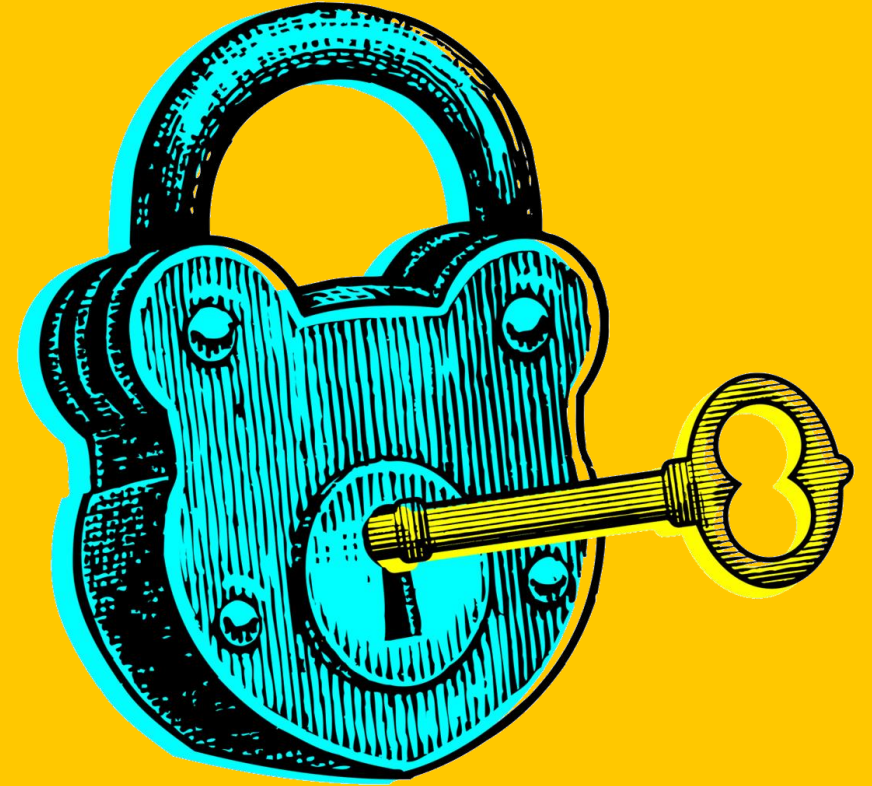


LOCKSMITH

Unlocking
potential in
brands
by growing the
people behind
them



Our training is fun, immersive and hands on



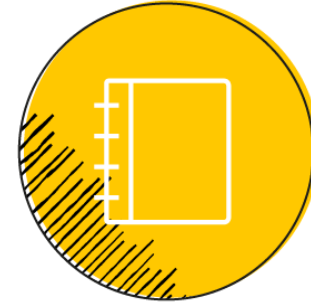
Core Theory



Practical exercises using live
business issues



Useful tools and jargon
busters



Templates and course
workbooks



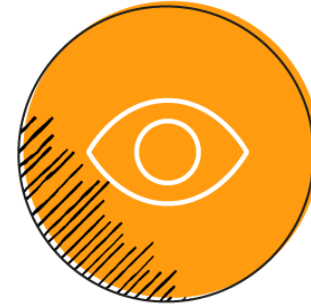
Group discussion



Expert voxpops



Online Learning Hub



Examples and case studies

And ranges from **half day workshops** to **annual capability plans**

Our core foundational skills programmes



A strong foundation in brand management skills, suitable for all levels up to Marketing Manager.

Covering the full annual cycle: Strategy, activity planning, execution, measurement and evaluation

Core marketing principles

Brand strategy & positioning



A critical foundation in developing innovation strategies and pipelines, suitable for all levels.

Covering the full innovation cycle.

Strategy, concept development, stage-gate process, launch, measurement and evaluation.



A strong foundation in customer and shopper marketing skills, suitable for all levels up to Marketing Manager.

Covering: think category / shopper / customer, writing a plan, activity development & selection, customer propositions & sell ins, measurement & evaluation



Ensuring that marketers are commercially savvy and have the skills they need to be successful.

Covering the link between marketing and business goals, the P+L, performance management, analytics, pricing and promotion, sell-ins and commercial relationships.

Action orientated workshops



Great briefs are essential if you want great work.

This course ensures marketers can write and deliver great briefs.
It covers the critical inputs, the written brief & delivering the briefing.



How to develop and write a successful annual plan.

