

Finding the Diamonds in the Data – Flagship Workshop One for Teams

Propella will unlock the massive untapped business potential in your clients, contacts and colleagues. In this workshop we show you how to identify your priority groups, organisations and people. Finding the Diamonds in the Data goes like this ...

- The warm up - exploring brands you admire and why (with some interesting lessons for your own brand).
- Agreeing your picture of success – your team’s mission, milestones and measurement (including personal drivers).
- Plotting your market groups on the Propella grid to identify your VIPs and Upgraders. You can use this grid after the session (saved onto your own system – see Propella Business Intelligence Tool) to manage your progress.
- Exploring the range of organisations in a selection of those groups and plotting them on the grid.
- Finding the **diamonds in the data** - Focusing on the people, external and internal, vital to your mission.
- Choosing which Propella characters resonate.
- Agreeing how to build the diamond collection!

“Your workshop got right to the heart of the issues in a style that brought the best out in everyone and maintained high levels of positivity and high energy from beginning to end.”

Who should attend?

Anyone in the team with a role to play (including marketing professionals) who is 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).

Outcomes

- Understanding why Personal-to-Person marketing (P2P) will secure competitive advantage.
- Clarity for the team on its mission, milestones, measurement and ROI.
- How to identify millions of pounds (dollars or Euros) of future income.

- Building teamwork, accountability and collaboration with each other and your marketing team.
- Everyone plays to their strengths.
- Overcoming obstacles preventing fee-earners from effective marketing.
- Learning a failsafe methodology that becomes hard wired and can be used over and over again.
- Actionable insights that keep the ball rolling.
- Every participant leaves the room motivated and with a clear idea on what they need to do to achieve the mission.

“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, we had a team with a common purpose and common language.”

In Advance

Participants will receive my book **The Power of Personal – How to Connect, Convince and Create Exceptional Client Relationships**.

We work with the team leader to set up the Propella grid so we’re ready to go when the session starts. We ask you to outline exactly what you want the session to achieve. We will also ask participants to identify their marketing challenges and barriers so we can cover this during the session.

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

We may also set up a WhatsApp group or Workplace community to keep the team engaged, ensure continuous learning and so the **project stays live**.

Follow Up

You can choose to continue using your Propella grid.

Most clients automatically book for the next workshop, **The Power of Personal Masterclass**.

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

“I just wanted to say a big thank you for all the hard work that went into preparing yesterday’s session with our group - I thought the day went brilliantly and everyone seemed really enthusiastic and raring to go!”

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