



Workshops That Work

Strategy | Leadership | Action

OUR PERSPECTIVE

After decades spent working with and for creatively driven organizations, we've come to recognize a few unmistakable truths about group dynamics, creativity and leadership that can impact even the best run, most progressive organizations. To address these dynamics and help teams work more collaboratively, problem-solve more effectively and think more creatively, we offer a series training modules that are applied in workshop format.

Not your typical training programs.

We don't lock people in a conference room and subject them to hours of yawn-inducing eye-chart slides on strategy and communications theory. Rather, our workshops are highly immersive, participatory sessions designed to address key strategic, creative, and leadership issues facing organizations of all types.

Generate action plans, not just pages of notes.

Every InsideOut workshop module is tailored to each partner and audience – from junior teams, to brand leaders, to company executives. And each is focused on a specific task or challenge at hand – allowing us to put process into practice and do the work in the room.

STAFF, TEAM, AND BOARD RETREATS

THE CHALLENGE

Gathering any group of vested leaders, regardless of their position, creates tension. Different ideas. Competing agendas. Varied experiences. When harnessed, this tension can be the catalyst for change and momentum. When allowed to run unchecked, it creates discord and stalls progress. As outsiders, we are in a unique position to reveal, explore and challenge the divisions that threaten to weaken organizations. As communicators and storytellers, we have the ability to navigate to common ground and help shift focus from vested interests to a common purpose.

THE WORKSHOP

You have a goal. We have a process for maximizing the time spent in off-site work sessions and retreats. We bring an outside perspective to internal challenges. We expose and enumerate the organizational, functional and communications issues facing your organization. We create the forum for open and honest discussion. We facilitate teams as they problem solve, set priorities and create action and accountability plans.

THE IMPACT

- Engage organizational leaders and doers in identifying and overcoming the roadblocks to progress.
- Empower teams to take accountable ownership for change.
- Maximize investment in staff and leader time.
- Build organizational unity, trust and symbiosis.

BRAND STRATEGY DEVELOPMENT

THE CHALLENGE

In communications and creative development, core strategy - and the insights that inform it - impact everything that comes after: messaging, programming, creative executions, partnerships, alliances, even bottom line business performance. Yet, strategy development is too often relegated to an insular process driven by a few, or relies on the same old questions that ultimately yield the same old answers. No wonder breakthrough ideas can seem hard to come by.

THE WORKSHOP

These one or two-day sessions provide a guided tour of our collaborative strategic planning approach. We hold open, honest conversations with the constituencies that matter. We mine for compelling ideas. We distill, and refine. We examine where we can intersect and impact culture. And we pressure-test the results to determine where the organization has permission – and the internal fortitude – to venture.

THE IMPACT

- Create more effective internal and external stewards of the brand and its purpose.
- Establish new ways to ask and answer the vital questions that underpin a successful strategy.
- Develop skills to create precise and compelling briefs that lead to breakthrough creative thinking.
- Evaluate external briefs and inputs with a more critical and insightful eye.

INTEGRATED COMMUNICATIONS PLANNING

THE CHALLENGE

The distance between strategy and implementation is where, too often, teams get lost. Translating strategy into action takes dedication, honesty and trust between teams. The dynamics of human relationships come into play. People fall in love with and lobby for pet ideas, rather than honestly evaluating each concept based to its potential to advance the brand's promise. Internal factions emerge igniting turf battles and reinforcing siloed thinking.

THE WORKSHOP

Our communications planning workshops bridge the gap between strategy and implementation and are often used in conjunction with our brand strategy workshops. As a team building exercise, the Integrated Communications Workshop is a powerful way to smash together expertise, disparate thinking, and ideas from across an organization. The result often takes us in new directions and reveals new and novel programming concepts and creative ideas.

THE IMPACT

- Deliver actionable, integrated communications plans tuned against both immediate and long-term brand and business objectives.
- Define and integrate the interests of disparate constituents across the organization – from marketing to sales, purchasing to external partners – into the planning process.
- Explore, refine and agree to compelling new programming and communications concepts and ideas.
- Pressure-test new ideas against brand strategy and business objectives.
- Translate concepts into action plans.