Situation analysis, insights, strategy, activity selection, budget and KPI setting and writing a plan on a page.
Can be delivered as training or as an interactive workshop.



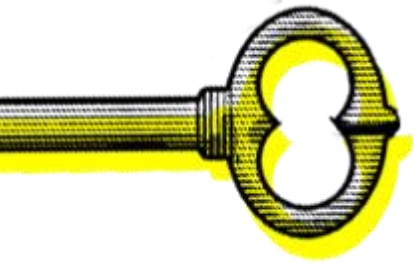
How to create the best work of your life

This course teaches people how to unlock great relationship with their agency partners to deliver breakthrough work.
Topics such as ideas vs execution, creative judgement and feedback are covered, and we use lots of real life examples and case studies along with practice to embed the skills.

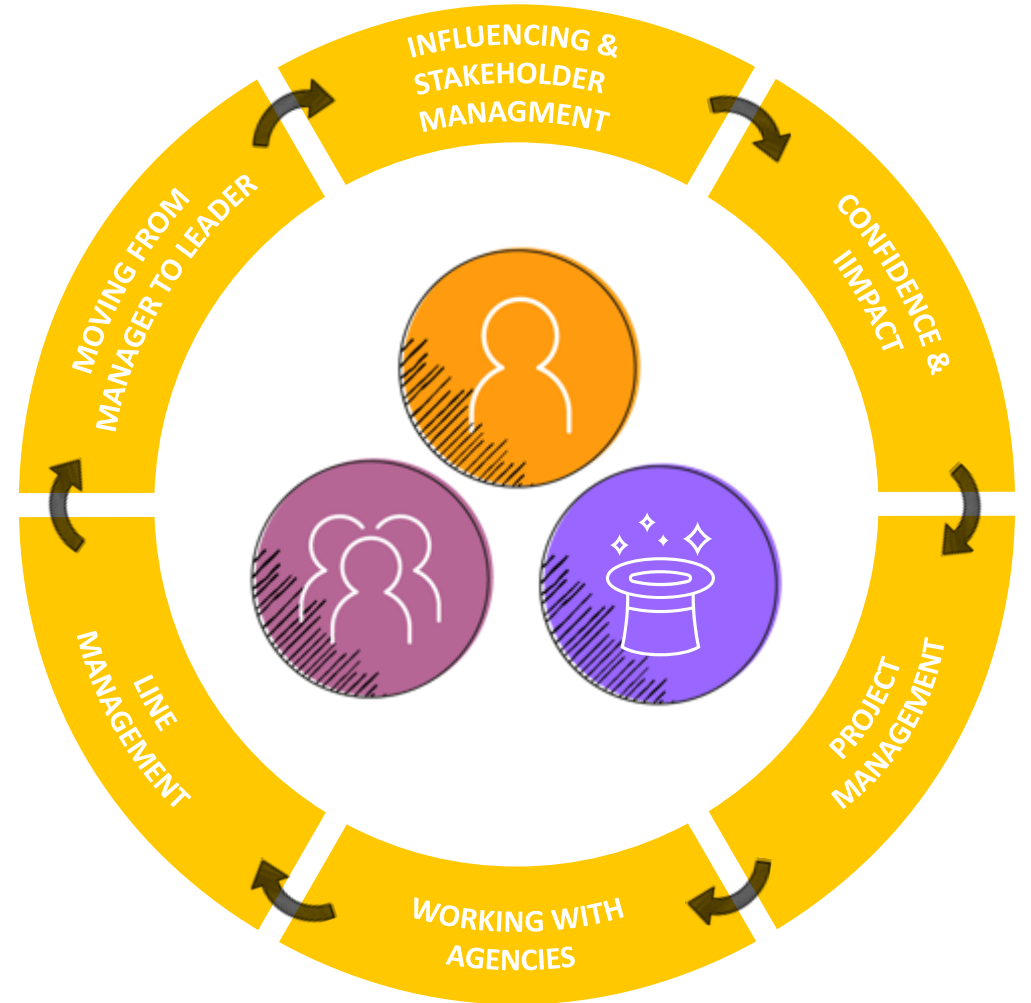


One of the most over-used and least understood terms in marketing.

Myth busting the difference between information and insight.
Teaching a framework for uncovering and generating insights.
How to use and apply insight to unlock growth.



