping us reach over 12 M EUR in annual sales

EUR thousand, 2003



Keynote/workshop (1/2)



Keynote/workshop (2/2)



Do you **PROCRASTINATE**
and/or **AVOID** a hard conversation?

Does lack of communication
HURT YOUR RELATIONSHIPS?

Do you **DELEGATE** difficult
conversations to **SOMEONE ELSE?**

Presentations that get results

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POCHOP
PRESENTATIONS