STORYTELLING AND NARRATIVE

THE CHALLENGE

Across every communications channel – paid, owned and earned – creative and captivating storytelling is critical to generating awareness, fostering engagement, and inciting action among consumers. Yet corporate stories are often presented as self-centered and self-serving. Rather than focus on business mechanics, features and benefits, wouldn't it be more effective to share the game-changing impact of a brand's true purpose?

THE WORKSHOP

Our Storytelling and Narrative Workshops help communications teams (especially junior and mid-level professionals) hone their storytelling and narrative development skills. Together we build story arcs and messaging matrices that speak to the individual needs of key audiences. We fine tune language. And, we identify ways to leverage tension and conflict to make each story as compelling and current as possible.

THE IMPACT

- Craft and hone impactful narratives and story arcs that can be applied across media.
- Learn the fundamentals of clarity, consistency and cultural relevance.
- Establish and refine the language, tone and personality of the brand.
- Identify opportunities for the brand to engage in ways that are authentic, ownable and actionable.

LEADERSHIP COACHING & DEVELOPMENT

THE CHALLENGE

After three decades in the client service business, we've come to recognize that leaders often emerge organically within organizations. Their hard work naturally advances them up the internal food chain. Too often, these individuals don't receive the functional coaching and training they need to help them grow and mature into effective leaders and communicators. While they shoulder increasing responsibility for task delivery and team management, they miss the opportunity to become powerful agents and advocates for the organization and its values.

THE WORKSHOP

Our leadership workshops are made to inform and inspire the next generation of corporate leaders. It's an investment in their professional development, helping them become more effective communicators, motivators and visionaries. Working one-on-one or in small groups, we identify the core beliefs and values that motivate your emerging leaders. Then we turn those beliefs into actions to help guide their personal growth and development, improve their team management and advance the organization as a whole.

THE IMPACT

- Create personal action and accountability plans to guide and manage professional growth and development.
- Identify and articulate a personal purpose and vision.
- Integrate that vision into daily management responsibilities to become more effective leaders.
- Identify opportunities to grow external influence and reach, becoming a powerful examples of the brand in action.

AGENCY AS A SECOND LANGUAGE

THE CHALLENGE

Managing an external agency can be an exercise in partnership or an exercise in frustration. We prefer the former. The most successful client/agency relationships are built when both sides share a vested interest in the work being done. Fostering that sense of shared values and responsibility happens long before the work does, often in the RFP stage.

THE WORKSHOP

Our Agency as a Second Language workshop helps client-side teams understand and communicate with their agency partners. Because relationships are fluid, we focus on the milestone moments that define success or failure:

- RFP Development and Evaluation: *Asking Better Questions to Get Better Answers*
- Program, Project and Creative Briefings and Evaluations: *Not Just Input, the Right Input*
- Client/Agency Integration: *Busting Silos and Playing Nice in the Sandbox*

Working with internal management teams, we evaluate goals and objectives, review the asks of current or future agencies, read-between-the-lines of the responses received, and establish processes and protocols for both client and agency to foster trust, collaboration and communication.

THE IMPACT

- Build effective agency managers who foster great work that makes an impact.
- Refine the RFP and agency briefing process to deliver clear, precise direction and input.
- More effectively parse agency recommendations and responses.
- Learn to lead, manage and integrate multiple agencies and partners against common goals and objectives.

ANTICIPATORY ISSUES MANAGEMENT (AIM)

THE CHALLENGE

We believe that the potential negative impact of a crisis is inversely proportional to your organization's preparedness. To that end, we have built a crisis management process and protocol to identify potential issues and align responses and resources long before an issue becomes a crisis.

THE WORKSHOP

Anticipatory Issues Management is an iterative and ongoing process that can be implemented and maintained by any size organization. Our AIM Training Workshop takes a deep dive into every aspect of the process – from issue identification, to mitigation strategies, internal and external resource alignment, to developing action and contingency plans.

THE IMPACT

- Become internally aware and externally vigilant for issues on the near and far horizon.
- Establish and refine a template for a comprehensive, organization-wide crisis identification and mitigation protocol.
- Identify and stratify potential threats that could impact business and reputation.
- Craft messaging and response strategies to address internal and external threats.
- Build and implement an ongoing process for threat identification, information gathering, messaging alignment and issue monitoring.

LET'S TALK

For more information
or to schedule a workshop,
please contact:



Tony Labriola
Founder/Principal
(978) 815-8640

tony@thinkinsideout.com
www.thinkinsideout.com