

SUCCESS STORY | Project BID THE HIT | ORGANIZATIONAL COACHING FOR BID MANAGEMENT

One of our Organizational Coaching Projects, extremely pragmatic, was recently managed for a leading Customer in the b2b services sector, and fully included in the Company's Sustainability Report.

The objective of the Project was to enhance internal processes and competences related to the development of complex and sustainable offers for the public and private markets (bid management). The structuring of the Project was functional to achieving the aforementioned objectives and was based on the integration of Executive Coaching, Project Team members' Individual Coaching and Mentoring, and Project Team Coaching.

The Project's Executive Coaching followed our specific methodology for **Service Bid Management (SBM-ALDEHYDE MBS®)**, facilitating cross-disciplinary collaboration, service design management, customer experience management, design thinking, as well as communication of the Project Team.

CINNAM's **"Nine As" methodology (9AS-ALDEHYDE MBS®)** was applied for behavioral change and innovation, based on our long-lasting experience in Business Coaching and Innovation Mentoring.

