

#101st Marketing Club 25th Jeddah

63rd Business Club

Lean Marketing

Tuesday 1-8-2023

10 PM EGY **10 PM** KSA **11 PM** UAE

FOUNDER & HOST

Dr.Mahmoud Bahgat



INSTRUCTOR

Dr.Haitham Ibrahim
Group Sales Director

Dr Haitham Ibrahim FACHE, FPCC, MBA

 Group Sales Director – Saudi German Health

 More than 15 years in Healthcare Management

 - Certificate of specialization in Strategy – Harvard University

 - The American Board in Healthcare Management “FACHE”

 - The Planetree board in Person centered care - FPCC

 - Master of Business Administration – Marketing management



Dr.Haitham Ibrahim
Let's grow together.

 135K+



Dr.Haitham Ibrahim
Let's grow together.

 105K+



Dr.Haitham Ibrahim
Let's grow together.

 45K+



Lean Marketing

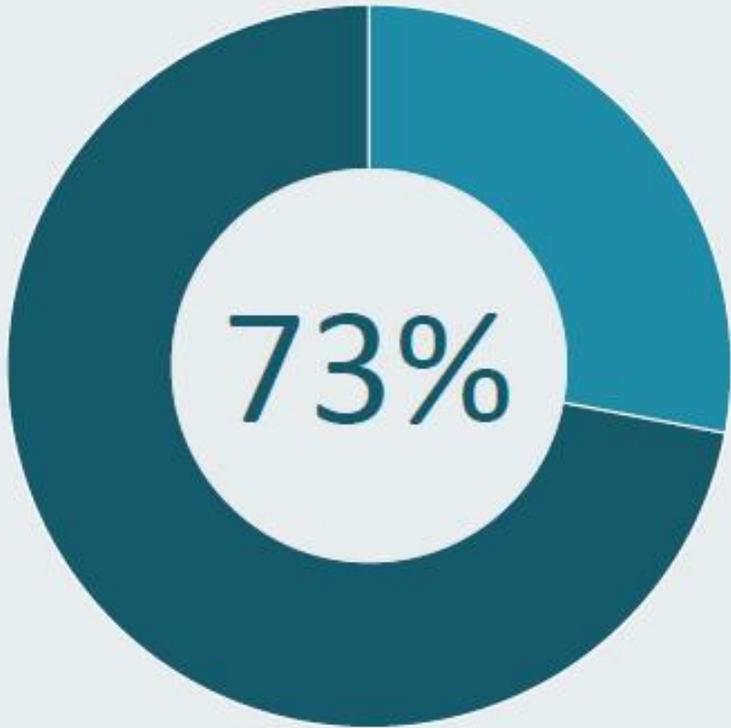
Marketing Guru

Leading Through Marketing

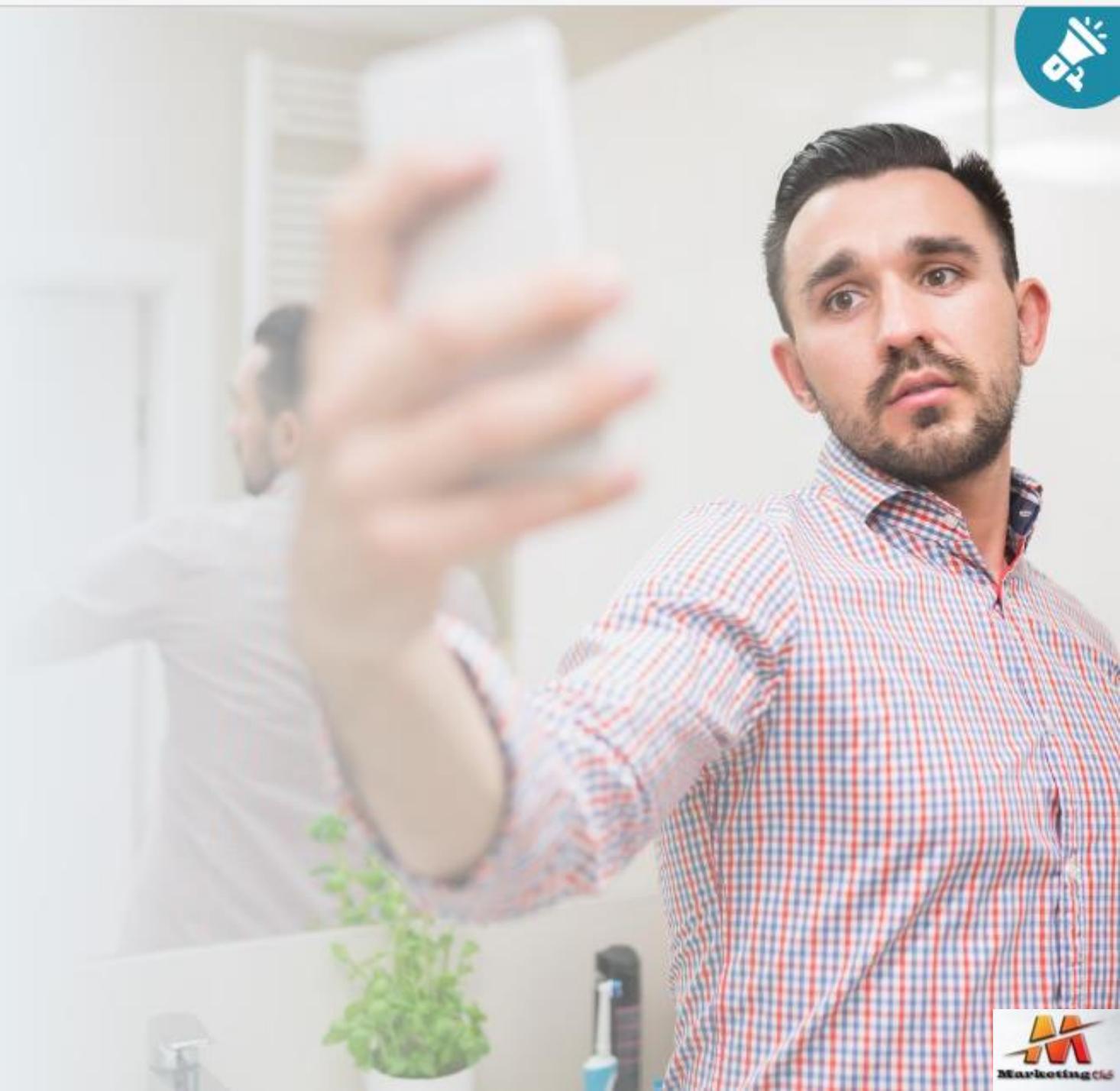


Introduction





73% of people shared something on social media while in the bathroom.



A world where **everything**
gets shared **anywhere.**



A world where **everything**
gets shared **anytime.**





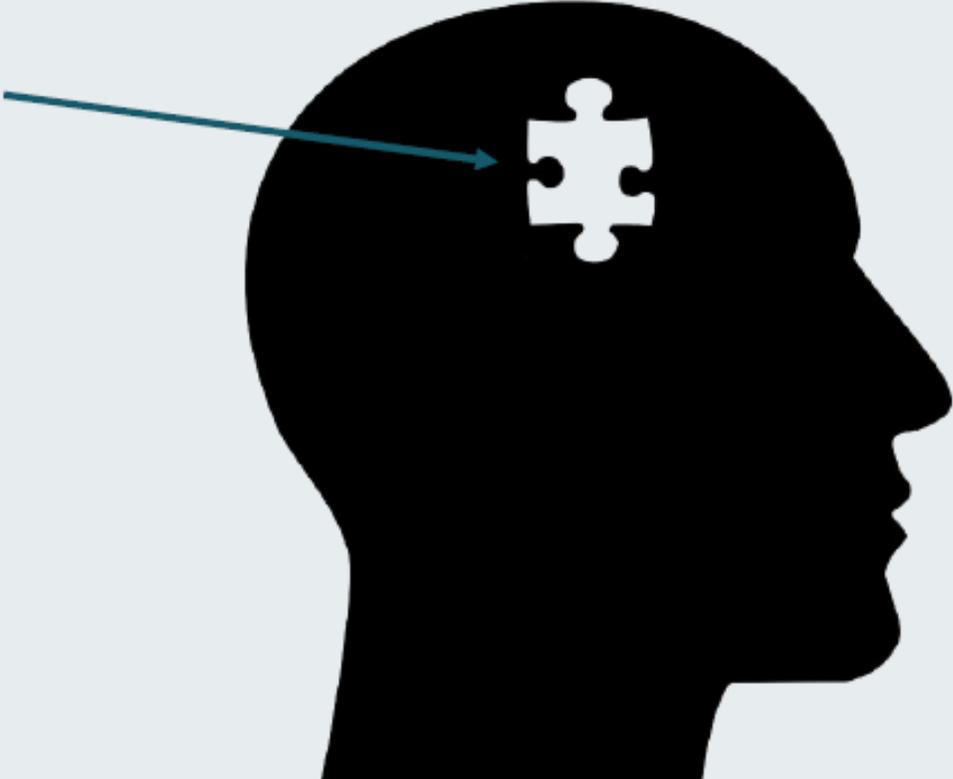
Experience is your Brand.





What is a Brand ?

Your Brand Lives Here





“

Your brand is what
other people say about
you when you're not in
the room.



*Jeff Bezos,
CEO Amazon*

”





People **don't** buy stuff.

Product



\$ 1.25

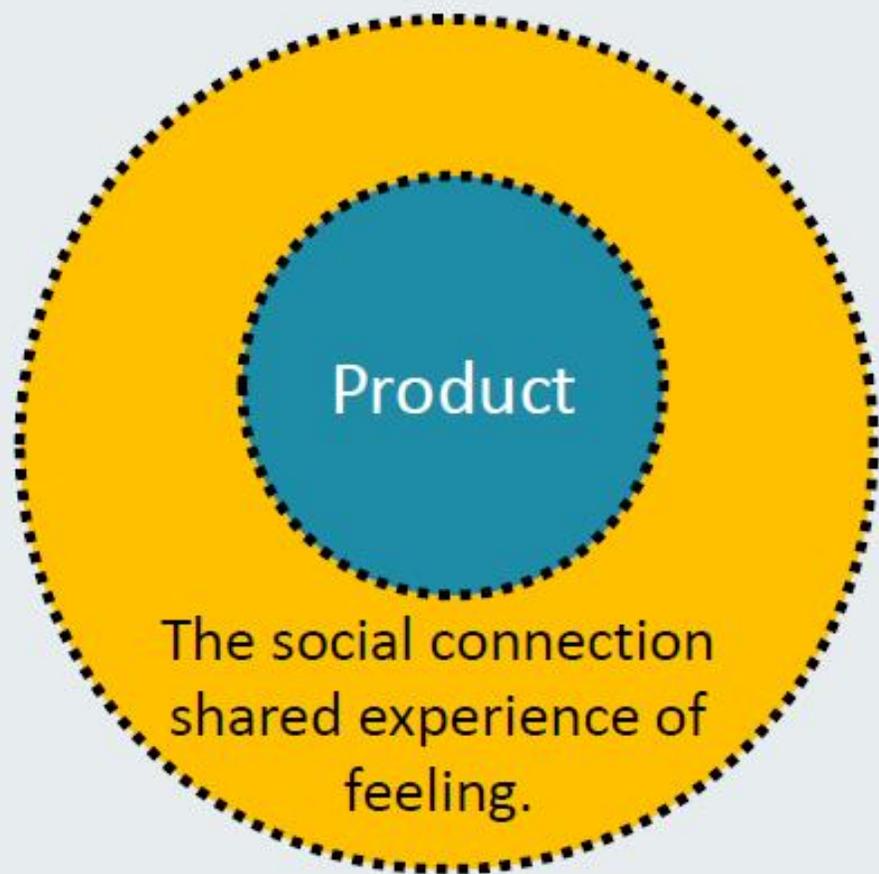


\$ 3.25





They buy what stuff does **for them.**



\$ 1.25



\$ 3.25





We are in the business of selling **emotions**, not stuff.



\$ 1.25



\$ 3.25





Features **tell** but **Benefits sell.**



Emotions

Feature

Benefit

Benefit of Benefit



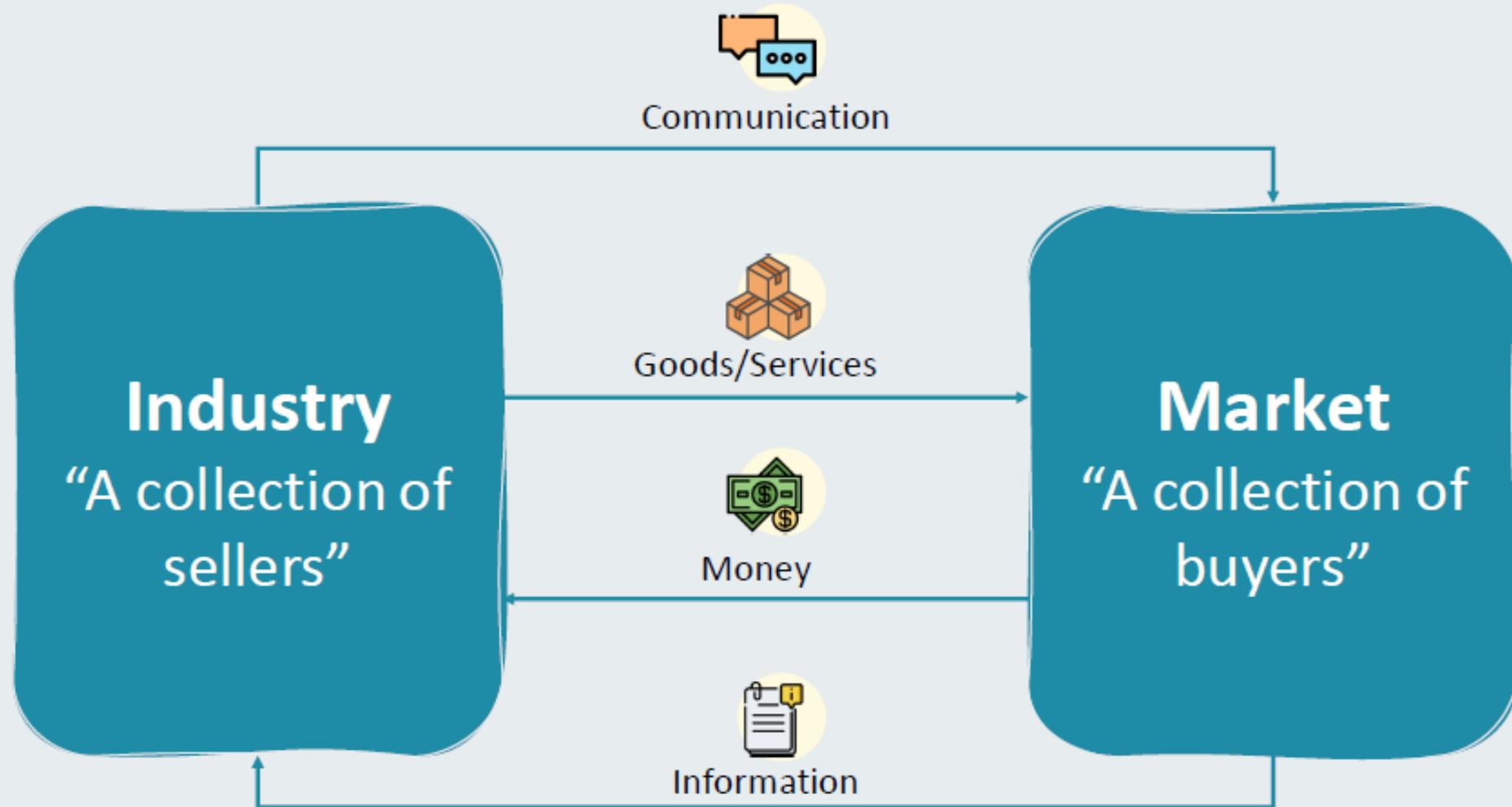
Understanding Marketing

"Simple Marketing System"



