



**INSIDE EDGE International is an insight-led capability development consultancy that exists to help businesses gain a longer-lasting competitive edge through best-in-class commercial capabilities.**

**Our clients are typically market-driven business leaders in large companies who want to make great market results more certain by improving internal capabilities to drive market share and innovate.**

## OUR CLIENT'S CHALLENGES

The biggest challenges that we help our clients overcome are:

- Competing effectively in crowded and complex markets
- Unlocking internal barriers to growth and successful innovation - caused by prevailing narratives and limitations, business-as-usual, indecision and lack of buy-in
- Lifting the thinking and empowering people to learn through facts and data to see for themselves what they could be doing differently to win in crowded and consumer-driven markets
- Aligning fragmented teams and disjointed actions in silo organizations

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## HOW WE HELP

We deliver capability development programmes that transform the thinking to drive market share and innovate.

Our programmes turn commercial teams into powerful category thought leaders, people who have the powers and practical skills to win in competitive markets, with:

- The **INSPIRATION** to see through complexity and overcome limitations, to generate winning ideas and solutions
- The **JUDGEMENT** to distinguish between what will work and what won't, and make evidence-based decisions
- The **INGENUITY** to turn ideas into winning solutions, to plan, justify and lead effective execution
- The **ENDURANCE** to keep winning in dynamic markets and targeting the best returns

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## OUTCOMES FROM OUR WORK

We have a track record of success across a wide range of categories – even in categories where growth is flat or declining. A few examples of our work:

**We helped Abcam, a market-leading global life sciences company that manufactures antibodies and reagents,** to determine how to increase consumer pull and build a loyal following in China. Their revenues in China have now growing at 20% per annum and represents 15% of total company sales.

**We helped Hill's, a Colgate-Palmolive company and global specialist in pet nutrition,** to increase their retail penetration by establishing consistent go-to-market best practices across 25 countries.

**We helped the World Gold Council, the market development organisation for the gold industry,** to extend the retail footprint of gold as a desirable investable commodity, contributing to a 20% increase in private investor numbers over 3 years .

**We helped Zurich, an international insurance company,** become a preferred global white-label supplier to Daimler Mercedes-Benz, giving Zurich access to extra revenue potential in excess of €100m.

**We helped Merial/Boehringer Ingelheim, an international pharmaceutical and animal healthcare company,** to manage the commercial risk of expanding retail distribution of Frontline in the UK, whilst positioning and launching new Frontline Plus to trade partners, triggering additional sales value of £40m.



## WHAT PEOPLE SAY ABOUT US

*"I came to realise that the Number 1 task for an effective commercial leader is to develop the capabilities of the team. You brought a huge degree of personal integrity. Your ability to make it pragmatically straightforward rather than complicate was a huge asset ... hugely inspirational."*

**Diageo**

*"Transformational thought leadership. There's a real focus on doing the right things, bringing a fresh perspective to a problem and delivering output that is inspirational and practical ... to get things done, get things executed, get things moving."*

**Zurich Financial Services**

*"Consummate professionals who consistently over-deliver in terms of quality and service. Sensitive to internal politics and communicate persuasively to key stakeholders, with an upbeat and positive attitude. Their success is in ensuring their clients' success and I could not recommend them more highly."*

**Merial/Boehringer Ingelheim**

*"A very rare breed, balancing analytic and creative thinking but applying this to solving thorny 'real life' business problems. Superb at running complex projects across disparate stakeholders and building a cross-functional team direction and ethos in a way that people feel excited about. You instilled a much needed 'real growth mindset' at the heart of the business."*

