

MTi²

In-Company
Programs



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www.mti2.eu



MTI² (pronounced “em ‘ti: ‘skweəd”) is a university spin-off that was founded to offer advisory services at the intersection of innovation and market strategy. At MTI², our key emphasis lies on developing your human talent. Over the years we have helped clients to successfully implement innovation processes, to pursue market excellence and to develop and train talented employees in the fields of innovation and marketing. Our clients have expressed a need to us for more customized and action-oriented training and education. Many companies are establishing internal training programs, under internal governance, but with a need for good external experts.

MTI² Credentials

Trainings
in 9
Languages

+1300
People
Trained

Programs
in 15
Countries

Trusted by



A New Age of Talent Development

Companies have an increasing need for tailor-made learning solutions, that:

- ✓ Focus on their specific problems
- ✓ Translate knowledge into everyday practice
- ✓ Boost ROI of their learning initiatives
- ✓ Stimulate sharing of knowledge and collaboration across divisions

This is why more and more companies are turning to internal management development programs. This allows for more customized programs than business schools want to offer, tailored to their organizations' need and allowing for continuous development of their talent.



Why MTI²'s In-Company Programs

1

We work with you to shape your program to your specific challenges

2

We bring tried and tested tools & methodologies that stimulate action

3

We combine learning & development with functional (marketing & innovation) and consulting experience

4

We inspire participants by bringing the freshest case studies and research on the latest trends in the industry

5

We mix different and interactive forms of learning

Our Approach to Developing Your Talent



THE CASE METHOD

Allows to learn from others and use analogies to solve your own dilemmas.

Trains participants to analyze problems, reconcile different perspectives, decide on course of action, and persuade others.

Focuses on real company problems.

INTERACTIVE SIMULATIONS

Allows participants to make strategic & marketing decisions in a real-life environment.

Trains participants to build and understand market research.

Focuses on the importance of teamwork in a fast-paced and competitive environment.

ACTION-BASED TOOLS

Allows for an enriching discussion on how to solve your challenges.

Trains participants on how to structure their ideas and build a roadmap towards action.

Focuses on bringing the knowledge acquired to your everyday practice.

ONLINE MODULES

Allows participants to learn at their own pace & gain inspiration from the latest cases.

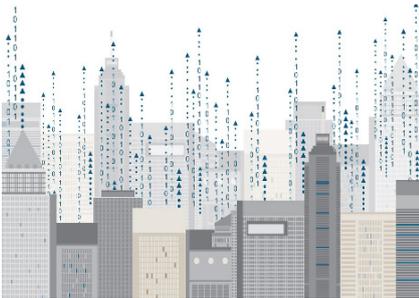
Trains participants to use a common language.

Focuses on getting participants up to speed with the freshest knowledge in the field.

A Selection of Our Programs

We have developed programs focused on top challenges in marketing and innovation. Below we highlight a selection of our programs. Depending on your company's objectives, we tailor the length of each program and combine different methodologies (such as cases, simulations, action-oriented tools and online modules) to cater to your needs.

Top Challenges in Marketing



Big Data & Digital



Marketing Strategy



Value-Based Pricing

Top Challenges in Innovation



Business Model
Innovation



Business Case
Acceleration



Commercializing
Innovation

1 Day Case-Based Program

Our 1 day programs allow for a deep dive into a specific topic. We typically combine lecturing with case discussions and teamwork to help your people excel.

Objectives

- ✓ Analyze challenges essential to your organization
- ✓ Open your mind to new ways of doing things
- ✓ Inspire an action oriented mindset

Example Schedule of Value-Based Pricing Program



3 Day Case-Based Program

Our 3 day programs allow participants to strengthen their competencies on a wide range of topics. Participants are incited to drive change in their organization, through teamwork focused on establishing an actionable plan for execution.