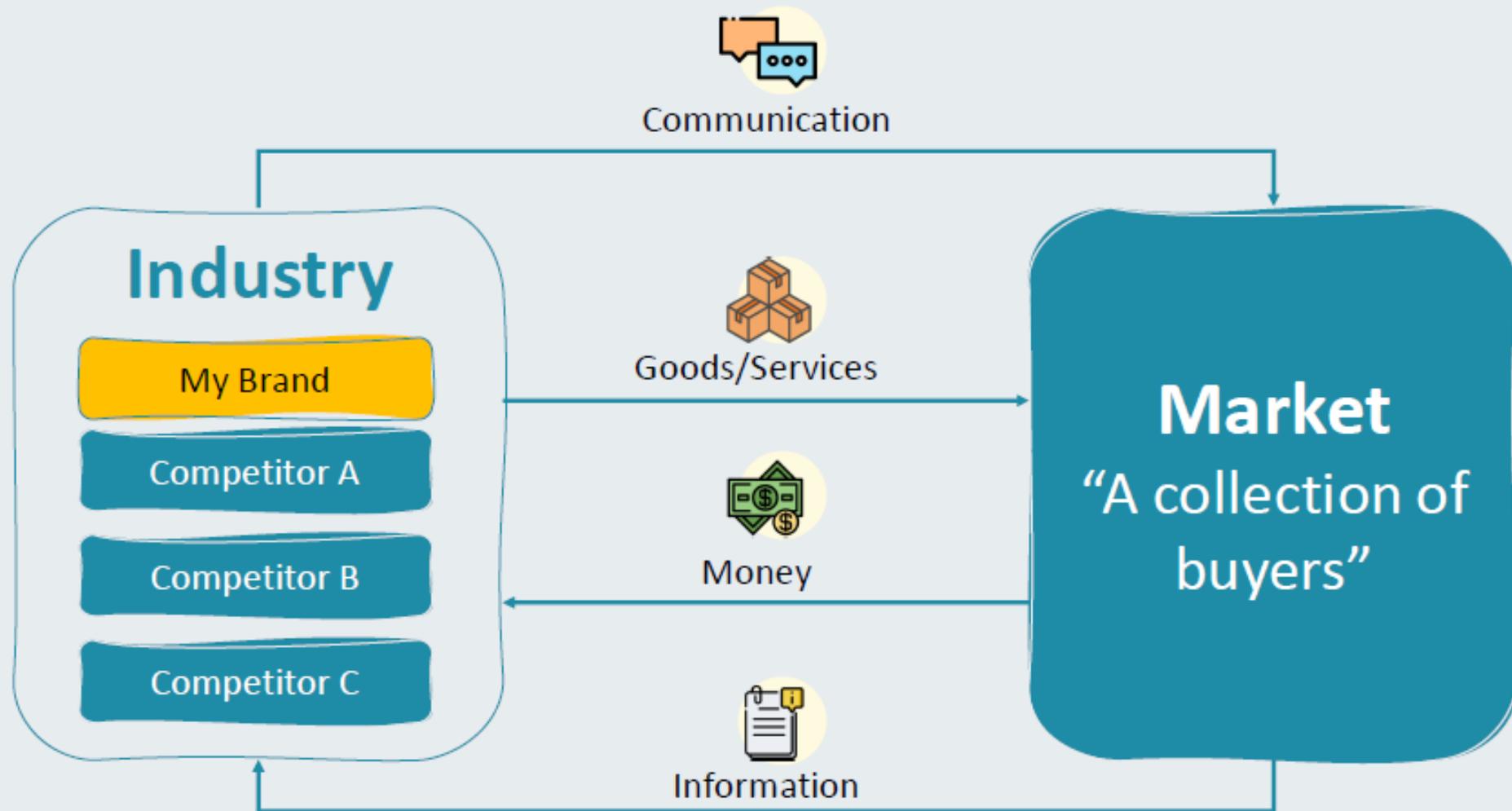


Simple Marketing System



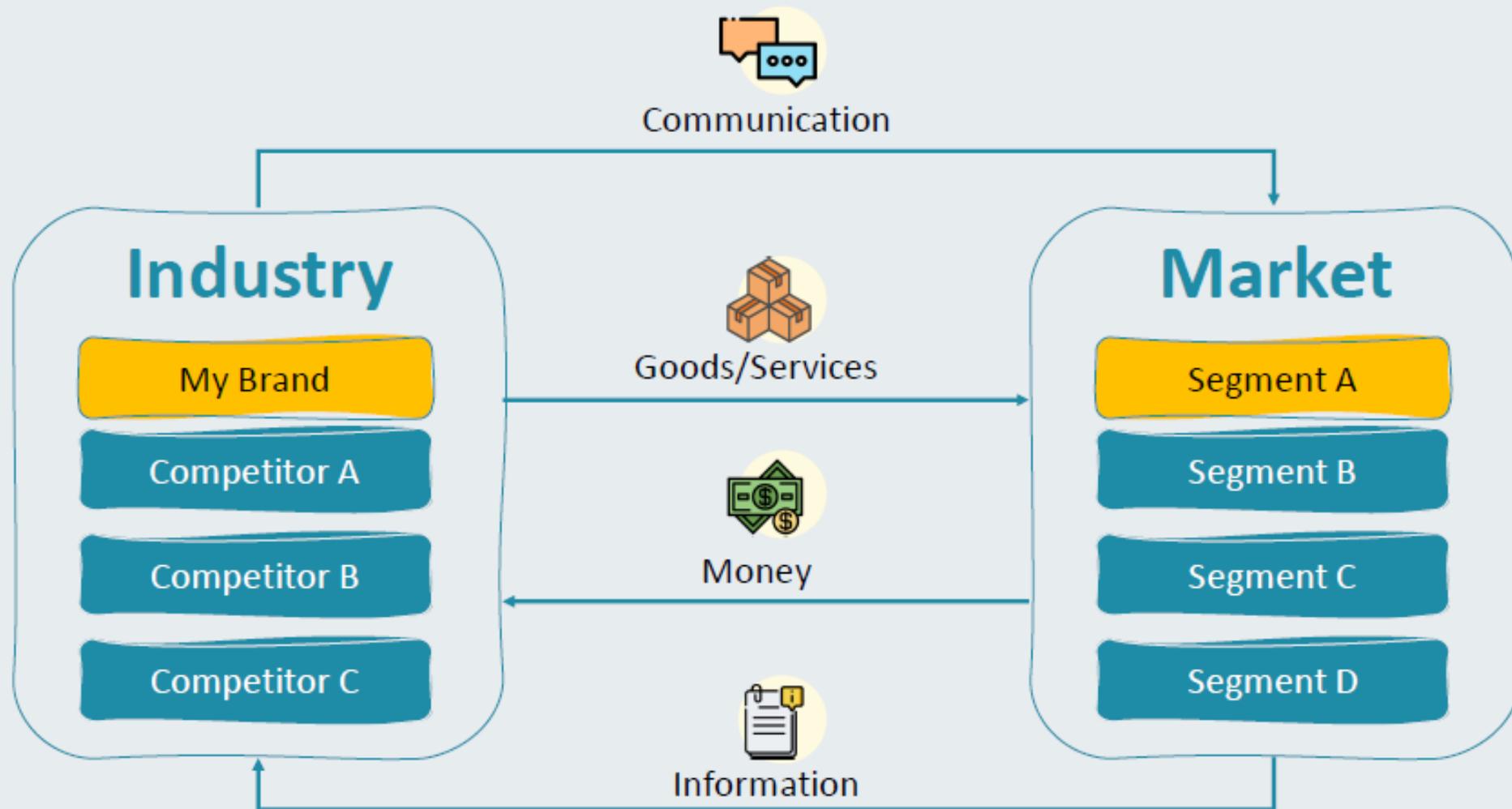


Simple Marketing System



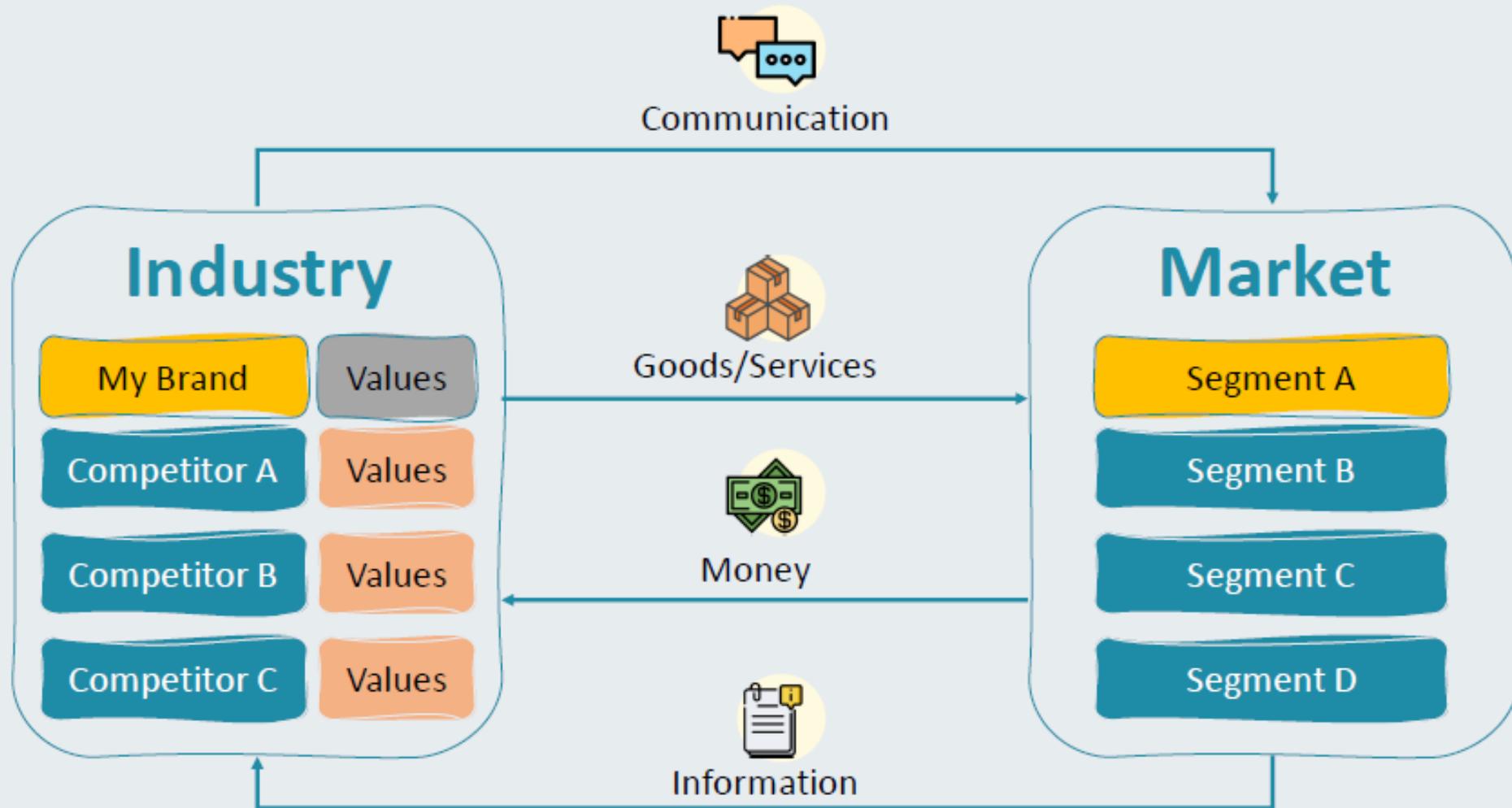


Simple Marketing System



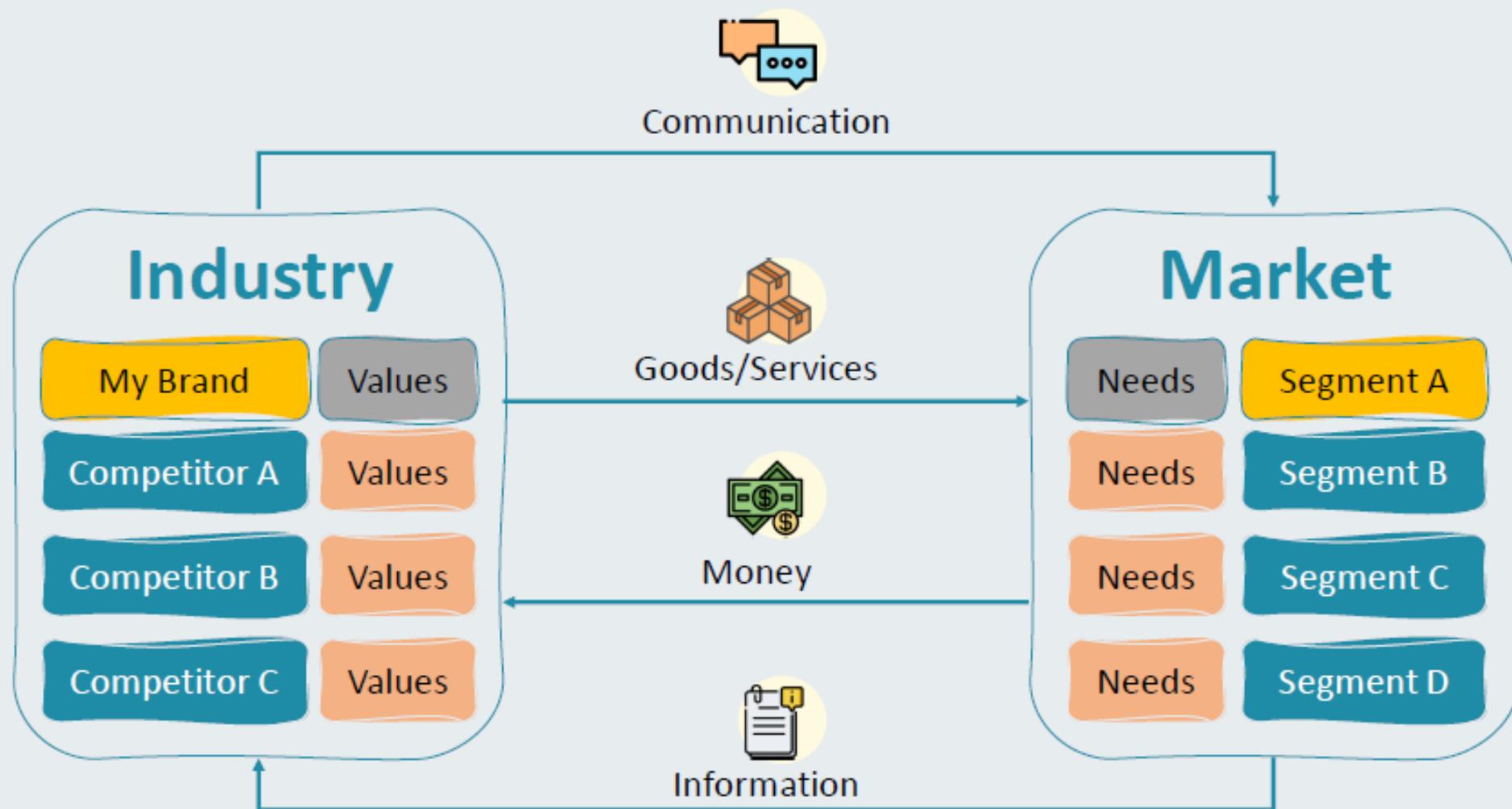


Simple Marketing System



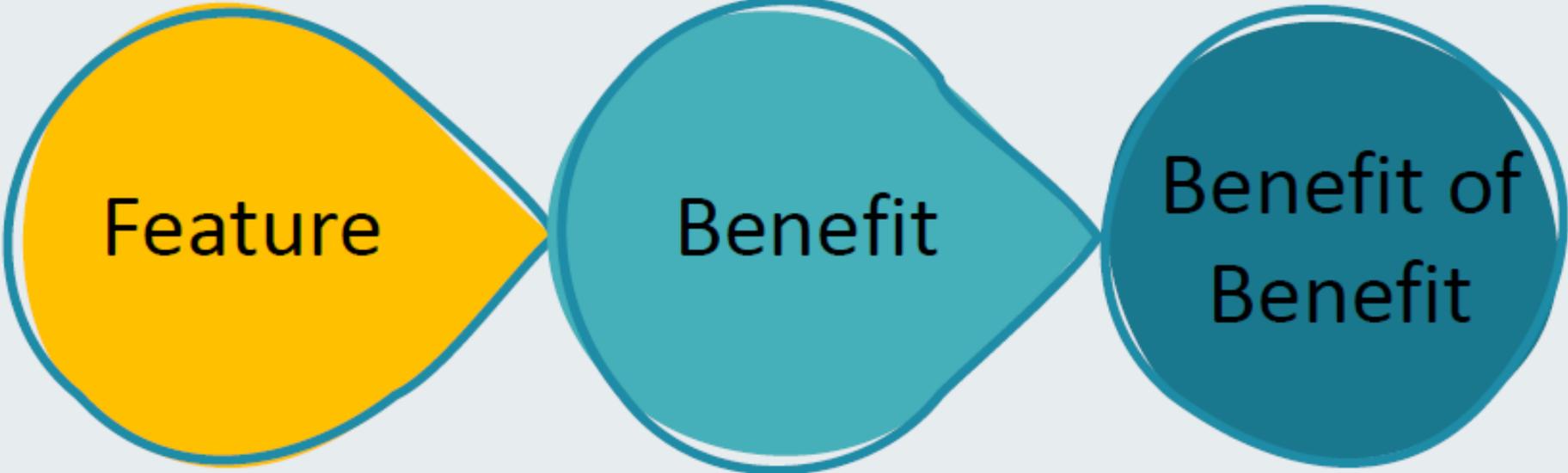


Simple Marketing System





How We Extract Values ?



Marketing
is about building **profitable
relationship management**
with **customers.**





Apply the Concept of Marketing in **Three Steps:**

Create Good Values





Apply the Concept of Marketing in **Three Steps:**

Create Good Values



Good communication for the created values



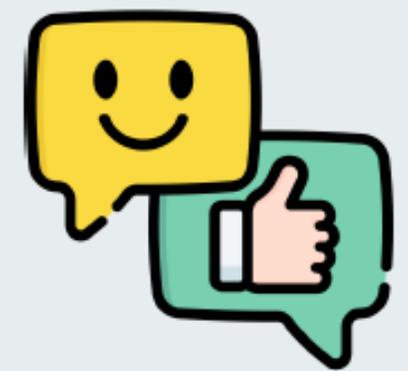


Apply the Concept of Marketing in Three Steps:

Create Good Values



Good communication for the created values



Communicate with customers to satisfy specific needs





Marketing Is Value Creation

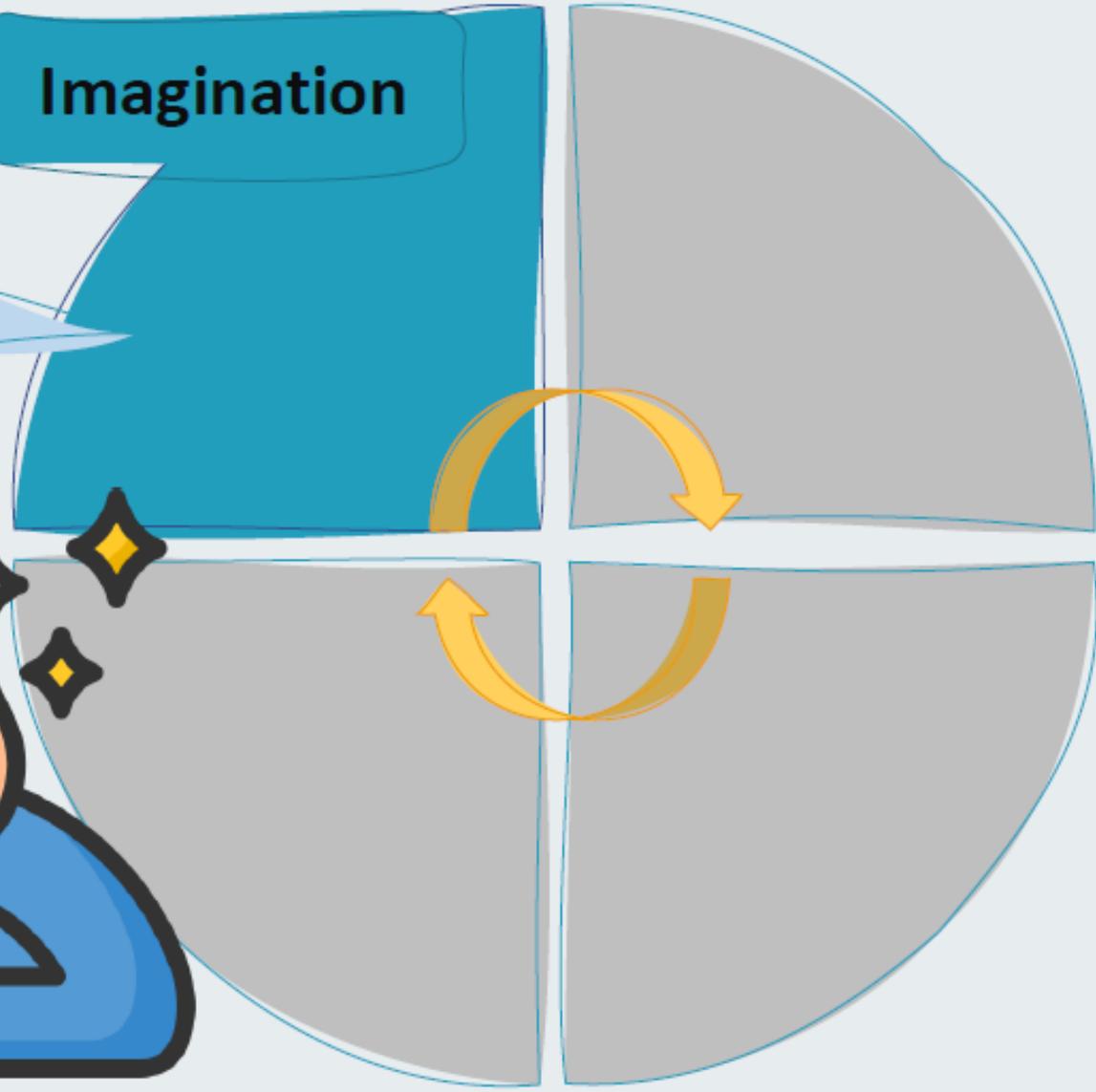
“Lean Creativity Toolkit”

