

## Propella Business Intelligence Tool

Propella® Business Intelligence Tool allows you and your team to:

- **Plot** your unique stakeholder landscape by groups, organisations and people.
- **Prioritise** those groups, organisations and people.
- **Plan** your marketing and communications approach according to the priority level of these groups, organisations and people.
- **Personalise** your marketing and communications to your priority groups, organisations and people.

### Benefits

- Visual clarity on your high (and low) priorities.
- Ensures marketing activity aligns with financial and reputational goals (Finance Directors can see how marketing investment aligns with the bottom line).
- Provides shared understanding and purpose for a team goal.
- Depository for intelligence and information (more relevant and useful than a CRM).
- A central tool for marketing and business development decisions.
- Can monitor accountability and progress.
- Supports business planning and marketing activity.
- Security – your Propella grid is safely stored on your own IT system (at Propella HQ we can only see your grid if you screenshare or show it to us).

Propella Business Intelligence Tool gives you a structure, a road map for managing your marketing. With clarity on your priorities, you know where to invest your time, energy and money.

*“The beauty of Propella is that it forces you to work out who really matters. Yes, it requires time and thought upfront, but that investment is richly rewarded: clarity on the people who can (and can’t) make a difference to your business, a failsafe method for allocating resources, budget and time and effective results from your communications activities.”*

Progress is visible and will encourage you and your team to do more.

*“Propella takes the touchy-feely and makes it into the quantifiable. In a world where what gets measured gets done, Propella’s forensic approach will help you find growth and measurable results.”*

## Functionality

We work together on building the Propella grid with the following:

- Project Name
- Project responsibility
- Mission
- Measurement
- 0/10 dated progress bar
- Grid notes
- Task schedule with dates
- Plot groups and sub-groups
- 0 to 100 Royalty and Loyalty axes
- Plot organisations and people within those groups
- Edit and update groups, organisations and people
- Space for shared intelligence on groups, organisations and people
- Easy to assign character traits
- Reporting

The Propella Business Intelligence Tool is in continuous development. New functionality coming soon includes an add-on calendar, a place to record competitor activity and a progress marker. If you have bought a previous version of the grid you can easily import all your previous data into the new grid.

## Technical Information

Propella grid can work on desktop, Mac or laptop (but not iPad or iPhone). It is safe to use in your organisation and can be hosted on whatever platform you use for shared working. You will be given full instructions before using the grid including what you'll need to check with your IT team. If necessary, you can consult with Propella's CTO and/or the Propella developer.

## To see the grid ...

We're quite protective of our grid and it is only available to Propella clients alongside other services. To see the grid in action you're welcome to book a complimentary **Propella360 discovery session**.

Propella® is a registered trademark owned by Propella Global. The grid is registered with the IPO and protected in Europe, US and Canada.

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