



TOOLS | 7Is MODEL | 7IS-ALDEHYDE MBS®

Within Executive Mentoring, CINNAM proposes to Executives the holistic understanding and use of information, in a pragmatic and functional way. For this purpose, we have developed our original 7Is MODEL, 7IS-ALDEHYDE MBS®, based upon the following integrated activities: **Insight, Integrate, Interpret, Inform, Inspire, Involve and Impact.**

We manage with Executives a reflection about the architecture of the data to be monitored, generating useful information for the design, innovation, content management, and integrated communication processes.

Market & Customer Insights are implanted into the design and development processes of new projects, products, services, and experiences. They condition the leadership of the development strategies, define the management of customer satisfaction and facilitate customer engagement.

The high impact of the 7Is Model can be achieved in Executive Mentoring for areas such as business modeling, strategic business planning; marketing and commercial planning; new product and/or service development and launch; bidding and contract management; brand management; customer relationship and experience management; change & transformation management, and other areas.