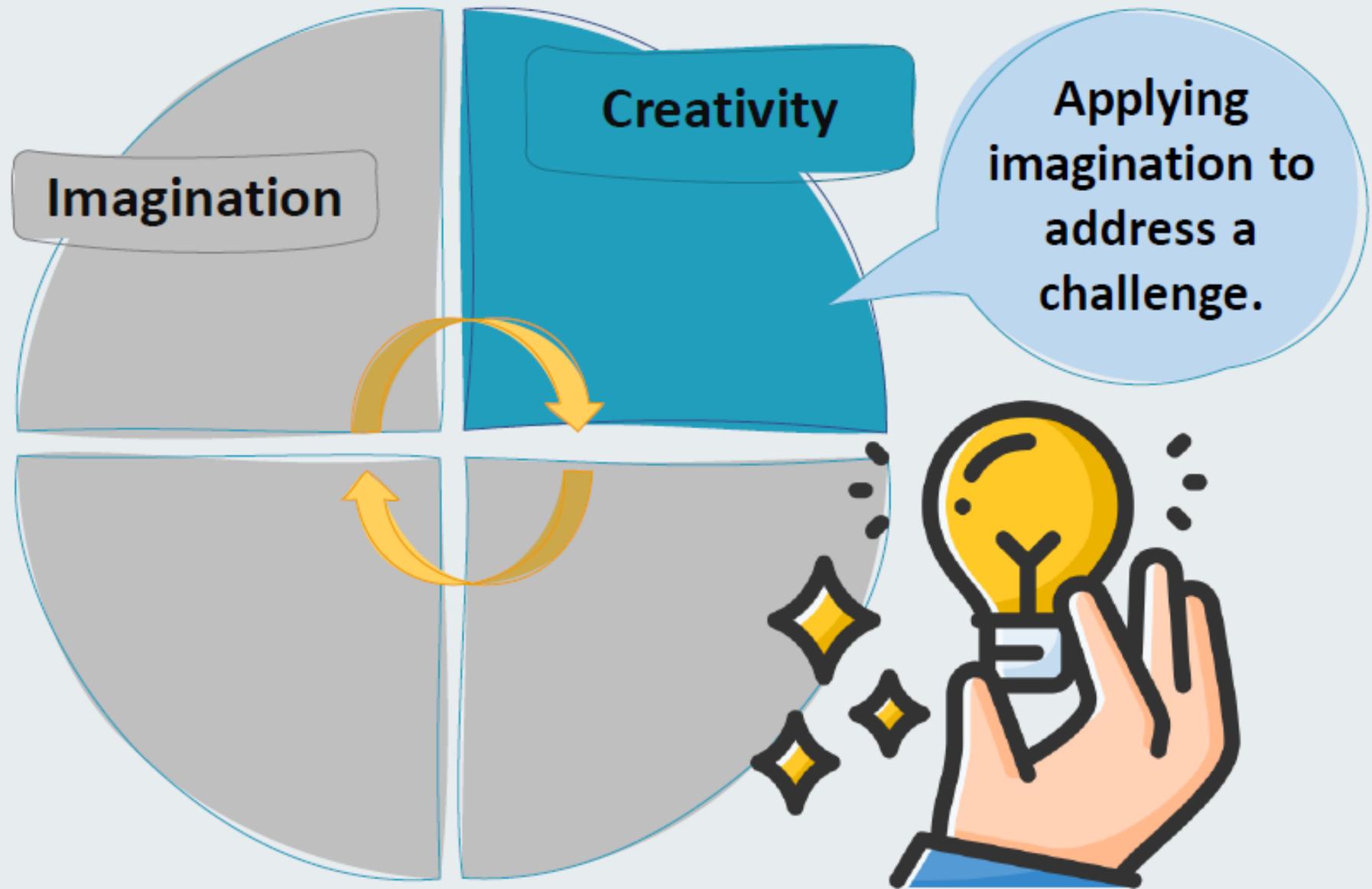


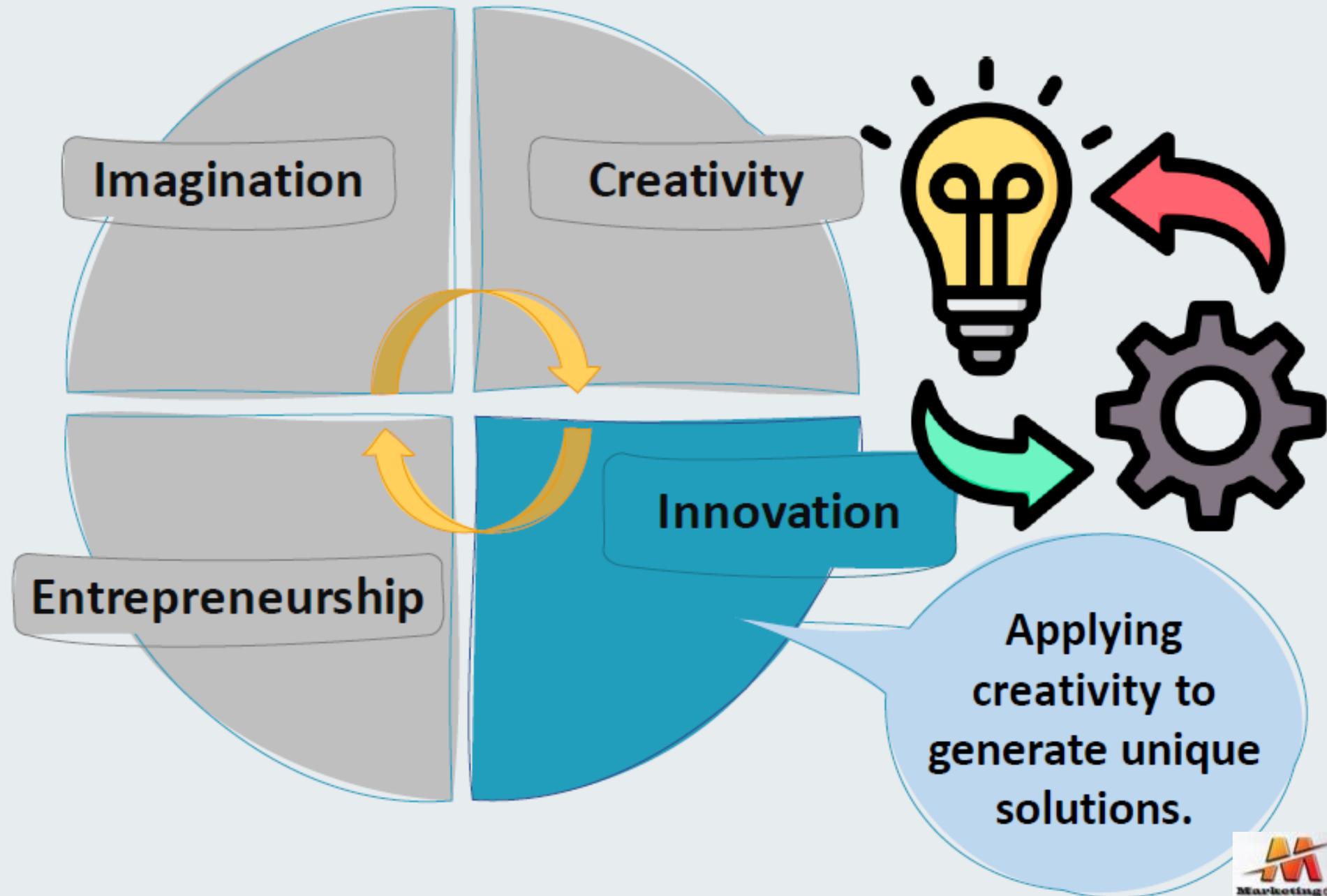


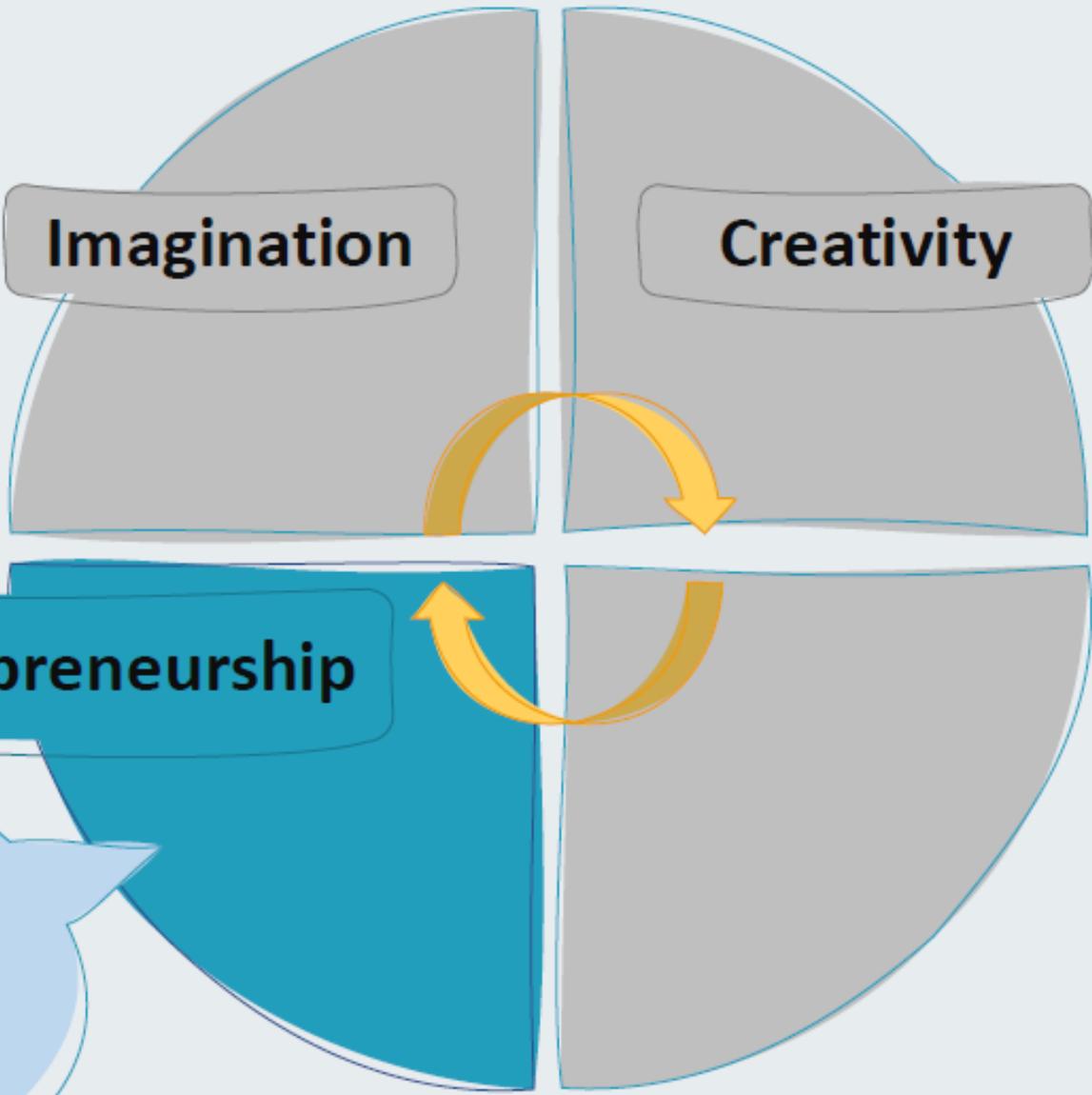
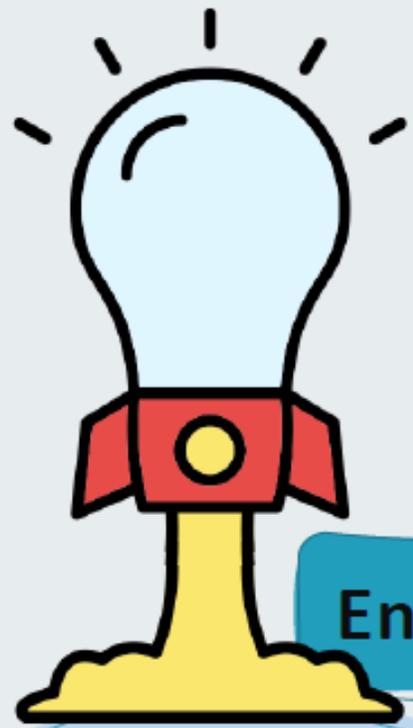
Imagination

Envisioning things that do not exist.









Imagination

Creativity

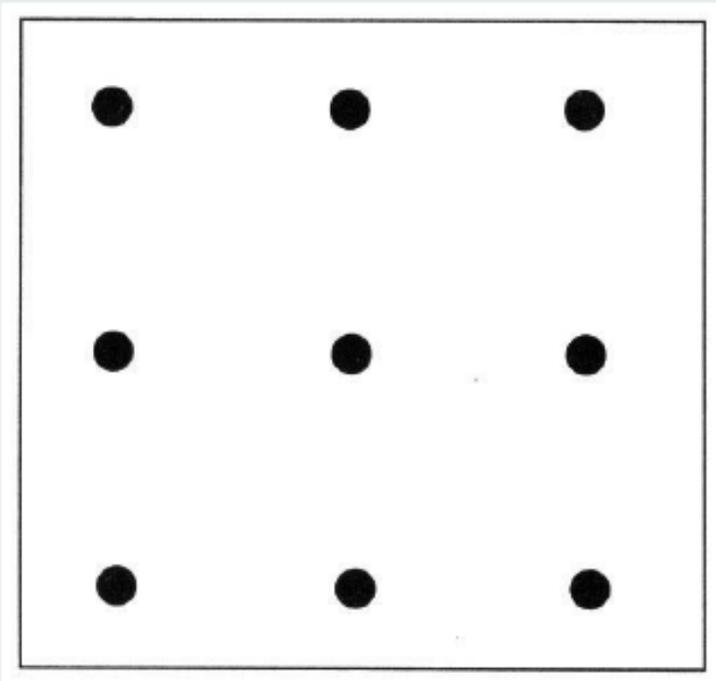
Entrepreneurship

Applying innovation, scaling ideas, and thereby inspiring others' imagination.





Classic “Nine-Dot” Creativity Puzzle



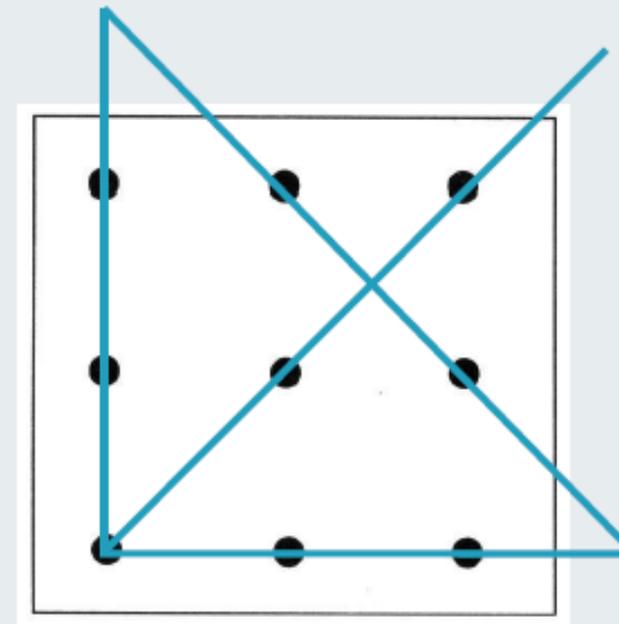
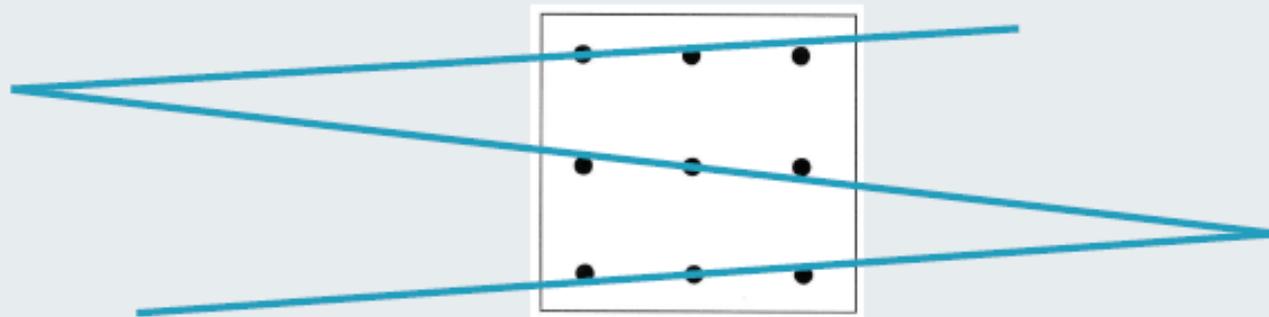
Instructions:

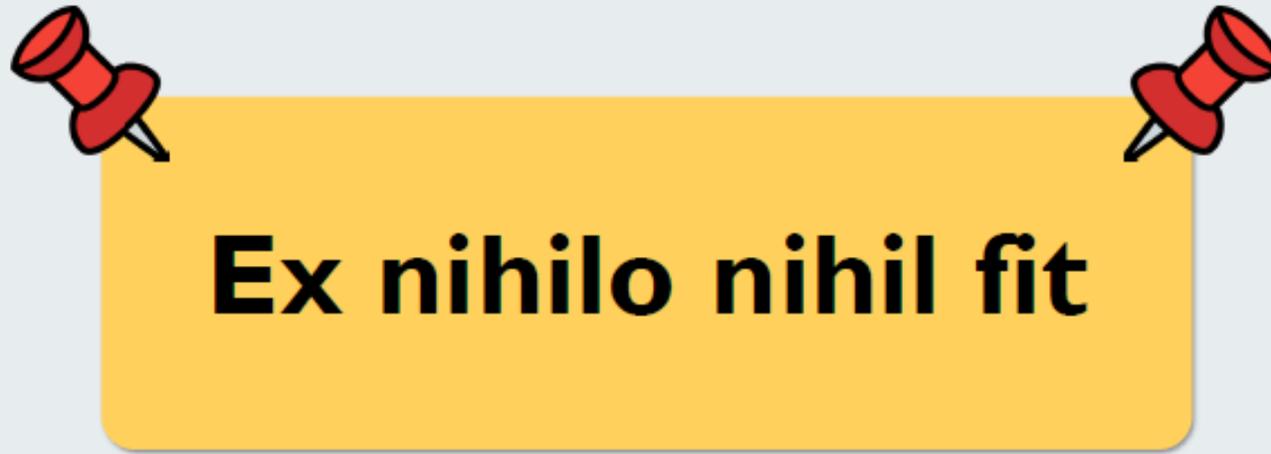
- Join all nine dots by drawing no more than **four** straight lines.
- Straight lines must be **continuous**.





