



## Consult

*ThinkTank specialises in leading and facilitating workshops for clients in the areas of **Strategy, Marketing, Branding and Innovation**. Our unique approach adopts the best of strategic left-brain and creative right brain thinking in a way that leads to game changing results. We work with business owners and their teams to develop, direct and transform organizations.*

Together we imagine, create and execute breakthrough strategies, new business models and innovation opportunities. ThinkTank's workshops are always challenging and engaging and create a healthy dose of profitable discomfort! Depending on your requirements we can structure anything from a half day to a full two day session. After the initial workshop we can also become embedded in your business and work alongside you to ensure that your staff are engaged and the strategy is successfully rolled out. Our workshops can also be used to up skill management teams so that they can become more effective in implementing different strategies within the business.

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As part of **ThinkTank's Consult PowerPackages** we offer customized workshops and training sessions in the following areas:

### **Strategy Workshops**

Our strategy workshops are designed to help you envision the best possible future for your business. We focus on the practical application of strategy and the ability to identify, analyse and decide on the best options for your business. We can also help you to deconstruct and define your business model so that it becomes more innovative and adds greater value to your customers. Each workshop is customized around the needs of your business and will challenge your assumptions in a way that takes you from where you are to where you need to be. During this highly interactive workshop you will have the opportunity to learn about and implement a new approach to strategy.

At **ThinkTank** we bring the latest management thinking to the table – including business model innovation, breakthrough strategy, Blue Ocean Strategy and disruptive innovation. It's pulled together in a fun and engaging way that's designed to build transformational advantage.

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### **Innovation Workshops**

Although most companies know they need to become more innovative they still struggle with how to make innovation happen. Innovation thinking starts with a mindset. It can be applied to business models, products, services, processes, organizations and even countries. That means you don't have to be at the forefront of cutting edge technology, you simply have to come up with something different or a different way of doing things that creates value or advantage.

At **ThinkTank** we are passionately curious about exploring and expanding the boundaries of what is possible for your business. We'll get you to look at things differently and challenge the status quo. We'll help you confront your own individual assumptions and thinking propensities.



**ThinkTank** can customise a dynamic workshop session built around putting innovation at the heart of your business. It will help you to prioritize where you need to innovate and help link your strategic objectives to an idea generating process that will spark ideas and generate break through results.

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### **Branding Workshops**

If you are a company owner or marketing manager who is trying to differentiate your brand – then **ThinkTank's** Branding Workshops are designed for you. The latest research indicates that 80% of CEOs think their brands are differentiated yet only 8% of their customer agree. This is a massive disconnect and highlights how important it is to be able to clarify, simplify and amplify what your brand stands for. As Strategic Differentiation Experts – **ThinkTank** have designed a challenging yet inspiring workshop – that will help you define, capture and leverage your difference. We can help you map out what your brand stands for and create a 'Big Idea' – that becomes the central construct around which all your marketing activities will revolve.

**ThinkTank** has the crossover capability to integrate marketing, branding and strategy in a powerful way that will enable you out-think, out-manoeuvre and out-perform the competition.

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### **Marketing Workshops**

The right marketing strategy enables your business to make a difference that matters to a critical mass of the 'right' customers. A Marketing Strategy is crucial in that it provides a directional framework that connects your marketing goals with your commercial goals your business to your strategy and your strategy to your customers in the best possible way. If done right it's goal should be to systematically drive sales, increase market share and improve profitability.

As experienced marketers and brand strategists we are well versed in developing and planning marketing workshops and strategies for large corporates and SMEs. Our workshops will help you to formulate your marketing objectives, more accurately understand and segment your target markets, evaluate your channel strategies, analyse market positioning and pricing structures, develop new products and launch powerful marketing communication strategies.

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**ThinkTank can help you to define and structure a systematic approach to marketing that will ensure that you maximize your return on marketing investment.**

**ThinkTank** is a Strategic Marketing, Branding and Innovation Consultancy based in Cork, Ireland. We think differently to help clients build transformational advantage and create new profit opportunities.

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