



**THE VALUE EQUATION: Creating, Promoting and Earning
Value Recognition for In-House Creative Organizations**

= value

THANK YOU

Getty Images

HOW Magazine

Continuum Innovation and Design

WunderLand Group

DesignMuseumBoston

AIGA

American Marketing Association

GDUSA

Neenah Paper

Brilliant Graphics

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INTRODUCTIONS

Who I am

InSource board members

Partners

Hosts

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AGENDA

2:10-2:15	What roundtable discussions are
2:15-2:20	InSource
2:20-2:30	Getty Images
2:30-2:50	Introductions
2:50-3:20	The Value Equation
3:20-3:40	Break
3:40-4:40	Open discussions / break outs
4:40-5:15	Summarize / collect best practices
5:15-5:25	Wrap up
5:25-5:30	Getty Images invitation/final words
5:30-6:30	Networking and refreshments

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ROUNDTABLE DISCUSSIONS

New York, Chicago, Boston meetings

same topic

Roundtable discussions

Idea sharing, personal experiences, collect best practices,
compare and contrast, network

Summaries available online to all attendees

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INSOURCE

Who we are InSource provides THE network for collectively sharing professional experiences, knowledge and best practices that help empower all in-house creative leaders to run their business most effectively.

Point-of-Difference Leadership focus - it's what makes what we stand for different from other "in-house" oriented organizations. Our mission is to help make a difference to those who run in-house creative organizations. We provide support, professional development, resources and advocacy for those in leadership positions and for those who aspire to move into leadership positions.

= value

WHO YOU ARE

- = Your name, title and role
- = Company
- = Do you lead a creative team
- = How you demonstrate value
- = What you're hoping to take away from today's meeting
- = If you could do anything else with your life, what would you be doing today

= value

VALUE

- = Create value
- = Promote value
- = Be recognized for your value

= value

WHAT IS VALUE?

- = How do you define value?
- = What does your company value most?
- = Is your organization aligned with what your company values most?

= value

ASSES VALUE

- = What do your internal clients see as the biggest value your organization adds?
- = What poses the biggest threat or obstacle in succeeding for your organization?

= value

YOUR VALUE PROPOSITION

= The benefit to your company of your product or service:

[Your organization] **helps** [your stakeholders]
achieve [value] **by** [your key contribution].



= value

CHARACTERISTICS OF STRONG VALUE PROPOSITIONS

- = Differentiate your offer from your competitors' offers**
(do you know who your competition is?)
- = Excel in at least one element of value** (what's your strength?)
Become the best choice for your ideal client
- = Crafting a value proposition requires substantial**
- = reflection on what is unique about your organization**
and your products and services.

Challenge: If you had just 10 words to describe why your clients should work with your organization instead of (hiring an agency?), what would you communicate?

= value

ARTICULATION

- = Having a powerful value proposition is not enough; it must be communicated effectively to achieve optimal results.
- = Refine your value proposition until you can articulate it in a single, instantly credible sentence.

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IMPORTANCE

- = Make it clear to stakeholders
- = Make it clear to staff
- = Make it clear to upper levels of your organization
- = Make it a validation of their investment in you and your team

= value

WHAT'S NEXT?

- = Bio break
- = Studio tour (Boston)
- = Discussions/breakout's
 - Your value proposition
 - Marketing tactics
 - Measuring and quantifying value
 - Share one best practice
- = Summarize and share

= value

SUMMARIES

Best Practices

- Your value proposition
- Marketing tactics
- Measuring and quantifying value
- Share one best practice

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THANK YOU

= What you can take with you

Industry survey

Information about InSource

Information about our sponsors

= Join us

Online

For a drink/networking