Classic “Nine-Dot” Creativity Puzzle





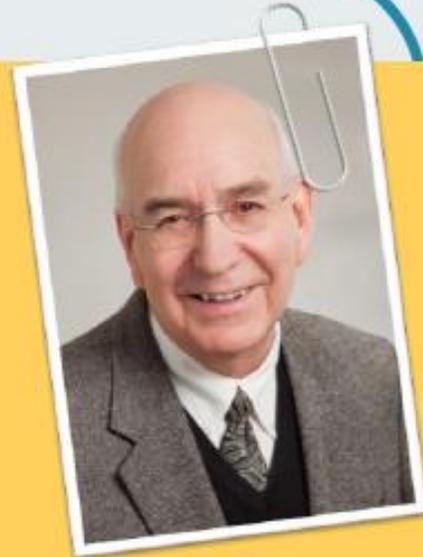
**Creativity is not random
even if it may seem it is.**





“

Creativity is one of the last remaining legal ways of gaining an unfair advantage over the competition.



Ed McCabe

”





We Are All Creative:

The ability of being creative is an innate skill that is common to all human beings, with no actual distinction.





We Are All Creative:

- Creativity is a method.
- The ability of expressing our creativity may vary through.





What Limits our Ability of Being Creative ?

Lack of
Knowledge





What Limits our Ability of Being Creative ?

Lack of Knowledge

Un-creative Environment





What Limits our Ability of Being Creative ?

Lack of Knowledge

Un-creative Environment

Lack of Self-esteem





What Limits our Ability of Being Creative ?

Lack of Knowledge

Un-creative Environment

Lack of Self-esteem

Lack of Methods

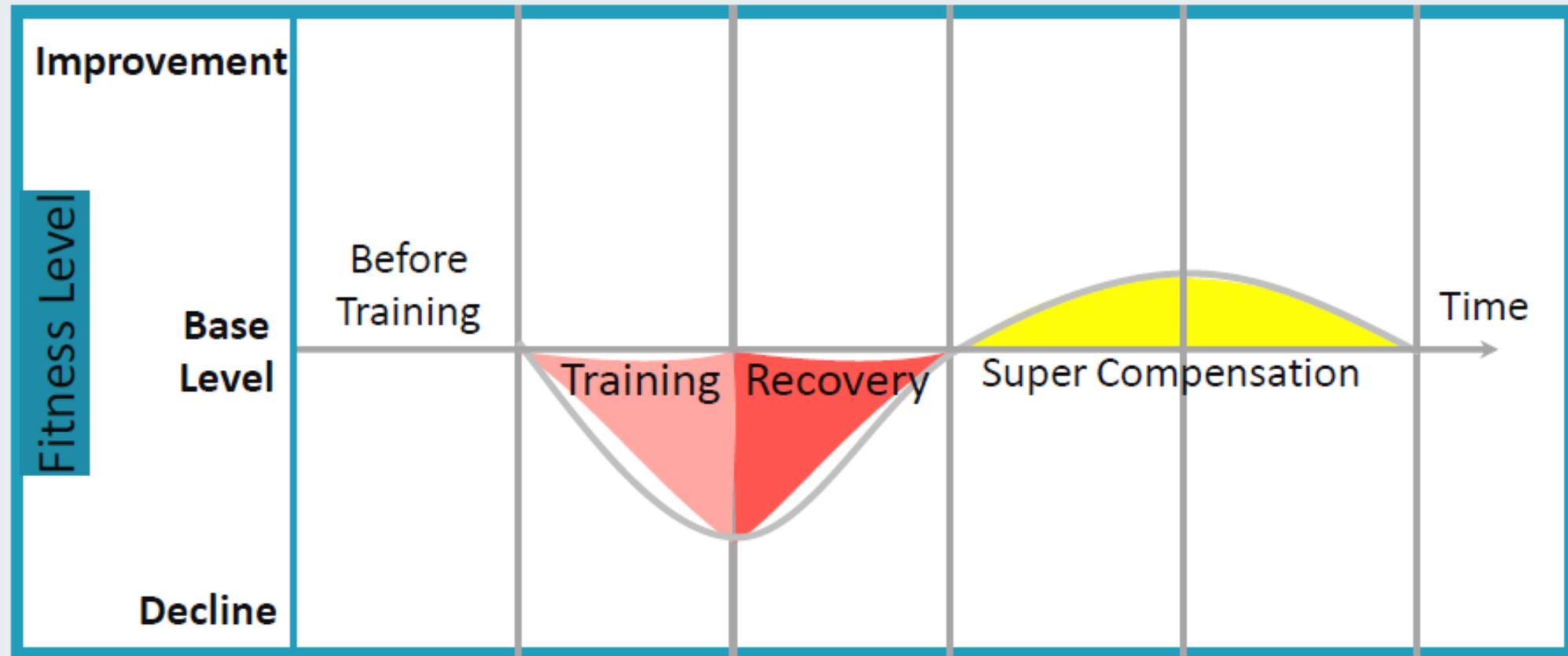
The diagram features a central grey gear with a white center. An orange arrow enters from the bottom left, loops around the gear, and exits to the right. A blue arrow enters from the top right, loops around the gear, and exits to the left. A red triangle is positioned below the gear. A green circle is located to the left of the gear, with a line connecting it to the top of the gear.





We Are All Creative

Super-Compensation





What is "Lean Creativity"?





