

# SERVICES

For the last years we have offering 3 main categories of services.

All these services were custom-made for our clients but after helping more than 2000 people, we started to see some patterns emerge that could be useful to our future clients as well.

This is the reason we included a pricing table for Speeches and Trainings - so as to understand rapidly what it means working with us.

## Trainings

Trainings are useful when you want people to understand the principles behind a topic, and practice how to make it happen by themselves.

The nature of training is that you want your members, employees or colleagues to do the work themselves - as much as they possibly can.

Your organisation is "absorbing" new skills - and it also means that people will be able to do 20 to 30% of the work a professional would do - which is often enough to get by.

Overtime some employees will continue training themselves and might reach higher levels of proficiency over time - and it is important to know that no training of 1, 2 or 3 days can help get the experience of a 10 years professional.

## Speeches

Speeches, or Keynote speech, are shorter formats of trainings that are designed to inspire people - usually in the context of a large event with more than 100 attendees.

We developed a method that is mixing the format of a TED Talk - with a very custom made topic, and some practical exercises whenever we can. This method is the result of actually working with TEDx Brussels and San Francisco, and understanding that the best talks are the ones that help people remember something.

One of the best way to remember something is to practice it, even for a couple of minutes.

Speeches are great formats to attract attention on your organisation and raise the energy and inspiration in the room.

## Consulting

Consulting missions are designed to help an organisation implement the best techniques and do the work more efficiently than without a method.

Consulting exists since Prehistoric time, and the first consultant certainly brought techniques such as shaping stones or lighting a fire to tribes that did not know how to do it.

It is based on observing what an organisation does already, understanding what works and what does not - and train people on a more efficient methodology. It is about "internalising" processes.

Some companies prefer to hire an employee and ask him to refine processes from the inside-out - and others think it is more cost-efficient to call for a consultant who has done the work in multiple organisations, so as to work with current staff and refine their methods of work.

## Why a pricing table?

The world of consultancy has one cardinal sin - and it is: "Never give your prices to your client before meeting him". In fact it is so powerfully shared by most consultants and trainers that if one of them start sharing his prices, everyone else will copy and use their rates.

As a matter of fact we have been working for the last 6 years with startups in the tech sector, and have trained thousands of people. Transparency is paramount to deliver great value - and we decided to break with the silent law of consultants and trainers - and to simply publish our rates.

We thought it would not only be fair to our clients, but also to anyone who is not sure he needs a service and does not want to embark in a 20 emails back-and-forth game just to know how much a product costs.

| Service       | Session 4h to 2 days training                                                                                                      | Talk 2h intensive custom talk                                                                                                                      | Talk 15mn to 1h super intensive                                                                  | Brainstorming / Hackathons                                                                            |
|---------------|------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
|               | TRAINING                                                                                                                           | SHORT WORKSHOP                                                                                                                                     | KEYNOTE SPEECH                                                                                   | INTENSIVE WORKSHOP                                                                                    |
| What is it?   | A global talk about a topic defined by the speaker among themes he created - click here for a complete list of talks and trainings | An intensive talk about a real challenge of the client or the audience - understood via a questionnaire and direct calls with the audience invited | A very powerful and moving keynote speech that will resonate with the audience - TED Talks style | A 3h to 8h intense creative workshop to work on a specific project with multiple teams simultaneously |
| Audience size | 10 to 100 people                                                                                                                   | Up to 150 people                                                                                                                                   | No limit                                                                                         | Up to 200 people                                                                                      |

Watch a 2 minute video on the difference between these formats and what they bring to the audience

|                                                                                                                                                       |                                                                          |                                               |                                               |                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|-----------------------------------------------|-----------------------------------------------|-----------------------------------------------|
| Free Skype call to define the need of training / Speech                                                                                               | Yes                                                                      | Yes                                           | Yes                                           | Yes                                           |
| Dedicated project manager to follow up on organisation and details of logistics                                                                       | Yes                                                                      | Yes                                           | Yes                                           | Yes                                           |
| Questionnaire to understand the audience before talk                                                                                                  | Yes                                                                      | Yes                                           | Yes                                           | Yes                                           |
| Qualitative contacts with audience - phone calls and qualitative interviews                                                                           | No                                                                       | Yes                                           | Yes                                           | Yes                                           |
| Q&A session during the talk                                                                                                                           | Yes                                                                      | Yes                                           | No                                            | Yes                                           |
| Digital Q&A session after the talk sent by email and published online                                                                                 | Yes                                                                      | Yes                                           | Yes                                           | Yes                                           |
| Results and comment of the Questionnaire for everyone                                                                                                 | Yes                                                                      | Yes                                           | No                                            | Yes                                           |
| Recording of the talk and copyrights for the client use on his own channels                                                                           | No                                                                       | No                                            | Yes (Add 250€)                                | No                                            |
| Live exercices for the audience                                                                                                                       | Yes                                                                      | Yes                                           | No                                            | Yes                                           |
| Inspirational videos and case studies during the talk                                                                                                 | Yes                                                                      | Yes                                           | Depending on timing available                 | Yes                                           |
| Interactivity with web app (SLIDO) for engaging the audience (requires wifi or 4G connection for participants)                                        | Yes                                                                      | Yes                                           | No                                            | No                                            |
| Material for the audience (Handout / Checklists / access to tools and slides)                                                                         | Yes                                                                      | Yes                                           | Yes                                           | Yes                                           |
| Add an additional workshop of 2h to 4h to dig into the specifics - limited to 50 participants / or a webinar afterwards (1h-1.30h)                    | No                                                                       | Yes (add 490€)                                | Yes (add 490€)                                | No                                            |
| Specials - Game for the audience using their smartphone / tablet or laptop - and prize winning of 1h free consulting for the winning team or attendee | No                                                                       | Yes (add 200€)                                | No                                            | Yes (add 200€)                                |
| <b>Price</b><br>Expenses include flight and accomodation for the duration of the training and are indicative                                          | <b>1990e one-day</b><br><b>3490e 2 days</b><br>+ 350e expenses within EU | <b>2490e</b><br>+ 350e expenses within EU     | <b>2490e</b><br>+ 350e expenses within EU     | <b>3990e</b><br>+ 350e expenses within the EU |
| <b>Download a 2 page PDF describing this service and how it takes place step by step</b>                                                              | <a href="#">DOWNLOAD</a>                                                 | <a href="#">DOWNLOAD</a>                      | <a href="#">DOWNLOAD</a>                      | <a href="#">DOWNLOAD</a>                      |
|                                                                                                                                                       | Contact me about this service please (button)                            | Contact me about this service please (button) | Contact me about this service please (button) | Contact me about this service please (button) |

## Do you offer other services?

Yes we do, but it is difficult to price them as these are most probably custom-made services - such as helping a communication department to adopt new communication tools and train them to deliver consistant results - or evaluating the success of a campaign and plan for more.

In this case it is easier to quickly fill in this questionnaire that will help us understand your need and let us come back to you with a proposal for a call.

## Why are keynote speech so short?

In general a keynote speech is a motivational introduction during a larger event. It helps people to "wire in" the event - and it let space to other interventions from other speakers - or to workshops. It is important to remember the inspirational factor - and the fact that you cannot sustain inspiration indefinitely - it's a fleeting energy and we want people to feel it and then keep it within and develop it by themselves.

## What are the topics you cover?