



Slides from event on 29th May

Presentation pack



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Agenda

- 1430 - Introduction
- 1445 - Mike Harris – Iconic Shift
- 1500 - Rob Gardner – Redington
- 1515 - Chris Radford – Differentiate
- 1530 – Q&A
- 1540 - Break
- 1555 - John Scriven – Ehrenberg Bass
- 1645 - Henry Tapper – Pension PlayPen
- 1700 - Chris Radford - Differentiate
- 1715 - Close



Chris Radford

Founder



Experienced with



PEPSICO





an event, idea, or procedure that effects a significant shift in the current way of doing or thinking about something

Oxford English dictionary

something such as a product or event that affects a situation or area of business very much

Cambridge dictionary



SOUTHWEST.COM[®]

easyJet

first direct

eggTM



Ehrenberg-Bass

Institute for Marketing Science

Better persuasion?

Big budgets?

Fancy advertising?

Great branding?

PR/social media?

Insights from market research?

Loyalty marketing?



better products

Product



Packaging



Packaging



Fridaysmove

Helping the
client be more
successful



AON BENFIELD





Putting
proper stuff
back in



Problems faced by game changers

Lots of ideas - picking winners

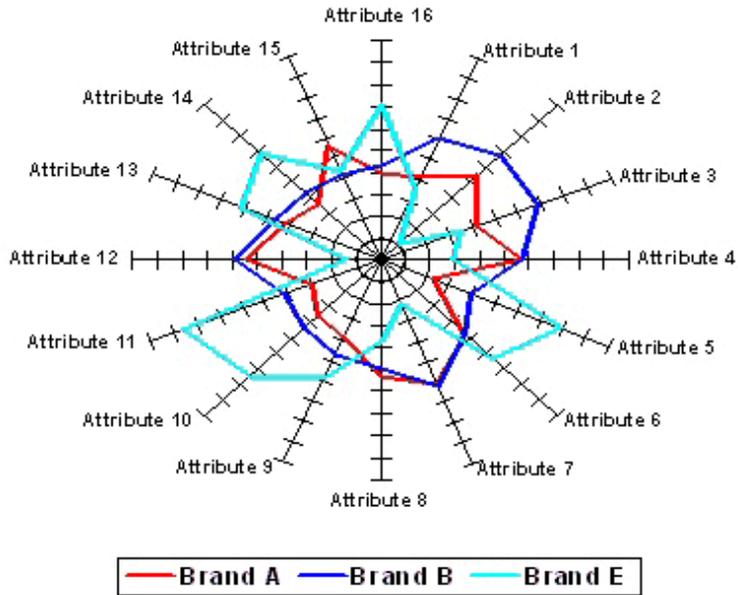


Scepticism - will it will work?



Market Research – overwhelm or underwhelm

Attribute Profiles
Percentage of occasions on which the indicated design was selected as the first choice when shown



Engaging others

Credibility

- Language
- Listening
- Numbers

What is in
it for me?



YAHOO!®



YAHOO!

"We didn't want to have any straight lines in the logo. Straight lines don't exist in the human form and are extremely rare in nature, so the human touch in the logo is that all the lines and forms all have at least a slight curve"

"We preferred letters that had thicker and thinner strokes — conveying the subjective and editorial nature of some of what we do. Serifs were a big part of our old logo. It felt wrong to give them up altogether so we went for a sans serif font with 'scallop' on the ends of the letters.

"We wanted there to be a mathematical consistency to the logo, really pulling it together into one coherent mark."

Problems faced

Picking winners

Scepticism - will it will work

Market research

Engaging others



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Mike Harris



CEO

- Mercury Telecoms

Founder

- First Direct
- Egg
- Garlik
- Iconic Shift

first direct



egg™

garlik™



"If someone offers you an amazing opportunity and you're not sure you can do it, say yes - then learn how to do it later."

- Richard Branson

High performing businesses have

Value propositions that are

- strong and sufficiently differentiated
- communicated with sufficient power
- completely and consistently delivered

and basic economics that work



Rob Gardner

Co founder

REDINGTON 

 **RED
START**



What is the point of your business?





Value Extractors







Value Adders

Google™

P&G

McKinsey&Company

MARS



COSTA



**have
purpose**





Carflow provides bespoke car park management solutions to retailers and landlords throughout the UK.

We specialise in Automatic Number Plate Recognition parking systems.

Carflow's aim is to prevent parking abuse, ensuring that road safety is maintained and car parking is available for those that need it.



American Express is a global service company, providing customers with exceptional access to products, insights and experiences that enrich lives and build business success.