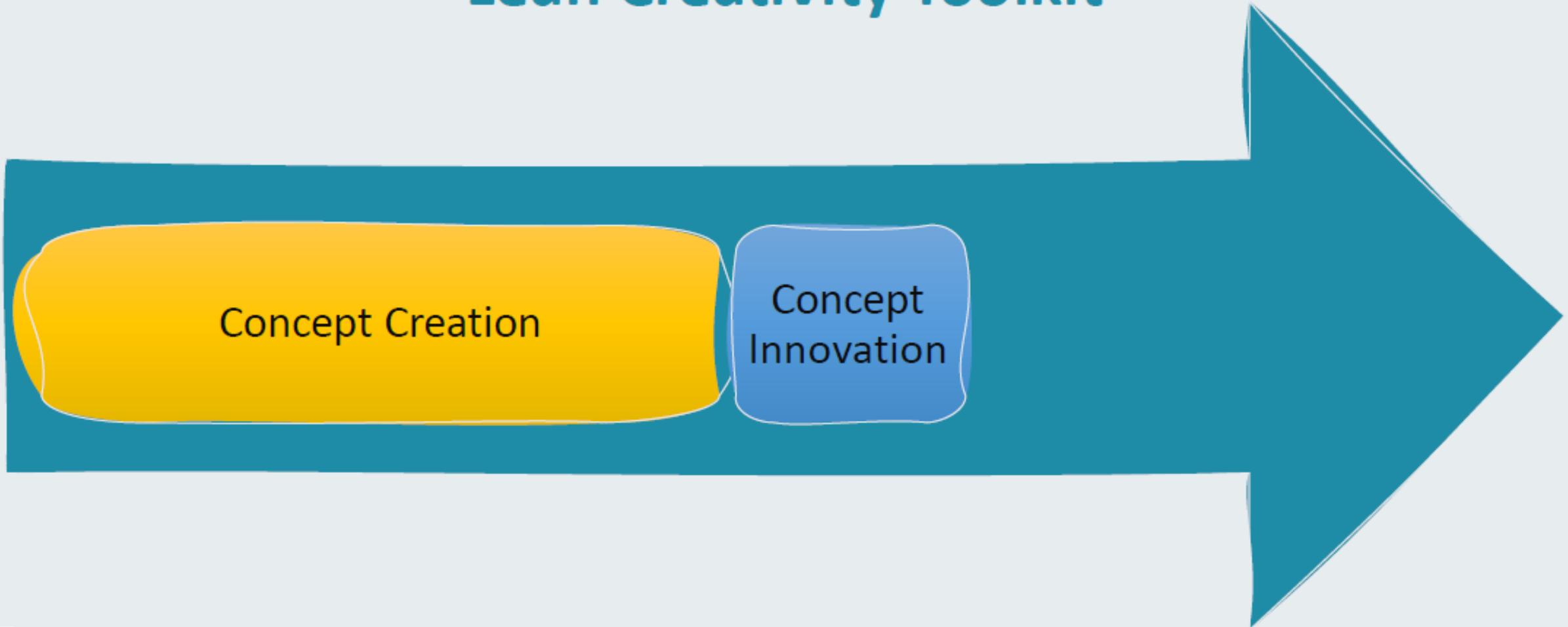
Lean Creativity Toolkit

Concept Creation



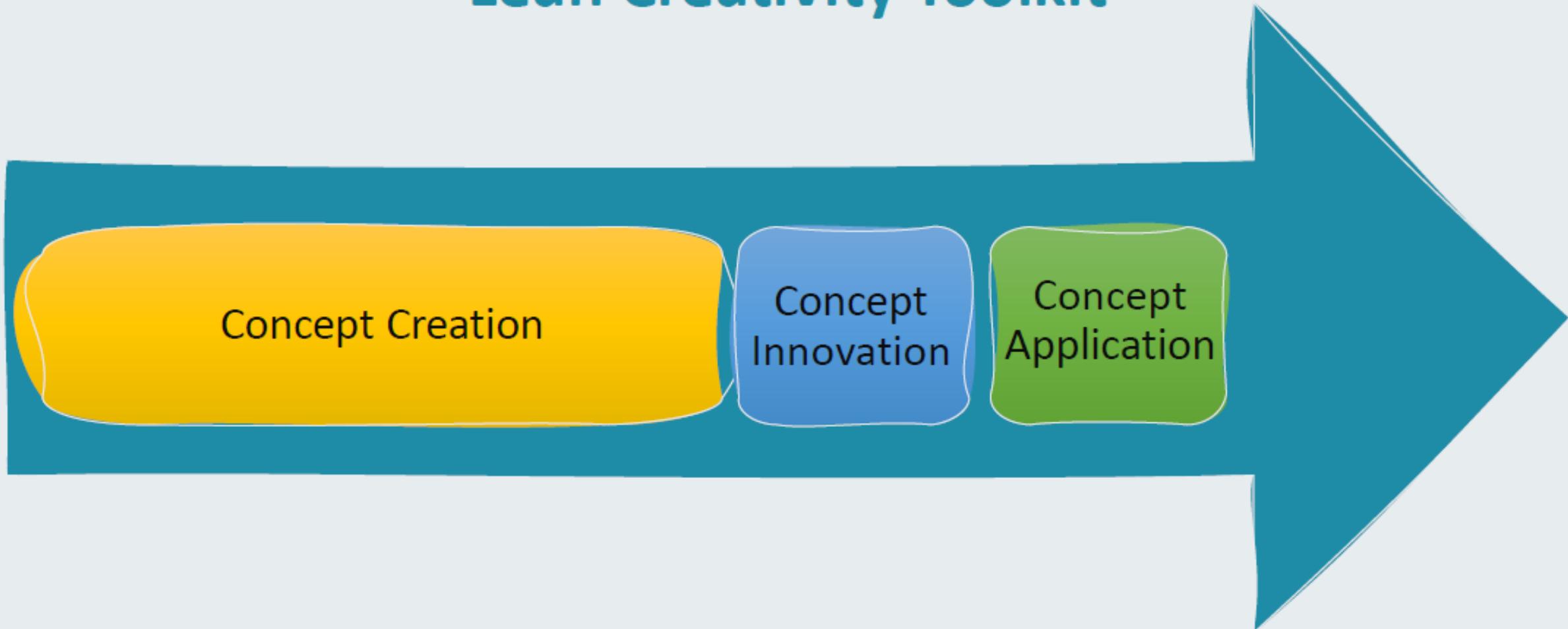


Lean Creativity Toolkit





Lean Creativity Toolkit



Concept Creation

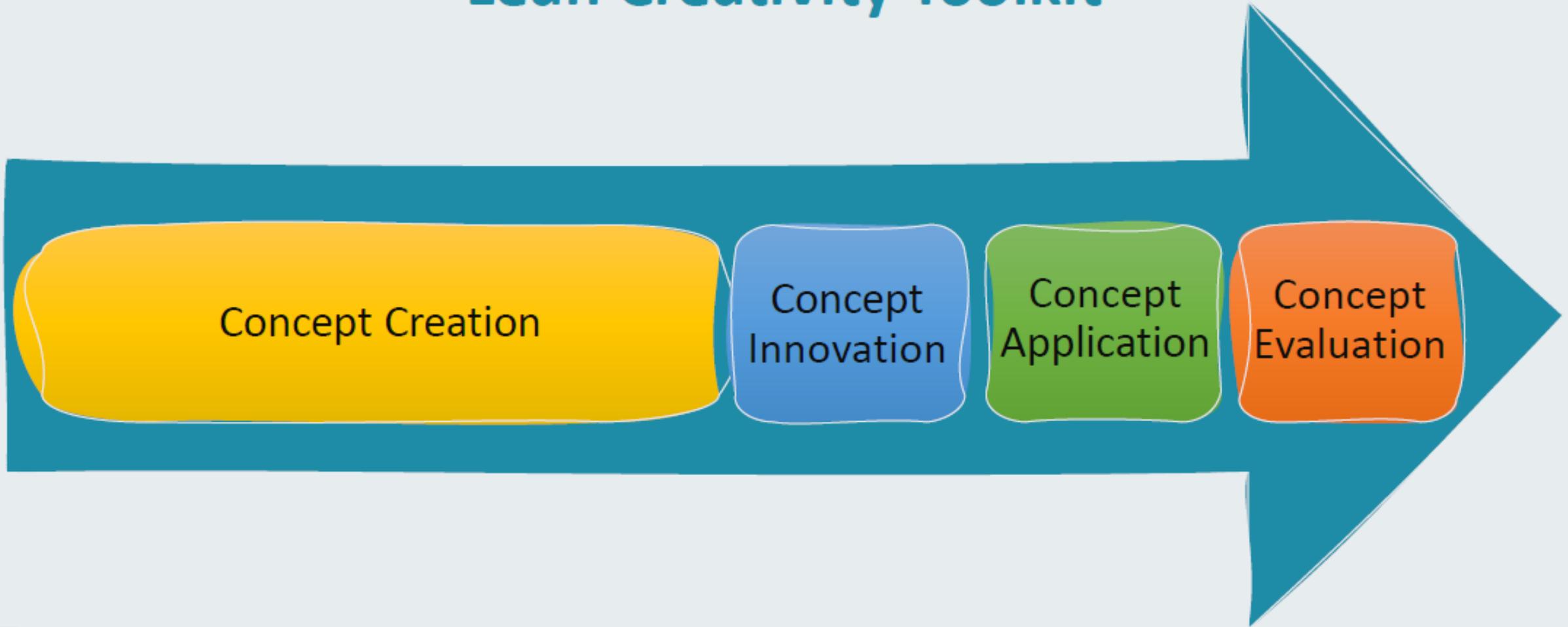
Concept
Innovation

Concept
Application



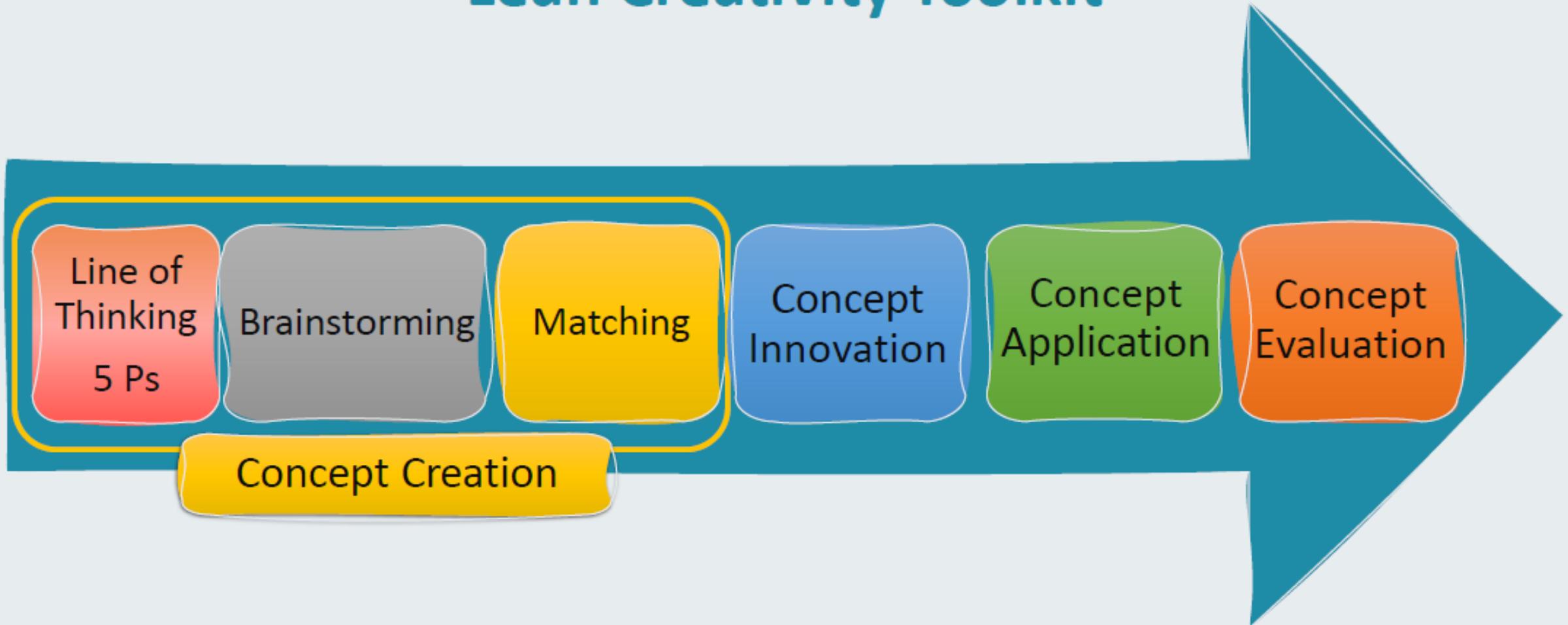


Lean Creativity Toolkit



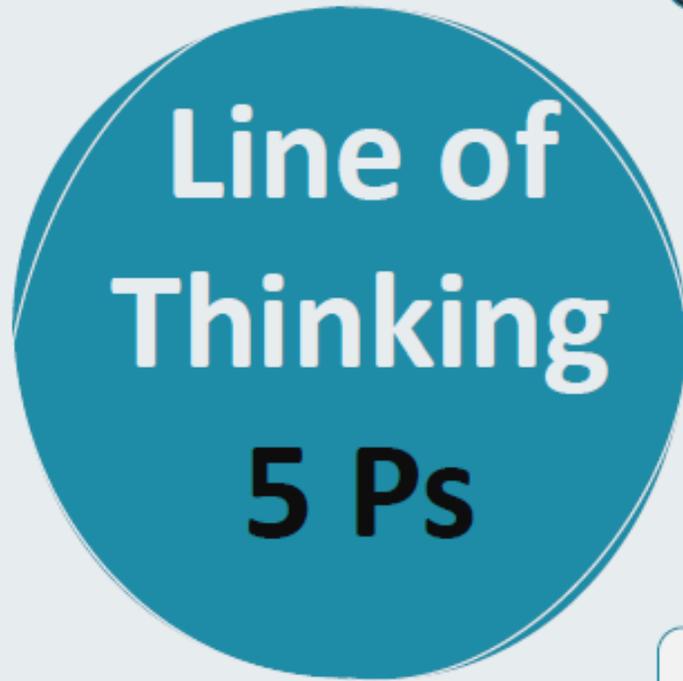


Lean Creativity Toolkit





Lean Creativity Toolkit



