

Propella Bitesize

This two-hour, superfast and efficient Propella session resolves a specific challenge needing an urgent successful outcome. Popular requests are for:

- Pitch and tender management
- Retention of panel appointments
- Event management
- Campaign planning
- New product or service launches
- Crisis management

At the end of the session you will have an action plan, the Propella grid to manage progress and a task list.

Nail your Messages is a one-off session we run for teams seeking clarity on messages.

Who should attend?

Anyone in the team connected to the brief with a role to play. Everyone will participate and you may work in pairs, teams or groups. Works well for dispersed teams.

Format

With the Propella grid as the centrepiece, we work with you to deliver the following:

1. Clarity on mission, measurement and timescale.
2. Plotting of stakeholders, external and internal, onto the grid.
3. Identifying key characters and agreeing an action plan.
4. Assignment of responsibility within the team for these stakeholders.
5. A marketing communications plan and calendar, including using power of personal techniques, to achieve your mission.

Delivery

Usually a two hour Zoom session, max 12 people, or delivered in person.

Outcome

Absolute clarity on the way forward, momentum and motivation because everyone knows what they need to do. You will have the Propella grid to manage and monitor your progress.

In Advance

Tell us what you want the end result to be.

Follow Up

You will receive a summary report with recommendations. You will have your Propella grid with all your stakeholders mapped and a built in task list to keep everyone on track.

We can host a follow up session or carry on working with you under a normal consultancy or coaching arrangement.

Propella Bitesize – Nail Your Messages

For teams needing support with messaging, we run a one-off Nail Your Messages workshop. In advance, participants are asked to submit the team's strengths. In the session we combine these strengths to look for the most popular, back them up with facts, figures or stories and re-position them for the benefit of the client. As a follow-up we return these to you as full messages to use across your marketing.

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

