

Project proposal  
***Crack ThinScale's messaging***



April, 4th 2022

Brendan Kiely  
The Media Cube, IADT,  
Kill Avenue, Dún Laoghaire,  
Co. Dublin,  
Ireland, A96 X6X3

Dr. Gerharz – The Art of Communicating  
Kantstr.12  
53842 Troisdorf

VAT-ID. DE258914894

Bank Account  
IBAN DE61 1101 0100 2491 1053 32  
BIC SOBK DE BB XXX  
Solaris Bank AG

**Project proposal**  
Crack ThinScale's messaging

**April, 4th 2022**

Dear Mr. Kiely,

thank you for reaching out. I would love to help you crack your messaging for the future of ThinScale.  
Please review the following proposal for the project:

Description	Price
<b>Project „Crack ThinScale's messaging“</b>	<b>12.000,- €</b> <i>flat</i>

**The goal of the project is to find messages in plain English that:**

- ▶ capture what ThinScale truly stands for.
- ▶ are the guiding north star for decision making inside the company.
- ▶ leave the customer thinking: "This is exactly for me."
- ▶ is easy to pass along.

We'll walk through a 3 stage process that involves the whole company through workshops and online surveys.

**Details**

- ▶ 4 online workshop over zoom, ~3 hours per workshop
- ▶ online survey for the whole company
- ▶ written summaries
- ▶ De-briefing to identify steps forward

*continued on page 2 ...*

## **Project proposal “ThinScale”<sup>12</sup>**

Description	Date
<i>(Dates are suggestions to give the project a scope and to start the discussion on the actual dates)</i>	
<b>Step 1</b>	
<b>1.1 Workshop with the leadership team</b> We're analyzing the vision that the leadership team sees for the company, giving everyone a voice and visualizing it so that the common path emerges. The focus is on what each one on the team believes the company should be known for so that we can uncover the true path that spans these different perspectives.	April, 11th
<b>1.2 Workshop with the management and sales team</b> We're broadening our view to include the perspectives of those who are in close contact with the market and the customers. We're explicitly excluding the leadership team so that everyone in the meeting can feel free to speak from their heart – and not think about what leadership would think about it.	April, 12th
<b>1.3 Written summary of the workshop results</b>	April, 13th
<b>Step 2</b>	
<b>2.1 Company wide survey</b> We're broadening our view even further to include the whole company. Through a survey that goes out to every employee we want to get a complete picture of why people work here, what they love about the company but also about what they are proud of and what makes them get up in the morning. But most importantly: what's the impact that they believe the company makes? The results of the survey will inform the next stage.	April, 12th – April, 19th
<b>2.2 Workshop with the leadership team</b> We're going to review the results of the previous workshops and the survey and use it to kickstart a discussion about the outside perspective. This workshop is all about what matters to your audience – the customers, the partners, the press. But also to the employees (you don't just want to impose your new messaging on them.)	April, 25th
<b>2.3 Written summary of the workshop results</b>	April, 26th

*continued on page 3 ...*

## **Project proposal “ThinScale”<sup>13</sup>**

Description	Date
<b>Step 3</b>	
<b>3.1 Workshop with the leadership team results</b> In this final workshop, we’re going to get really concrete. What is the boldest promise you can confidently make? What is the pass-along phrase that you would want your customers (or other audiences) to pass along about you? Our goal will be to state this in plain English, using your audience’s language (as opposed to your own internal jargon.) We need to beat the “Curse of Knowledge” and answer the three questions any audience has: 1. “Oh really?” i.e. can I believe this? 2. “Huh?” i.e. do I get it? 3. “So what?” i.e. why should I care about this?	May, 2nd
<b>3.2 Written summary of the workshop</b>	May, 4th
<b>Epilogue</b>	
<b>4 Debriefing-Workshop</b> A week after the final workshop, we’re going to have another look at it. Does it still sit right? What are some early results from using it? But more importantly: What are the next steps to make this messaging a reality? To make it feel second nature and guide your team to actually use it and color it with their individual personalities? And finally: What will be the first instances to apply the messaging to?	May, 9th

*Prices are net plus applicable VAT (usually reverse charge).*

*Travel expenses will be charged separately (if applicable).*

*Payable within 14 days after invoicing without deduction.*

*The offer is valid until April, 30th 2022.*

Please don't hesitate to reach in case you have any question regarding the offer.

Best regards,

Michael Gerharz

*Show, don't tell*