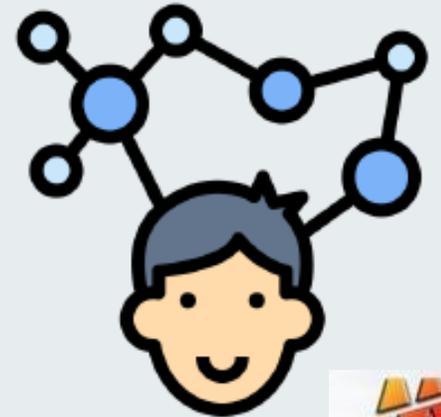
Product/Service

Promotion

Population

Place

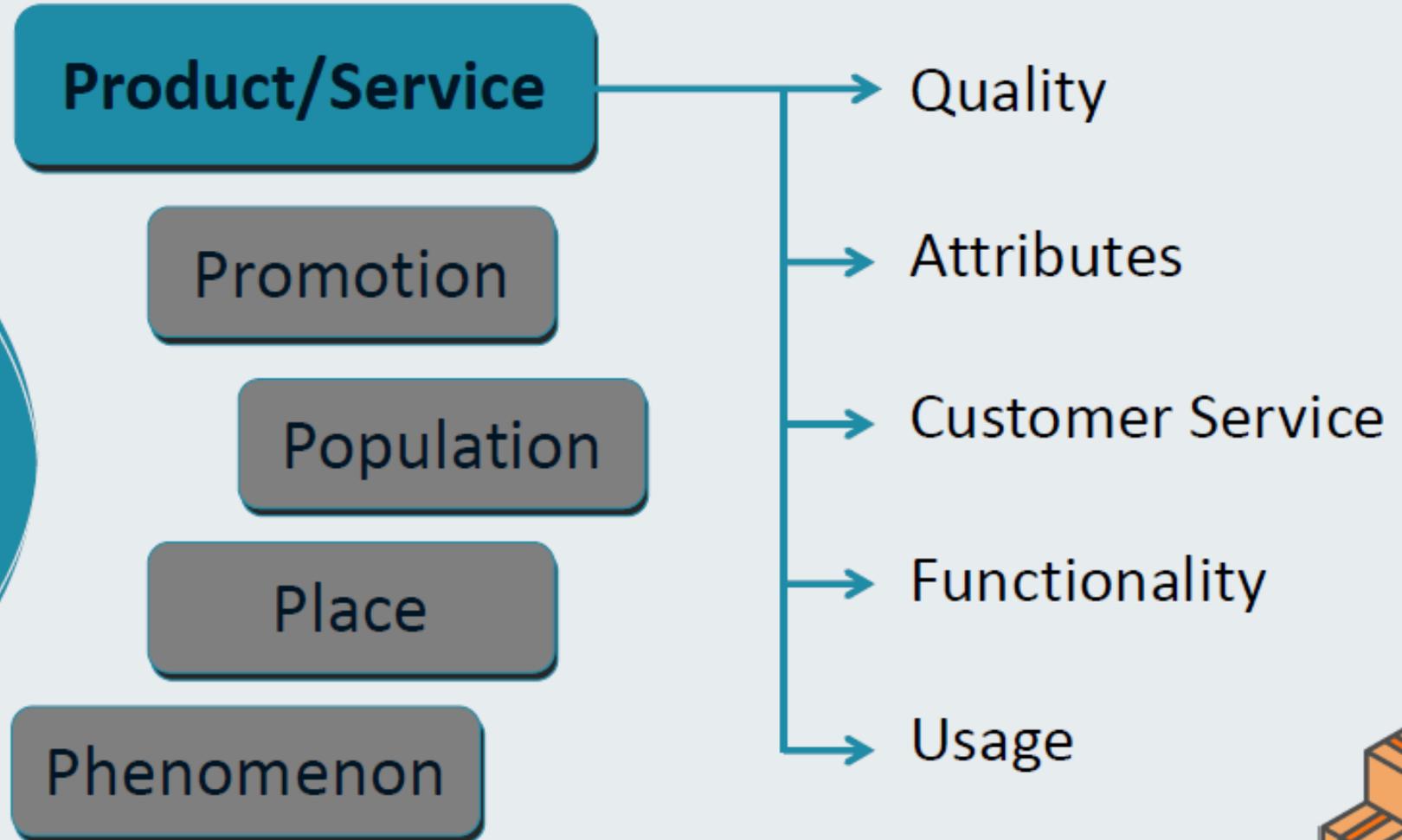
Phenomenon





Lean Creativity Toolkit

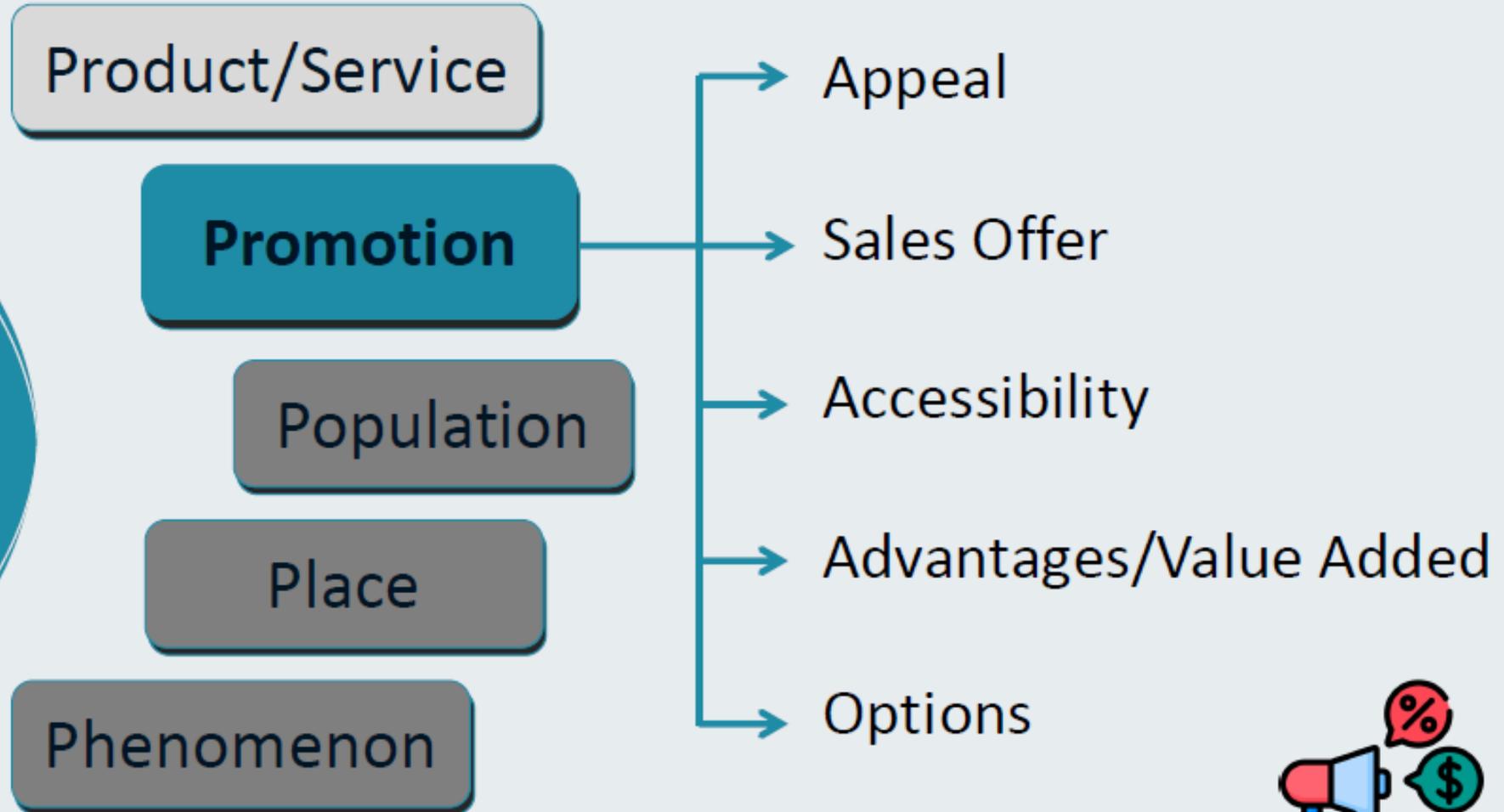
Line of Thinking
5 Ps





Lean Creativity Toolkit

Line of Thinking
5 Ps





Lean Creativity Toolkit

Line of Thinking
5 Ps

Product/Service

Promotion

Population

Place

Phenomenon

- Segments
- Trending Interests
- Behavior/Attitude
- Characteristics
- Interests





