

### UNDERLYING CONCEPT

The most remarkable achievements were not crafted in silos, they were products of in-depth collaborative thinking. On the other hand, companies are getting more skeptic about hiring consultants due to the costly bills and fear of leaked information. While enrolling staff in standard classroom training does not bring back customized solutions.

From this point, we have designed In-Cluster to become a new method for receiving professional support, networking and scouting best practices for aching problems. It is a workshop that brings together cherry-picked calibers to collaboratively learn and discuss proposed solutions for their imperative business challenges.

Furthermore, the value extends beyond a workshop. Participants will be able to receive input from prior and following workshops in the same track (theme scope) in order to gain higher benefits and a wider perspective.



### MADE FOR WHOM ?

It is a niche-service designed for companies and professionals who constantly pursue the next level of excellence. Complacent managers with no interest in challenging their traditional way of doing business won't really fit in. IN-CLUSTER workshops are for companies who are keen invest in professional development and stay up to date with best practices to continuously leverage their performance.

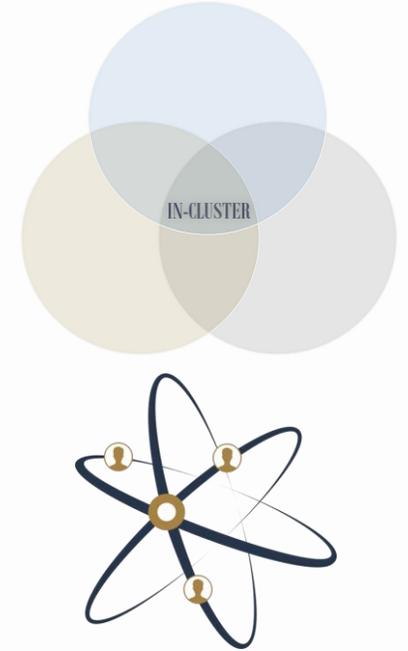
All professionals are welcome as long as their profiles meet a given In-Cluster scope. However, to maintain the workshop relevancy, **participants have to be on the same level of seniority, represent businesses of similar scales and preferably from similar industries** (conditional in some cases).

### WHAT IS SPECIAL ABOUT IT ?

IN-CLUSTER is a fusion that combines the best features out of the three widely used professional development services: (consultancy, training and conferences) in a way that copes with today's rapid and challenging business context.

Although, it might not be a direct replacement to any of them, it does represent an alternative for a large group of companies that aim at obtaining the tailored solutions of consultancy combined with the efficiency of training sessions and the matchmaking of conferences.

In addition to the above, In-Cluster focuses on the mental fusion process that brings up synergy and maximizes the learning experience to avoid the standard one-way delivery approach which is common in the 3 other methods and often turns participants into passive recipients rather than engagers.



### THE WAY IT WORKS

#### PRE-WORKSHOP



**APPLICATION & SELECTION**

Candidates fill in a quick online application, which is then rereviewed and approved if the applicant's profile and business background are a perfect fit for the workshop theme.



**CHALLENGES ASSESSMENT**

Once an applicant shares the limitations he/she encounters within the set theme, cases are compiled and the agenda is set in a way that tackles the issues that matter the most for all participants.



**SOLUTIONS DEVELOPMENT**

By relying on our repository of best practices, outcome of similar workshops and problem solving skills, we develop unconventional solution-sets that would address participant's needs.

#### WORKSHOP



**PROBLEMS DIAGNOSIS**

The workshop starts with presenting and analyzing the key challenges shared by participants and defining the most common ones to focus on tackling. The confidentiality of each case is maintained.



**SOLUTION LOOPS**

The moderator starts with presenting the proposed solutions for the diagnosed problems which are then refined in consecutive loops of solutions and criticisms in order to improve the outcome.



**PROFOUND NETWORKING**

Participants will have a chance to network and deeply engage with peers, thus build up strong relationships. Matchmaking support can be provided upon request.

#### POST-WORKSHOP



**FUSION SUMMARY**

The interaction between participants while discussing proposed solutions adds valuable insights which we share along with the recommended solutions summary.



**EXECUTION SUPPORT**

We provide every participant with up to 4 hours of advisory besides sharing complementary resources if his firm is keen to take the proposed solutions to the next level of execution.



**TRACK UPDATES**

By attending one In-Cluster, a participant takes part in a bigger cluster that spans different countries. He/she will receive the fusion summaries and insights of other workshops.