



What scenarios can the platform be used in and creative tactics would you recommend?

If you wanted a greater insight into the different scenarios the platform is effective in and some tactics to build compelling Value-telling Content, then the list of suggestions may help with a creative block or offer up some inspiration. The world is your Oyster.



Sales & Marketing Scenarios

- Design captivating sales pitches from achievements or testimonials for the team to use on sales calls or client meetings.
- Provide Sales Teams with impactful stories of the great things people have done to spread the word, grab attention and cultivate relationships.
- Share interesting, attention-grabbing information with the Marketing Team to convert into collateral, ready to be communicated to clients and win them over.
- Capture and share examples where you have listened to a problem and provided a solution to a client. This is high value content to share with the world. Problems are opportunities.

Bids & Tenders Scenarios

- Build a Bid Library of easy access, relevant Value-telling Content to help deliver highly persuasive proposals, quickly. Be prepared and stop recycling the same old bid answers.
- Design captivating Bid answers from achievements or testimonials for the team to use on Bids, Tenders, and proposals.
- Record a range of supporting evidence, like photos, videos, voice-recordings, documents, news links and much more to provide proof, logic and credibility to a bid answer.
- Create a host of Case Studies from Value-telling Content to demonstrate capability, credibility, competence, and compliance in Bids. These win the day and the decision.



Performance & Development Scenarios

- Support any Performance review data with compelling stories and examples to impress your clients. Stories are better than spreadsheets and will trigger the right buying emotions.
- Compile a batch of achievements and evidence to demonstrate how you achieved a qualitative objective for a 1-2-1 with your manager. Proof is power.
- Show proof of your progress against targets set to pass your probation or promotional review or provide evidence towards Coursework. Don't be anecdotal, offer details.
- Collect achievements you have made to share with prospect employers, tell stories in interviews to captivate their attention and provide proof your capability, perhaps in a portfolio of work done.

Campaigns & Initiatives Scenarios

- Share the great fun you have and benefits of working at your company with prospect employees. Action shots of a protenant EVP in play is imperative in today's world.
- Capture the engagement and progress made on a campaign like the launch of a new environmental initiative or safety campaign. Showing real examples of low carbon actions in play is impressive.
- Set incentives to drive performance, like 'record thanks you' from clients or reward examples of staff members 'going above and beyond'. Campaigns and initiatives are great power plays.

Compliance & Policy Scenarios

- Offer up evidence of compliance against a standard or company policy or even a contract. A great way to feel assured the job is being done well and you are protected.
- Prepare for audits from external parties, like ISO auditors, Ofsted and RISQS. Stop the panic and wasting time hunting for evidence. Keep it at your fingertips.
- Record great examples of the benefits people have experienced from compliance with a policy to get buy-in and maintain momentum from others. It's always great to show people why the rule exists.



Leadership & Culture Scenarios

- Receive positive news and achievements of the team to stay assured of their capability and of your capability as a Leader. You want to ensure you don't lose the dressing room.
- Compile impactful or relevant anecdotes in preparation for speeches and conferences to help get your message across or to inspire action.
- Capture lessons learnt from wins and fails and share them with the team. Maybe even create training material. Preventing the lesson being learnt again and continually improving is positive.
- Compile the ideas you have, capture the inspiration you get and the interesting stuff you see in one place, ready to be reviewed and used to make a change.

Collaboration & Partnership Scenarios

- Share the achievements, benefits, and successes of working collaborative to clients. Proving the structure or model is sustainable, scalable, and efficient.
- Push interesting and useful information to other departments or external agencies like social media companies, giving them content to convert, ready to share with the world.
- Have the supply chain share great progress they have made on a requirement, like how all suppliers are creating social value on a particular contract. The culmination of great things from the entire supply chain can be a strong message to an end client.
- Receive positive news and achievements from clients as a Consultant of professional Services to stay assured of each client's progress and engagement