Lean Creativity Toolkit

Line of Thinking
5 Ps

Product/Service

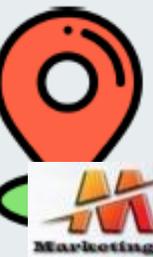
Promotion

Population

Place

Phenomenon

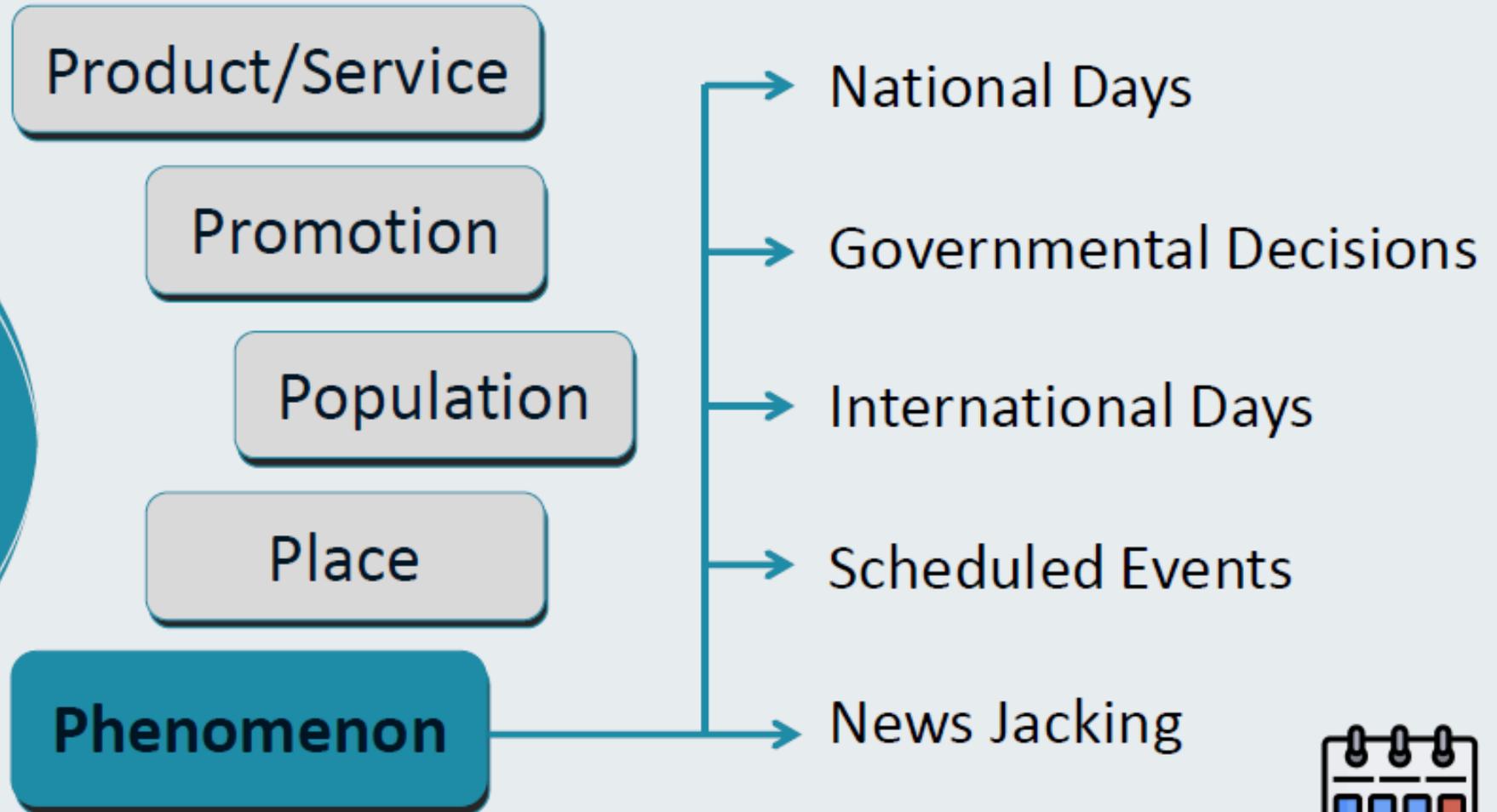
- Sales Support
- Environment
- Distribution Channels
- Physical Location
- Accessibility





Lean Creativity Toolkit

Line of Thinking
5 Ps





Which Line of Thinking?





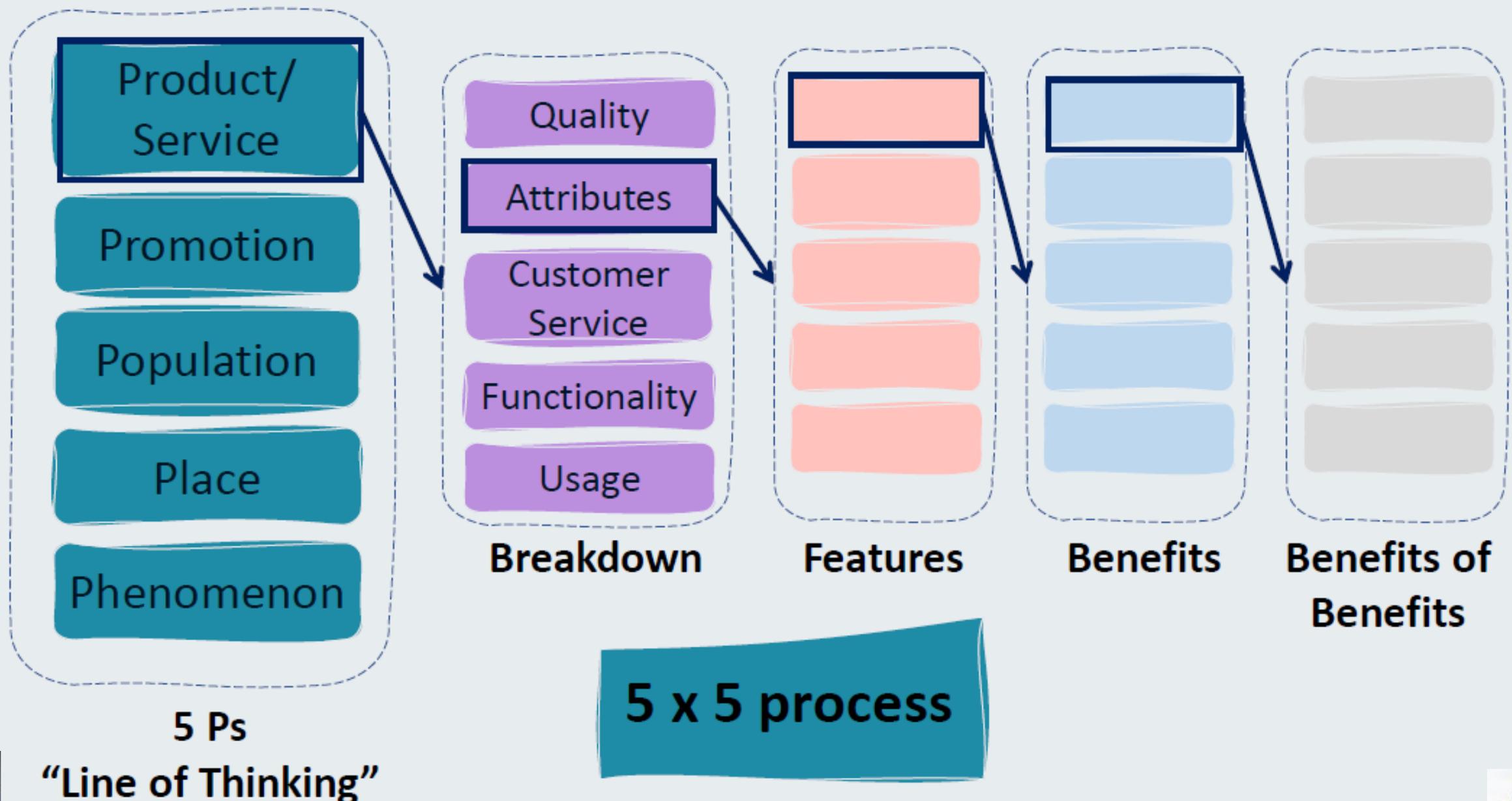
Which Line of Thinking?

orange™

بفقرتك
للي يهملك



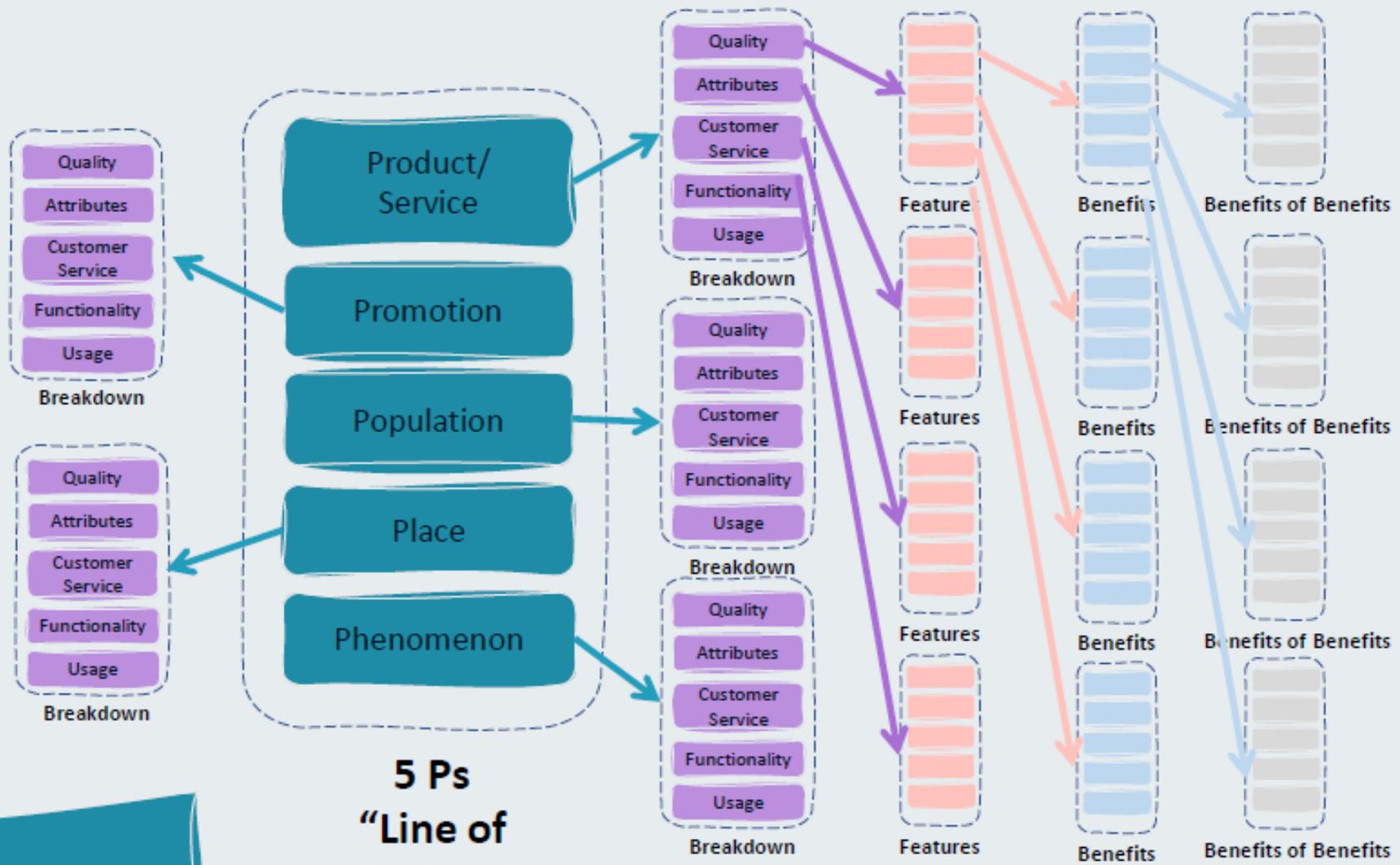
فري
ماكس
رح
ومتحسبه اش



5 Ps
"Line of Thinking"

5 x 5 process





5 x 5 process

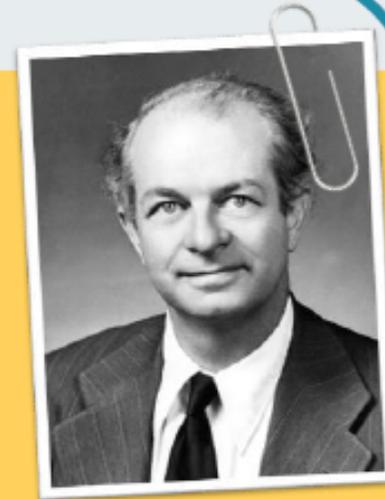
**5 Ps
"Line of
Thinking"**





“

The best way to have good ideas is to have lots of ideas and then throw away the bad ones.



Linus Pauling

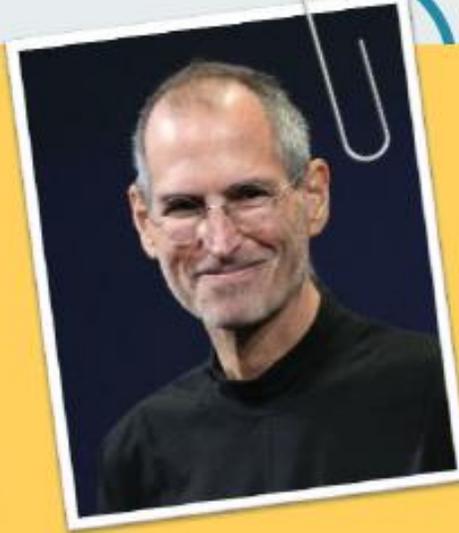
”





“

Connectivity
is just
connecting things.