Each day, American Express makes it easier, safer and more rewarding for consumers and businesses to purchase the things they need and for merchants to sell their goods and services.

Duplo

The company is about 'enabling our customers to turn paper into great communication'.

This drives development of a complete range of products for finishing print in the most effective, profitable and quality-focused way possible.



First Milk is 100% owned by British dairy farmers:
Everything we do is geared towards securing the future of British dairy farmers, and it is they who profit from our success - no-one else.



Most websites only let you review a salon, not the person who actually gave you the experience. Hairdressers, beauticians and makeup artists move around and once people find one they like they move with them.

I want this site to help visitors find a great hairdresser, beauty therapist or make up artist for them and help these professionals to promote themselves, get more customers and grow their business.



YOUR SQUARE MILE

Your Square Mile is a mutual for all citizens in the UK aged 16+.

Its aim is to encourage the establishment of thousands of local “square mile” democracies in which citizens feel able to make change and live a more empowered and happier, local life.



Established in 1946, we have customers all around the world turning to Litmans for creative leading edge fabrics as well as traditional lace and nets.

We are a service led business. Our customers demand and receive fast and efficient delivery for the supply of goods.

We can often ship orders the day we receive our customer's requirements.

Our excellent distribution system means we are able to ship goods to clients all around the globe



We work with developers, local communities and their elected representatives.

We help our clients engage with local audiences, so that local people's needs and desires can be incorporated into the planning process from the outset.

It creates the ultimate win-win - the planning process is easier and faster for developers because communities are genuinely supportive, and local people get buildings they like in the places they want them to be.



**tell
stories**



**After a presentation,
63% of attendees
remember stories. Only
5% remember statistics.**

Source: Authors Chip & Dan Heath

Burnt Sugar story

Watch the story here

<https://vimeo.com/41763672>



**create
better
products**



Better products

REDINGTON 



makes client more successful



tastier, made better



easier to access



does not exploit customer

first direct



takes care of customer

garlik TM



solves a real problem



**often
bypass
intermediaries**



Better products – web based

Easier to use

Easier to understand

Easier to access

No intermediaries

Better value

Quicker to deliver





get insight





**understand
customers**





John Scriven

Associate

Ehrenberg-Bass
Institute for Marketing Science





build trust





Henry Tapper

Founder





Helping all UK SMEs with Auto-enrolment

Use Pension PlayPen to manage auto-enrolment and find your company's dream workplace pension.

All in 3 easy steps...