And we teach
how to land those
skills with
**maximum
impact**



These are our acclaimed leadership programmes



A programme to equip your future leaders with core skills and behaviours they need to drive the business forward

These programmes are usually bespoke to answer specific business challenges

Common topics include 'knowing yourself', 'leading with impact', 'developing HPTs', 'visioning & storytelling', 'managing change'



A group coaching programme that empowers you to show up as your best self at work and in life

Explore and overcome the most common career obstacles we face through a powerful combination of self-directed learning and weekly group coaching. Topics include confidence, limiting beliefs, strengths, values, personal brand and gravitas



The critical skills that are seldom taught.

Project management.

Stakeholder management.

Building relationships.

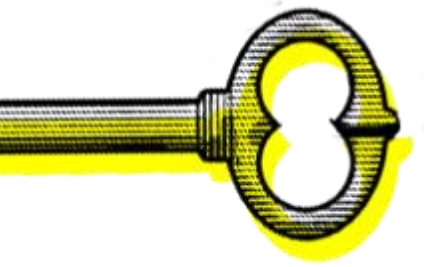
Storytelling.

This is a highly impactful and interactive course.

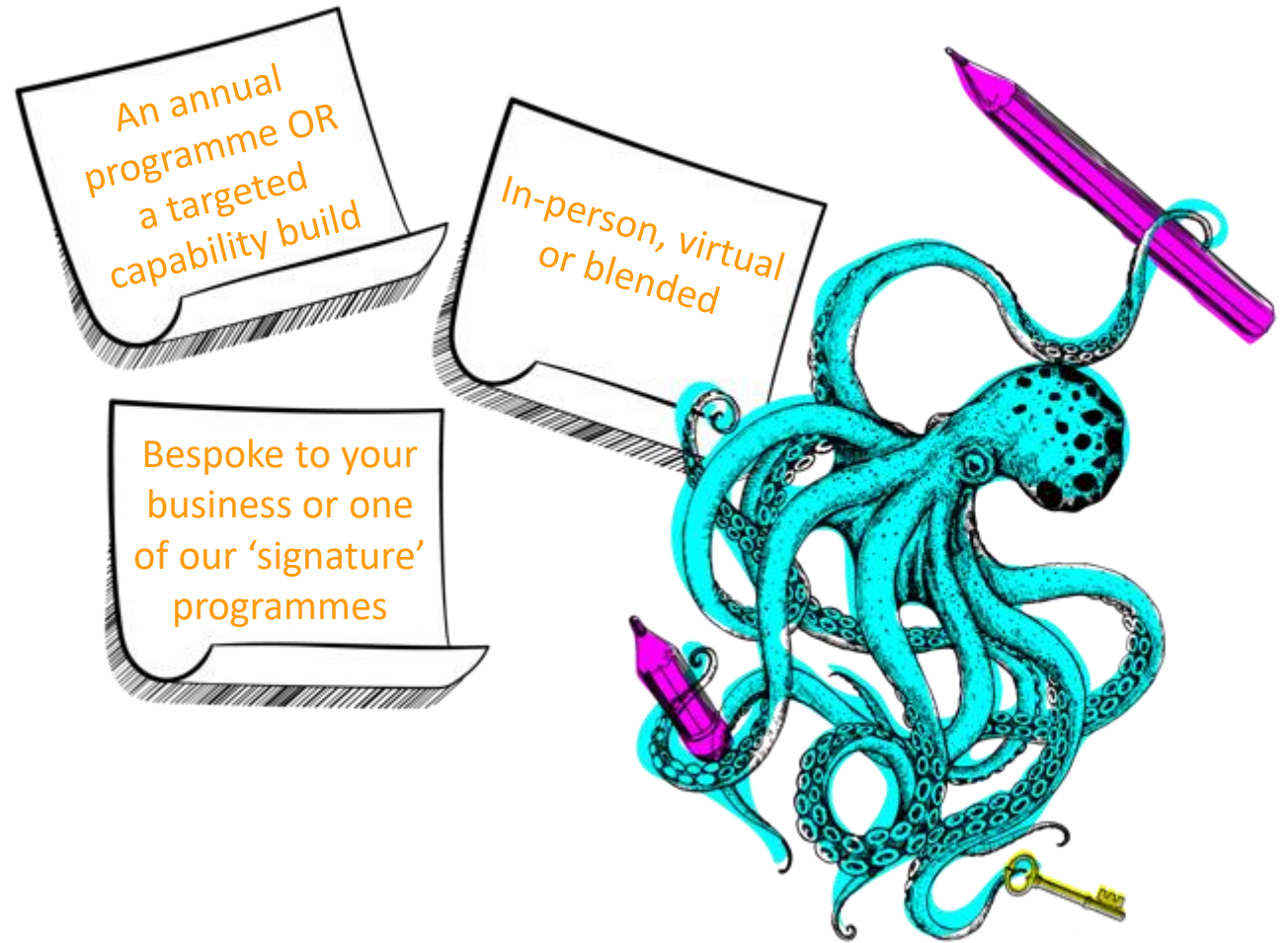


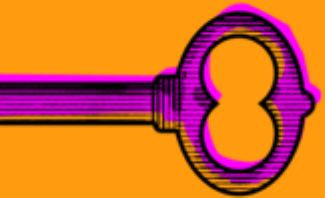
A powerful behavioural tool which can be used independently or as part of another programme

DISC profiling helps teams and individuals better understand themselves and others. It improves individual self awareness and is a great tool to use as part of team and leadership development workshops



We can
tailor our
solutions to
your
challenges





Introducing our signature programmes

These are our road tested courses & workshops which can be tailored for maximum impact

LOCKSMITH





Duration

5 days

Who this is for

Anyone needing to understand the end-to-end marketing process and learn foundational marketing skills

Module	Detail	Module	Detail
Introduction to marketing and brand management	Brand-centricity The role of marketing The role of the marketer What makes a great brand	The annual planning process	The steps and templates needed for an integrated marketing and business plan
Core marketing principles	Setting up evidence-based growth strategies Byron Sharp – How brands grow Binet and Field – The long and the short of it	Activity Selection and KPI setting	Identifying the consumer task How to select the right activity to deliver behaviour and attitude change Setting SMART KPIs
Situation analysis	6Cs, PESTLE, SWOT, M&E Internal and external data sources Extracting critical info to inform strategy Barriers and triggers	Briefing and Creative development	How to write and deliver an inspirational brief Ideas and executions Creative judgement Delivering feedback to creatives The creative development process and agency management How to be brave
Insights	What is an insight? How to develop insights How to use insights to drive growth	Media planning	How comms and media work Media planning process Consumer connection planning Channel and content planning Measuring effectiveness Managing and executing media plans
Targeting and segmentation	Identifying target consumer groups The buyer's journey Profiling target groups Producing and using meaningful segmentations	Measurement and evaluation	The M&E process Data sources Analytics and storytelling One-pager M&E summaries