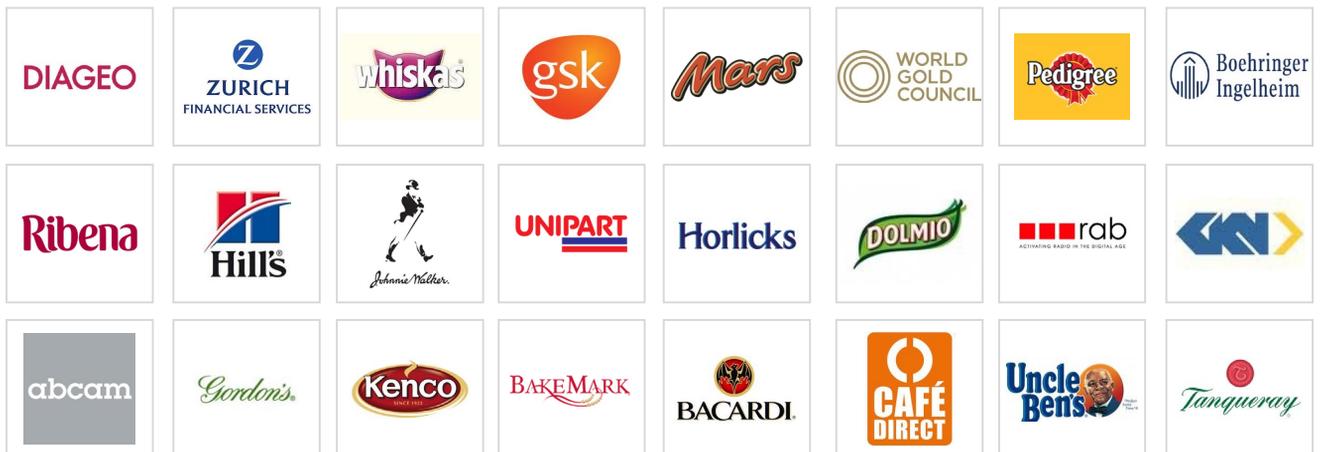
**Mars**

*"Making it a reality, making the team work together, getting things done, consistently, a sense of togetherness so that the entire company holds the same vision which all goes to produce outstanding work and kept the company ahead."*

**Carat Asia Pacific**

*"Your work was instrumental not only in understanding investors in our key markets, but also developing more effective strategy, communications and products to address their needs. Outstanding, business related solutions that people believed in. Better than McKinsey. More practical. More engaging. More real."*

**World Gold Council**





## WHAT MAKES US DIFFERENT

### A Systematic Approach

Our programmes are specifically designed to inform the commercial challenges and needs, and are built from tried and tested principles as to how people learn most effectively. Our approach is rigorous, deliberate and disciplined in the way we go about things.

### A Focus On Creating Best-In-Class Thought Leaders

Our programmes empower people to develop thought leadership, by turning research and data analytics into mental models and decision-making frameworks to help clients apply and use the market learnings. Rather than just provide the facts and evidence.

### Fact-Based Programmes Powered By Our Proprietary Profit Search Engine PSE®

Underpinned by our specialist skills in insight development, strategic planning, behavioural psychology and market research, all our programmes are fact-based. Powered by our proprietary consumer research-based engine, PSE®, that provides deep consumer understanding, focused on how to change market behaviour.

All our projects are delivered by partners with over 25 years practical experience on both sides of the table, backed by an international network of expert implementation resource. So our clients have the means and authority to inspire consensus to act in their business.

## OUR 'WINNING CAPABILITIES' DEVELOPMENT PROGRAMME



1. **We EDUCATE to create insightful managers with fact-based thinking/mental models.** So people gain the INSPIRATION to overcome self-limitations, spark new ideas and solutions to compete more effectively in their market.
2. **We EMPOWER people with the key principles and success criteria for effective execution.** So people gain the JUDGEMENT to distinguish between what will work and what won't, to make considered decisions and come to rigorous conclusions.
3. **We EMBOLDEN people to plan, justify and lead effective execution** by aligning internal perspectives with external perspectives using market evidence. So people gain new mental models and the INGENUITY to turn ideas into accountable solutions by gaining the insight to see the long-term consequences of their plans.
4. **We EMBED winning habits,** by designing the KPIs and performance tracking study that enables people to systematically evaluate the value and effectiveness of their actions, and determine what needs to change on an ongoing basis. So people gain the ENDURANCE to target the best returns, grounded in the rigour of changing market behaviour.



## OUR QUEST

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Early in our careers we saw how hard it can be for business leaders to lead the changes that are needed to raise the game in their business and in their markets. As there is a need to overcome business-as-usual, get people to move beyond what they know and gain confidence to leap forward and capitalise on opportunities. We discovered that in order to help people be more willing and capable in raising their game, you need to first and foremost impact **how they think**. Mindset can be one of the greatest, if not the greatest, barrier and driver, to growth in a business.

INSIDE EDGE was founded to influence this dynamic, based on our experience that a change in thinking can change everything. As when people see differently, they act differently. We developed a reliable system to deliver what we knew worked, based on our experience of working in large multinational businesses. The goal being to make a difference by helping business leaders discover a new ability to address their commercial challenges and drive better results. We've been working in this way for more than 10 years now and been privileged to have played a part in delivering some extraordinary results.

What powers us forward is the joy of knowing that what we do has created meaningful change and improvement. Our hope is that we can become a valuable resource to assist you and your business achieve remarkable results.

**You can find out more about The Inside Edge Winning Capabilities Development Programme on our website: [www.insideedgetd.com](http://www.insideedgetd.com)**

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