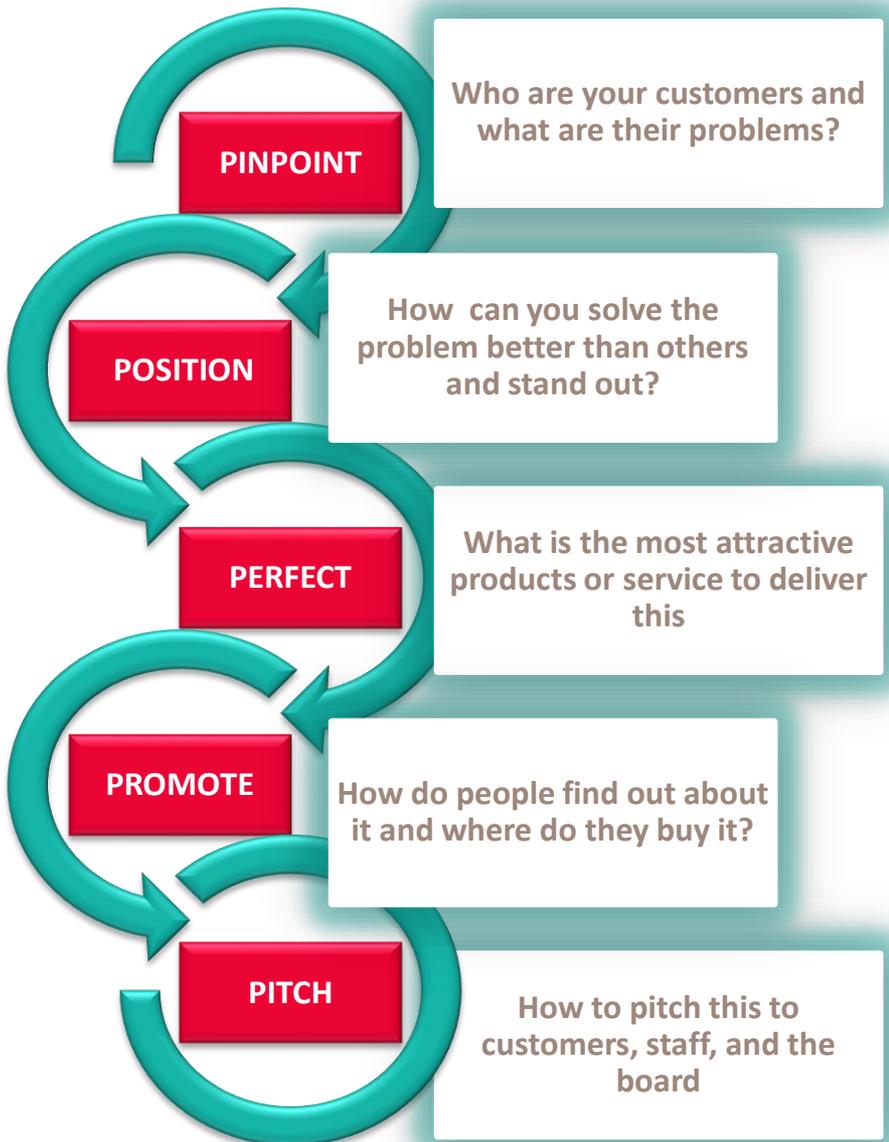
Pension
PlayPen

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5 questions



Keep it in simple language

What have we covered

Game changers

- Have purpose
- Are value adders
- Build a value proposition
- Create better products
- Tell stories
- Often bypass intermediaries
- Solve customer problems
- Build trust
- Have insight
- Understand customer behaviour

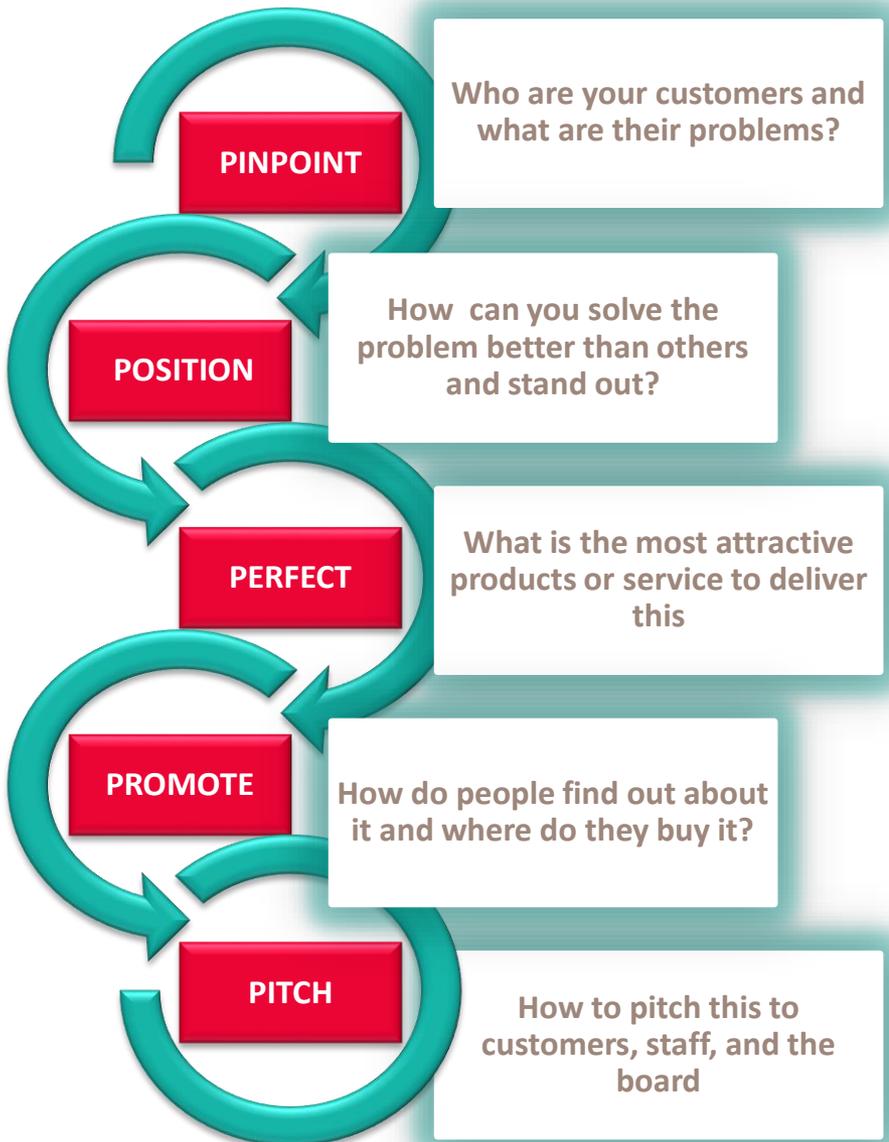
Game changers have the answers to 5 questions

We did not cover how you...

