

Power of Personal Masterclass – Flagship Workshop Two for Teams

Where the magic happens, in this workshop we show you how to introduce a highly personalised level of communication for your priority stakeholders as designated on the Propella grid.

You have access to our full Power of Personal toolkit, including our ‘secret sauce’ **Making the Impersonal, Personal – A Guide to Using Propella Across the A – Z Marketing Mix** and we’ll encourage to develop your own power of personal. After this, there is no going back!

Outcomes

- Discover that opportunity is everywhere and how to manage your visible (and invisible) touchpoints to accelerate your success.
- Understand extreme commercial closeness and how to achieve it. It’s easier than you think!
- Be aware of some simple personalisation techniques to transform your communication.
- Find out how to leverage your existing marketing communications with exponential impact.
- Know-how on managing word-of-mouth marketing.
- A Propella touchpoint calendar for at least one priority organisation, a real case study, you can start working on from the next day.
- Momentum!

“This helped us to identify the appropriate clients for our business and their relevant business needs. Success came quickly and some of our significant growth is down to this thinking.”

In Advance

Ideally your team should have completed The Finding the Diamonds in the Data workshop and have a populated Propella grid.

Your team will receive workbooks to use in the session and keep for future reference.

We will also work with your marketing and business development professionals to see what activity is planned for the next 12 months.

Who should attend?

Anyone in the team with a role to play (including marketing professionals) if they're up for business and personal growth, getting behind a shared plan and making best use of their time and marketing spend. Everyone will participate and you will work in pairs, teams or groups. Works well for dispersed teams.

Delivery

Usually a two x 2.5 hour sessions on Zoom, max 12 people on Zoom or unlimited numbers on Remo, or a four hour session delivered in person (subject to Covid restrictions).

Follow Up

A report and recommendations plus the option to continue using your Propella grid.

Thereafter we can host a follow up session or carry on working with you on this brief under a retainer, consultancy or coaching arrangement.

“By working through the various steps together, there’s an unseen commitment to helping each other win new clients and deepen existing client relationships. At the start of the day, we had a group of individuals. At the end of the day, we had a team with a common purpose and common language.”

Email liz.whitaker@propella.global to book a workshop or call me on 07792 541443 to find out more.