How to write a growth strategy	Vision and business objective Growth options Consumer goals Must dos Strategy on a page		



Duration

4 days

Who this is for

Anyone involved in the innovation process or who wants to learn more about how innovation works

Module

Detail

What is innovation and why is it important?

Role of Innovation in delivering transformational growth
Types of innovation (innovation vs renovation, NPD vs EPD)
Innovation in existing business vs start ups
Innovation pipelines

The innovation process

The GATE process and how it works in different businesses (corporate vs start up)
What's involved at each stage of the GATE process
The role of the innovation project manager in running the process
Sprints / scrums / AGILE approach to innovation

Opportunity spotting

Using 5 lenses to identify opportunities
Identifying different types of gaps (functional / emotional)
Breaking category norms
Understanding your target consumer and what they need
Identifying consumer insights

Idea generation

What is a 'territory' and what is an 'idea'
How to identify a 'territory'
Running a creative ideation session
How to prioritise your ideas

Module

Detail

Concept writing & development

What is a concept and how to write a good one
Validating and refining concepts
Turning concepts into finished products

Getting the commercials right

Writing a business case and understanding the value chain
Writing a customer proposition
Important logistics, supply chain and regulatory considerations

Launching innovation to market

Writing best in class launch plans
Working with sales teams
How to work with buyers
Supporting the launch in-store and online

Measurement & evaluation

Why innovation fails so often and how to avoid common pitfalls
Writing SMART objectives and KPIs
Tracking performance
Writing an evaluation



The Key to Customer Marketing

Duration

4 days

Who this is for

Anyone developing customer / retailer strategies and communications

Module	Detail
Introduction to Customer Marketing	What is customer marketing and why is it important? How customer marketing relates to brand management Introducing physical availability Key principles of customer marketing
Critical inputs to customer marketing planning	Situation analysis Think category, customer, shopper and brand Category vision and growth drivers The consumer decision journey Targeting – selecting the right distribution for your brand
Writing a customer marketing plan	Overview of the planning process Setting targets Business goals, consumer goals The retailer's perspective on success Growth options Writing a plan
Activity selection	Different customer (shopper) marketing activities to choose from – including sampling and retailer media How to choose the right activities
Activity development and execution	How to develop successful Activity Briefing Store-back planning Developing PoS toolkits Setting execution standards Working with merchandisers or Field Sales