Objectives

- ✓ Develop in-depth skills
- ✓ Learn from colleagues and network
- ✓ Establish a springboard for action

Example Schedule of 3 Day Program

Innovative Ways to Launch a Product	Choosing the Right Price for the Right Customer	The Future: Changing Channels & Other Trends
 Launch Fundamentals	 Segmentation, Targeting and Pricing Fundamentals	 Preparation of Case Study: Sephora
 Preparation of Case Study: Tesla	 Preparation of Case Study: Zara	 Collective Case Discussion: Sephora
 Collective Case Discussion: Tesla	 Collective Case Discussion: Zara	 Navigating Trends in Your Industry
 Preparation of Case Study: Biopure (Inside Industry Case)	 Preparation of Case Study: Viagen (Inside Industry Case)	 Teamwork: Exploring Trends in Your Company
 Collective Case Discussion: Biopure (Inside Industry Case)	 Collective Case Discussion: Viagen (Inside Industry Case)	 Pitch: Exploring Trends
 Red-Thread Review	 Red-Thread Review	 Red-Thread Review & Wrap-Up

5 Day Simulation-Based Program

The simulation-based program is an intensive, live one-week program combining a marketing strategy simulation and tailored tutorials to train marketers on topics such as (i) segmentation, (ii) forecasting, (iii) market research, (iv) strategic marketing, etc. A semi-real situation allows teams to gain valuable insight into marketing strategy decisions and their consequences. The simulation can be run for new marketers tackling the complexities of marketing, as well as for experienced marketers struggling with strategic decisions.

Day 1



Defining Your Strategy

Day 2



Strategy in the Long Term

Day 3



Learning from Marketing Decisions

Day 4



Strategy as a Process of Learning and Adaptation

Day 5



Confirming or Changing Your Strategy

” *The Simulation-Based Program was an excellent learning environment. I appreciated MTI² challenging each team and participant to learn, and encouraging questions and engagement.*

IMP-SIM Participant, Boehringer Ingelheim US

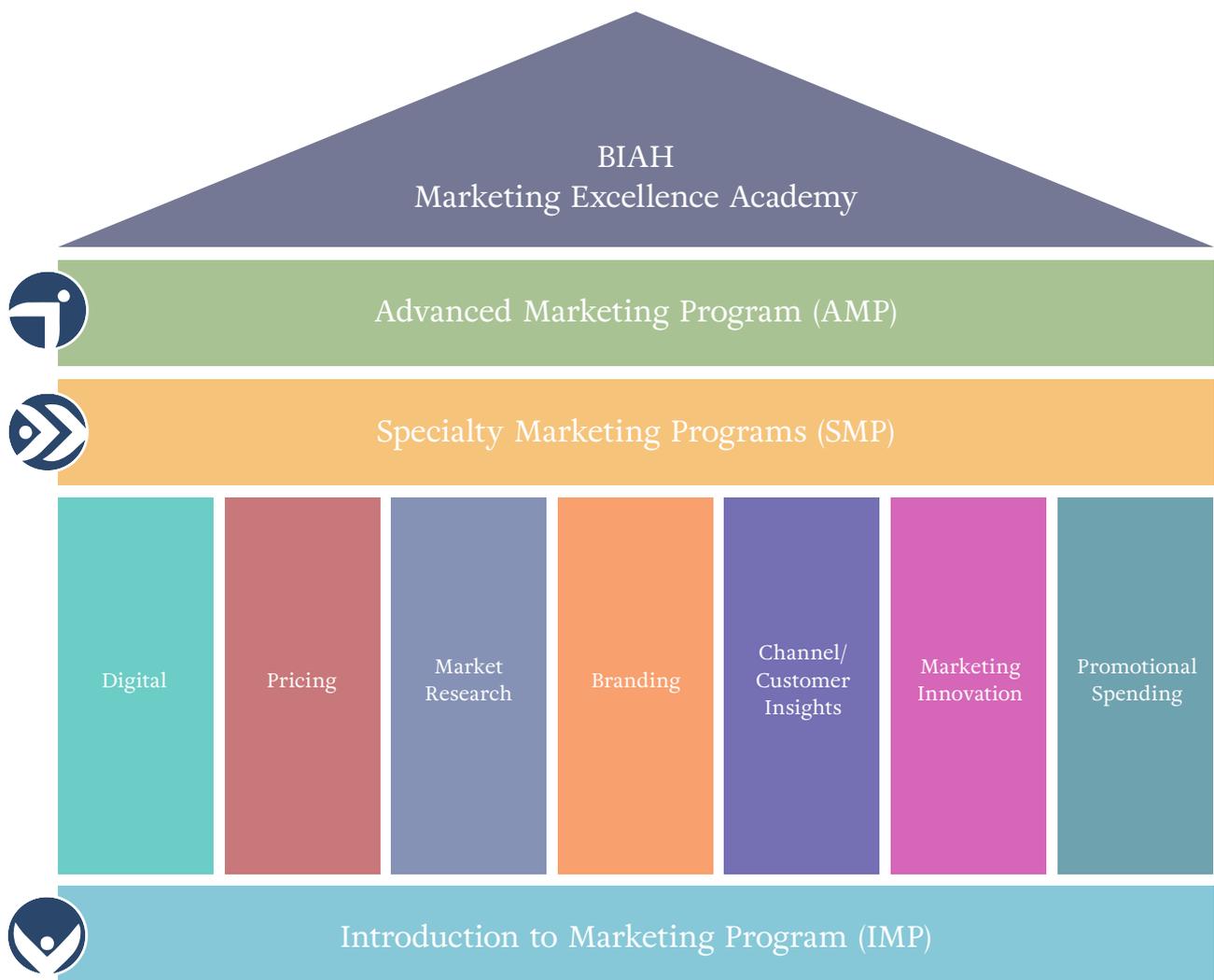
” *I got a lot out of this week. We broke down the learnings of the week, which made us really analyze our decision making tactics and translate that into real life*

