

## WORKSHOP 3 - FORMULATE IT: CREATE MEMORABLE PHRASES AND STORIES TO TRANSPORT YOUR IDEAS



# Write a draft text or create a piece of IP

(2.5-4 hours)

The writer Mark Twain once quipped about having to write a long letter because writing the short one would take too much time. That's right: Articulating your ideas and the value you deliver in short and snappy language is hard work that takes time. But it is possible to turn fuzzy ideas into clear, concise text.

In the praxis-oriented third workshop, your experts will write their first draft of a pitch component or article that addresses the urgent problems of your clients and prospects and highlights your company's solutions. They will apply their new skills to write a text that can find its way into your next pitch, video, brochure, client call or story.

Together, these three sessions enable your experts to ideate, develop and deliver clean and clear ideas that position your company as a thought leader.

Your experts will no longer be stuck in the language of their niche: They will be enabled to articulate value.

**Let your ideas  
take the lead.**