Module	Detail
Pricing and promotion strategy	Understanding pricing strategy and how to use it Understanding promotion strategy and how to use it Writing and executing a promo plan Analysing promo performance (intro to net revenue management)
Managing relationships	Sales teams Supply Chain Finance Customers
Sell-ins	Writing a killer sell-in Delivering a killer sell-in Managing retailer meetings
Measurement and evaluation	Retailer and sales data sources and analytics Reporting Performance management



Duration

2 days

Who this is for

Marketers without a finance background who want to feel more confident commercially

Module	Detail
Introduction	What commercial skills do marketers need? Why is it important to develop commercial skills? How business works The role of marketing in driving business performance
Relating marketing activity to commercial outcomes	The consumer value equation Business goals Consumer goals
How to write a business case	A step-by-step guide How to calculate return on investment
The P&L	How to read a P&L The jargon explained How to manage a P&L to increase profitability The role of marketing in managing the P&L

Module	Detail
Pricing and promotion strategy	Understanding pricing strategy and how to use it Understanding promotion strategy and how to use it Choosing between different promotional mechanics Writing and executing a promo plan Introduction to net revenue management
Managing commercial relationships	Sales teams Supply Chain Finance Customers
Sell-ins	Writing a killer sell-in Delivering a killer sell-in Managing retailer meetings
Measurement and evaluation	Retailer and sales data sources and analytics Reporting Performance management



Duration

2 days

Who this is for

Marketing teams who are writing activity or innovation sell-in decks for their sales teams

Module

Detail

Core marketing principles

Setting up evidence-based growth strategies
Byron Sharp – How brands grow
Binet and Field – The long and the short of it

Critical inputs to a kick-ass sell-in

Think category, customer, shopper and brand
Category vision and growth drivers

What is a sell-in and why does it matter?

Get everyone on the same page
Hear from the sales team

The sell-in process

End-to-end including all critical timings and milestones for all stakeholders

Module

Detail

The structure of a kick-ass sell-in

Proven structure, template and story flow

How to write and deliver the sell-in

Clarity, empathy, impact
Ensuring you are clear on the essential, desired and optimal outcomes
How to handle objections

Writing a kick-ass sell-in

Practice on your live project

The Dragon's Den

Deliver your sell-in to a panel of your senior sales leaders



Duration

1 day

Who this is for

Anyone who is responsible for developing work with agencies

Module

Detail

Introduction

Why briefing matters

Inputs to a great brief

Situation analysis
Consumer understanding
Insights
Brand positioning
Strategy
Activity selection
Target setting

Writing the brief

How to write a great brief
Pitfalls to avoid
Briefing template
Exercise, case study and role play

Delivering the brief

Why delivery matters as much as the written brief
Inspirational case studies
Tips for delivering briefs on any budget



Duration

2 days

Who this is for

Any marketer wanting to get more from their agencies and deliver better creative work

Module	Detail
Getting 'great' creative outcomes	What makes for good / bad creative The role of heart vs head
Ideas vs executions	The difference between the two How to work out an idea Difference between ads and campaigns
Creative judgement	How to deal with subjectivity Using creative evaluation tools
Feeding back on creative work	What makes for good feedback How to give good feedback The feedback process and framework
How to build and nurture great agency relationships	Role of empathy & partnership Relationship matrix Top tips
Live panel Q+A	Option to have a live panel with 2-3 creatives and / or ADs for a Q+A



Duration

1.5 days

Who this is for

Anyone marketer wanting to improve their understanding of insights and their ability to generate them

Module	Detail
The power of insights	Inspirational setup and examples The definition of an insight The different types and depths of insight
Defining the issue	Introducing the LockPicking toolkit framework for strategic thinking The importance of defining the business issue and consumer challenge
Identifying barriers and opportunities	The role of situation analysis How to identify barriers and opportunities How to prioritise barriers and opportunities
Generating insights	Multiple techniques for generating and refining insights Lots of immersive practice and feedback
Using insights	The strategic implications of an insight The tactical action plans that flow from insight



Duration

3 days

Who this is for

Teams who are about to embark on their annual planning process and need a structure to guide them through it