IMP-SIM Participant, Boehringer Ingelheim US

Client Case: Marketing Academy at Boehringer Ingelheim Animal Health

The Boehringer Ingelheim Animal Health (BIAH) Excellence Academy's overall goal is to help marketers at BIAH be and remain excellent. This is achieved by keeping marketers' skills fresh through exploring state-of-the-arts tools & cases, sharing knowledge across people & divisions, and helping marketers use market intelligence to make better decisions.

To achieve these objectives, BIAH partnered with MTI² to develop a comprehensive suite of programs focused on marketing excellence. The Marketing Excellence Academy is composed of three different programs, namely the Introduction to Marketing Program (IMP), the Specialty Marketing Program (SMP) and the Advanced Marketing Program (AMP).



Client Case: Marketing Academy at Boehringer Ingelheim Animal Health

Introduction to Marketing Program (IMP):

For the IMP, we helped BIAH set up a mentoring program and built 10 tailored online modules on topics such as promotion strategy, innovation positioning, product lifecycle, digital marketing, etc. Each module included a customized webinar, curated reading materials & videos and a task for participants to complete.

Objectives



Type of Content and Modules

Type of Content

- OWN WEBINARS
- BUSINESS SCHOOL ARTICLES
- PRESS ARTICLES
- VIDEOS & MULTIMEDIA



Modules



- | | |
|---|---|
| MODULE 1: Segmentation & Targeting | MODULE 6: Pricing |
| MODULE 2: Promotion Strategy | MODULE 7: Market Research Basic Tools |
| MODULE 3: Product Lifecycle | MODULE 8: Market Research Advanced Tools |
| MODULE 4: Marketing Strategy vs. Execution | MODULE 9: Digital Marketing |
| MODULE 5: Competitive Strategy | MODULE 10: Customer Relationship Marketing |

Client Case: Marketing Academy at Boehringer Ingelheim Animal Health

Specialty Marketing Program (SMP)

The goal of each SMP module is to enable BIAH marketers to accelerate marketing skills in a specialized marketing topic. The SMP trains marketers through cases and action-oriented tools. By using outside and within-industry cases, insights and decisions are generated through an interactive and dynamic process of exchanging experiences, debate and building on each other's ideas. At BIAH, we use the SMP to achieve three key objectives.



In an intensive and stimulating 1.5 day program, we combined inspiring cases from different industries to stretch participants' thinking, individual coaching and sharing of state-of-the-art tools and frameworks. In the program we focused on three topics, namely (i) segmentation, (ii) pricing, and (iii) forecasting.



Client Case: Marketing Academy at Boehringer Ingelheim Animal Health

Advanced Marketing Program (AMP)

The key goal of the AMP program is to inspire and promote sharing of experiences regarding strategic decision-making and leadership among BIAH's top marketers. For the AMP, a 'learn-think-act' approach has been adopted to extract insights for BIAH. We used the AMP to achieve four key objectives.



The AMP was a three-day program focused on improving participants' strategic decision-making and leadership skills. In the program we focused on three topics, namely (i) choosing the right price for the right customer, (ii) innovative ways to launch a new product, and (iii) exploring & navigating trends in animal health. At the end of the program, participants worked in teams, and teams presented their conclusions on the trends they decided to explore.

” This AMP was an inspiring and rewarding program, going even beyond the key objectives we had outlined.

Boehringer Ingelheim Marketing Academy Lead

We Develop Your
Employees' Passion
& Competencies
Towards Success



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