- PINPOINT customer problems
- POSITION know what is better
- PERFECT the truths, the product, the story
- PROMOTE so customers find out
- PROMOTE so customers can buy
- PITCH to engage others
- GET INSIGHT that you can use



The programme



Game changers programme

Game changers programme

Each step has

Research

desk customer internal

Analytics

get clarity

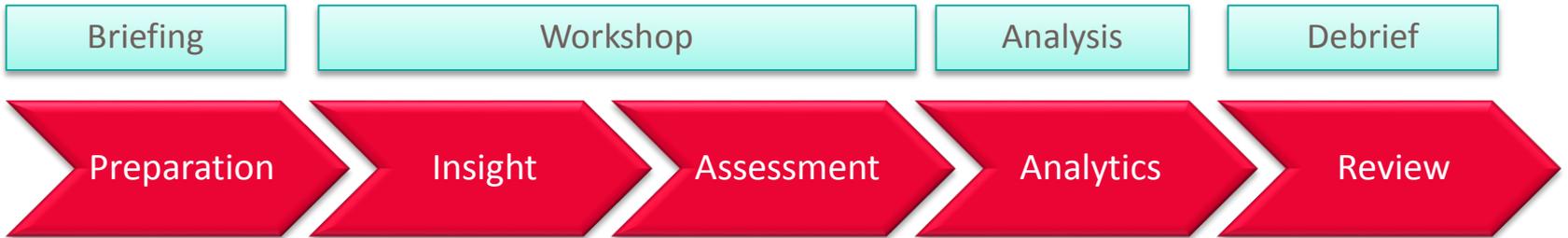
Workshops

ideas insight engagement

Each step has a process e.g.



Who are your customers and what are their problems?



Be confident
you have got
the right
answer for
your business

Game Changer formats

Shared programme
Do it with you

4 businesses

Fixed timetable

Extra support
modules

Customised
Do it for you

Just for you

Timetable fits you

Consultancy
support

Value proposition audit

Explore your opportunity

Analyse it in workshop

- Where are we now?
- Where do we want to get to?
- What is stopping us?
- What should we do next?

3-6 people for 3 hours

Cost £250 charity donation





Value proposition audit

Dates available – 3 hour am/pm slots

- 17th June
- 19th June
- 24th June
- 30th June
- 2nd July
- 7th July
- 8th July

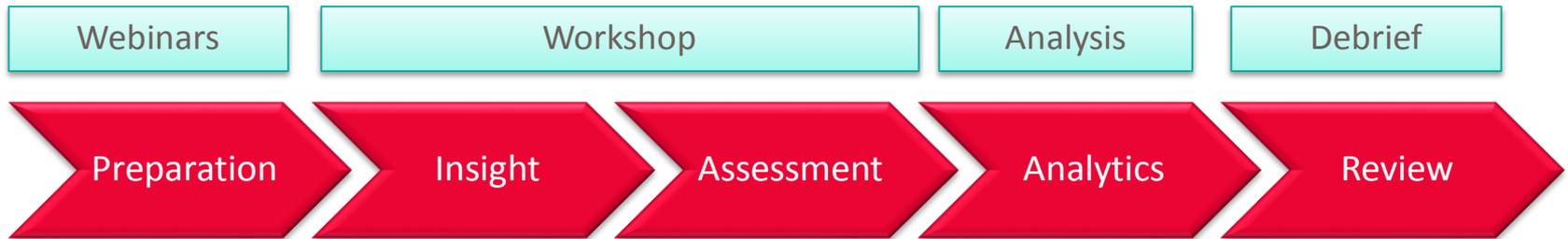
Book it with Susie or Shona
(£150 donation today only)





PINPOINT step starts July 15th

Who are your customers and what are their problems?



4pm June 19th

4pm June 30th

July 15th

Sept – December

Introduction webinar

Briefing webinar

PINPOINT workshop

Game Changer programme

Follow Up

We send

- Email with summary slides
- Email reminders about the webinars
- Email details about Value Proposition audit
- Email with details of PINPOINT workshop

You can

- Book a Value proposition audit
- Join the webinars on 19th and 30th June
- Speak to me, Shona or Susie to discuss bespoke support
- Bring your team to the PINPOINT workshop July 15th

- Connect with Chris Radford on LinkedIn
- Exchange ideas in the GameChangersUK linkedin group



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Thank you

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