Module	Detail
Core marketing principles	Setting up evidence-based growth strategies Byron Sharp – How brands grow Binet and Field – The long and the short of it
The annual planning process	The steps and templates needed for an integrated marketing and business plan How to manage collaboration and decision-making The role of finance, commercial and supply
Situation analysis	6Cs, PESTLE, SWOT, M&E Internal and external data sources Extracting critical info to inform strategy Barriers and triggers, plus how to prioritise them
Insights	What is an insight? How to develop insights How to use insights to drive growth
Portfolio planning	Understanding the role of portfolio Analytics Brand and SKU prioritisation

Module	Detail
Channel planning	Understanding the role of channel planning Analytics Channel and customer prioritisation
How to write a growth strategy	Vision and business objective Growth options Consumer goals Must dos Strategy on a page
Activity Selection	Identifying the consumer task How to select the right activity to deliver behaviour and attitude change
Budget and KPI setting	Principles for setting budgets Setting objectives and KPIS (using SMART) Data sources
Writing the plan on a page	Summarising the plan using our one-page template



Duration

1 day

Who this is for

Anyone who is responsible for project delivery through others and wants to excel at executing their work

Module	Detail
Project Management	Project management tools Creating a project team Role, responsibilities & how to make better decisions How to run effective project meetings Risk mitigation matrix
Stakeholder management	How to convince someone to do what you want them to do How to create & use a stakeholder map The value creation zone How to handle objections
Storytelling	What is storytelling & why it matters How to tell better stories Nine principles for storytelling
Influencing through relationships	Why relationships matter Relationship matrix How to build, nurture & leverage powerful relationships



Duration

10+ days (scope dependent)

Who this is for

Aspiring leaders wanting to find their authentic leadership style, create high performing teams and lead with impact

Module	Detail	Module	Detail
Introductions	Establishing the vision for leaders in your company Setting up a learning charter Establishing buddies and mentors	Delivering commercial performance	Understanding commercial drivers Developing commercial relationships Dashboards and making things happen
Know yourself	Using psychometrics such as DISC & Strengths Finder to gain a greater understanding of your own behaviours and their impact on others	Delivering individual performance	Feedback culture The art of feedback Managing performance conversations Planning for personal development
Lead with impact	Identifying your leadership style How to use it and how to adapt it	1:1 Coaching	Option for all delegates to have time with a qualified coach half way through and at the end of the programme. Group coaching also available
Create possibilities	Creating a vision Mobilising others to follow The art of storytelling		
High performing teams	Understanding the conditions needed and your role in delivering them Psychological safety Constructive conflict		



Duration

1 day

Who this is for

Anyone wanting to increase their impact and influence

The Brief

How can we upskill our teams to be better storytellers so that they can have greater influence?

The pain points

Great ideas don't get acted upon because they get lost in the detail
Great ideas don't get acted upon because they fall on deaf ears
We don't deliver engaging communications (internally or externally) because we don't know how to tell a good story

The outcomes

Understand the power of storytelling
Know yourself - how do you approach storytelling?
Know your audience - how do they like to be communicated to?
Nudge - How to get people to do what you want, through stories
The structure of a good story
Practice writing and communicating a story



Duration

2 days. Or a 6 week virtual learning programme

Who this is for

Anyone wanting to build confidence and get clarity on their career path

Module

Detail

The Confidence Conundrum

What is confidence & why is it important?
How to build your confidence

Harness Your Super strengths

Why it's so important to understand your strengths
Work out what you're truly brilliant at

Getting to grips with Values

What are values and why are they important?
Working out your personal values
Using values to guide your choices

Limiting Beliefs

Identifying & caging your confidence gremlins
Silencing the unhelpful voice in your head

Cutting through with impact

Creating a strong personal brand
How to make speech and body language work for you
Getting comfortable with self-promotion
Creating a strong support network



Duration

1.5 days

Who this is for

Agencies who want to deliver better work for their clients

Module	Detail
Introductions	Get to know everyone. And lay out the course structure.
Time in their shoes	Understand a typical day / week / month / annual cycle What this means for how clients work and the pressures they face Understand how their planning processes work
Commercial pressures	What are the commercial success measures for your client? What pressure are they under? Who from? What behaviours does this lead to and how can you help?
Client personas	Understand the different thinking and behaving personas you see from clients And how to best work with them
How to build and nurture great relationships	Understanding the key components of a great relationship Auditing the status of your relationships How to nurture and leveraging your relationships
Live client panel Q+A	Live panel with 3-5 clients for a Q+A
Action planning	Taking everything you've learned and building a specific action plan for each client / account

**Please get in touch
with any questions-
we look forward to
hearing from you**