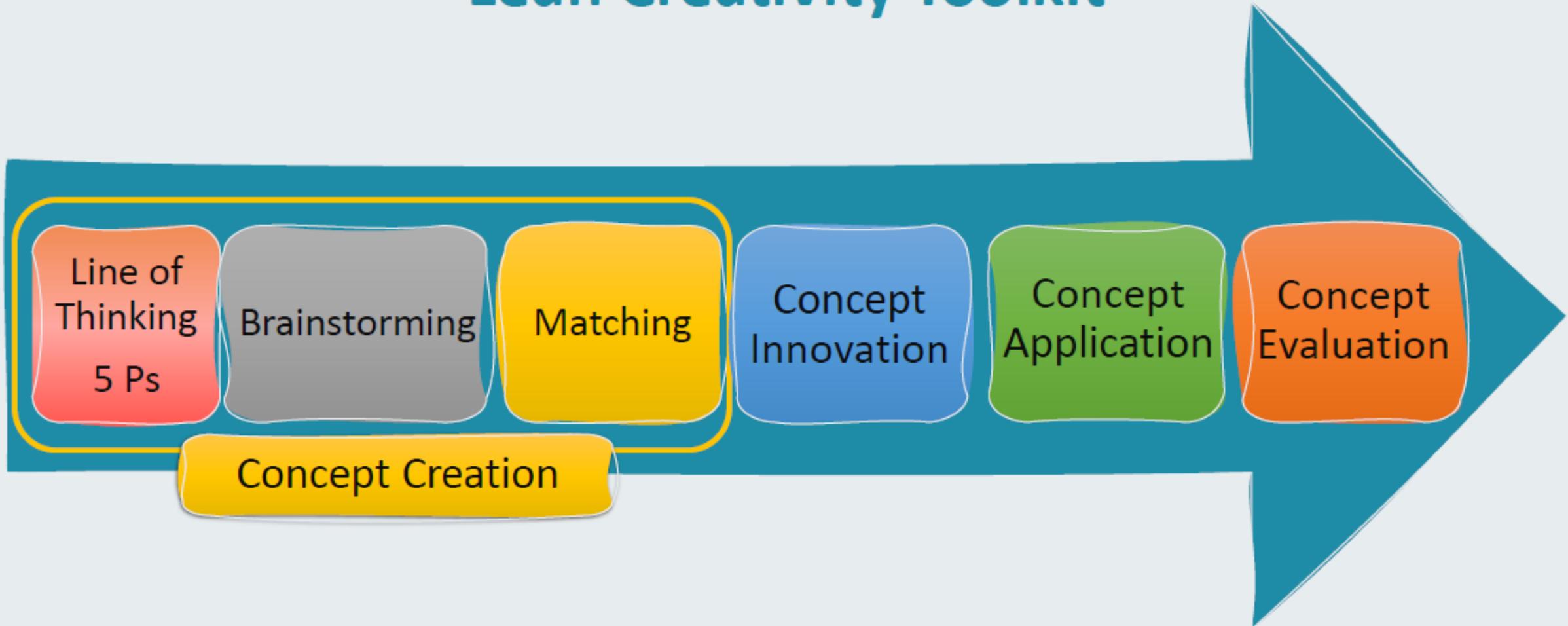
Steve Jobs

”





Lean Creativity Toolkit





Concept Innovation

Why?

What?

To whom?





Concept Application

How?

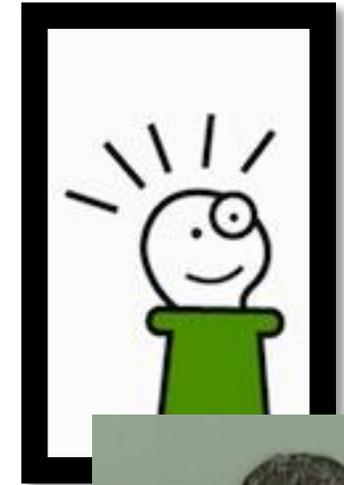
Where?

When?



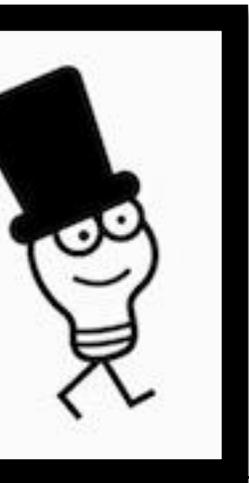
Edward de Bono's 6 Thinking Hats

Concept



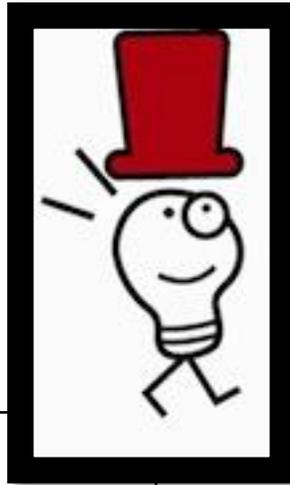
Process Hat:

- Look not at the subject itself but at the 'thinking' about the subject.
- Suggest the next step in the thinking, "I suggest we try some green hat thinking to get some new ideas"
- Ask for a summary, conclusion, or decision, "Could we have a summary of your views?"



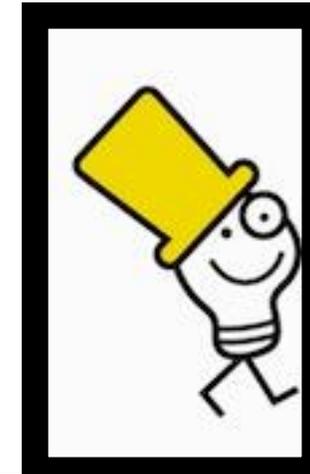
Positivity Hat:

- What are the benefits of this option?
- Why is this proposal preferable?
- What are the positive assets of this design?
- How can we make this work?



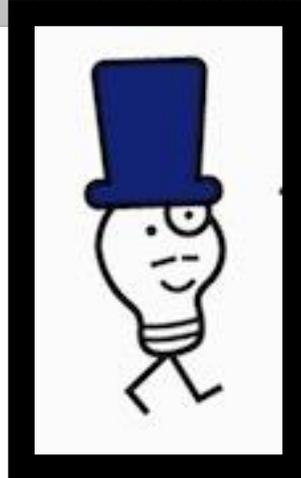
Creativity Hat:

- Are there any other ideas here?
- Are there any additional alternatives?
- Could we do this in a different way?
- Could there be another explanation?



Facts Hat:

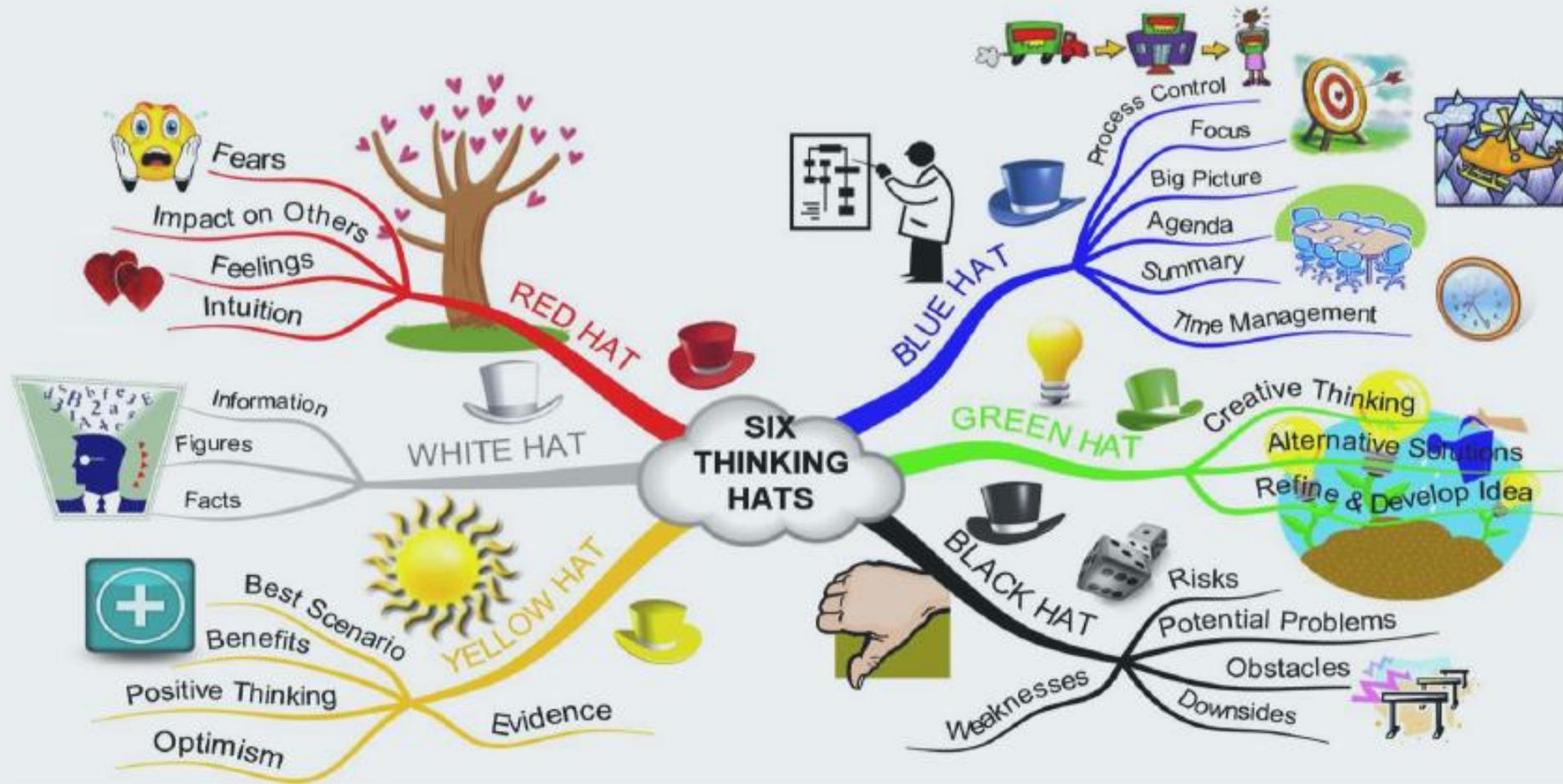
- What information do we have here?
- What information is missing?
- What information would we like to have?
- How are we going to get the information?



Negativity Hat:

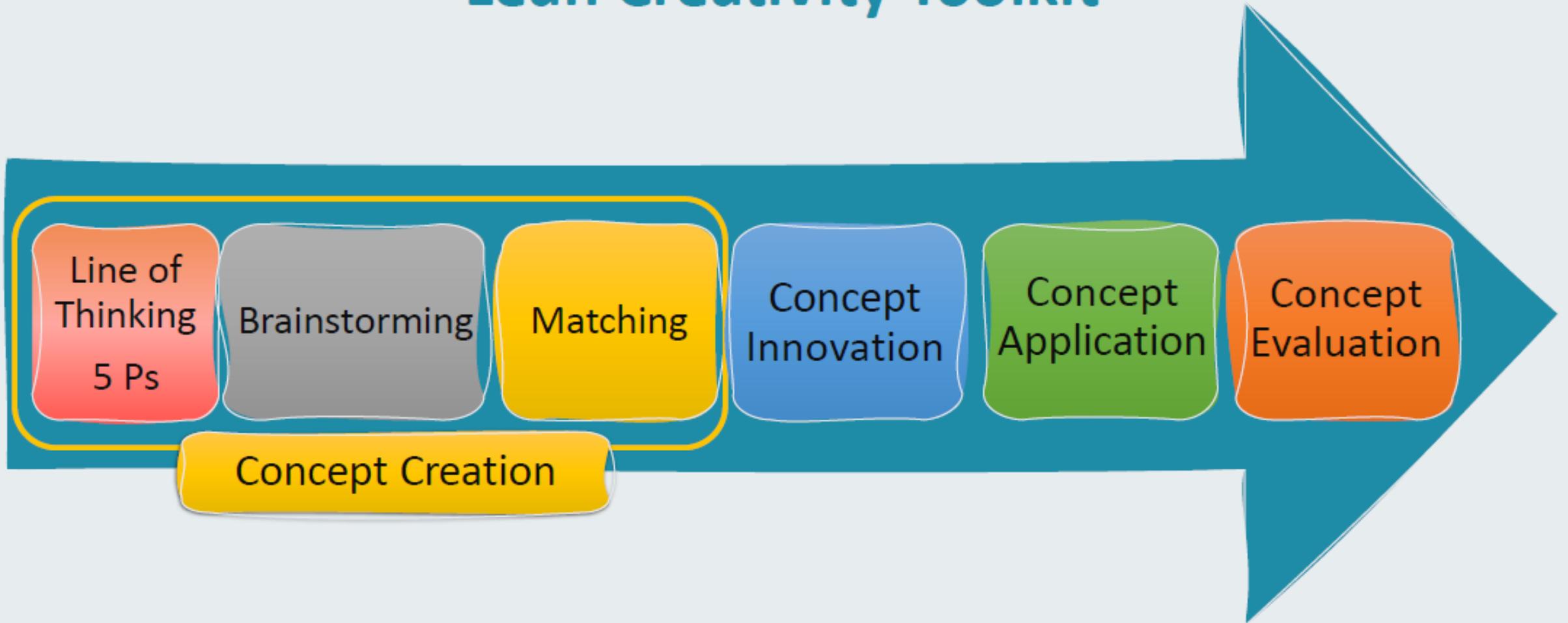
- Costs. (This proposal would be too expensive.)
- Regulations. (I don't think that the regulations would allow ..)
- Design. (This design might look nice, but it is not practical.)
- Materials. (This material would mean high maintenance.)
- Safety issues. (What about handrails?)







Lean Creativity Toolkit





Concept Evaluation

Choose the Evaluation Criteria:

Cost	Effective	Legal	Tried	New	Original
Possible	Ethical	Acceptable	Time	Lasting	Benefits
Resources	HR	Fast	Easy	Modify	...etc.





Concept Evaluation

Criteria/Concept	C1	C2	C3	C4	C5
Cost	5	5	4	4	5
New	3	4	5	4	3
Effective	2	5	3	5	5
Time	5	2	2	3	2
Legal	4	4	3	2	2
<u>Total</u>	<u>19</u>	<u>20</u>	<u>17</u>	<u>18</u>	<u>17</u>





they will soon **forget**

what your brand said

but they'll

always

remember

how you

made them

FEEL



Creativity Advice:

- Try the toolkit alone and with a group.
- Choose the right environment.
- Write, write, write, write, write and write.
- Map your thoughts.





Creativity Advice:

- There is no silly idea.
- Practice the toolkit more and more till you feel that you became impulsive.
- 6 hats theory is about using your whole brain, not just one side or the other.
- Be curious and make more connections.



What is your “TAKE HOME ACTION PLAN”

Business Situations (Apply learned process)

I'll Stop ...

I'll continue ...

I'll Strat ...



#101st Marketing Club 25th Jeddah

63rd Business Club

Lean Marketing

Tuesday 1-8-2023

10 PM EGY **10 PM** KSA **11 PM** UAE

FOUNDER & HOST

Dr.Mahmoud Bahgat



INSTRUCTOR

Dr.Haitham Ibrahim
Group Sales Director