



CINNAM

coaching and innovation mentoring

TOOLS | 7Is MODEL | 7IS-ALDEHYDE MBS®

Within Management Innovation Mentoring, CINNAM guides Executives toward a holistic and pragmatic understanding and strategic use of information. To support this, we have developed our original 7Is Methodology, 7IS-ALDEHYDE MBS®, which integrates seven key activities: Insight, Integrate, Interpret, Inform, Inspire, Involve, and Impact.

We reflect on data architecture - determining with clients what should be monitored and how to transform raw data into valuable insights. This process enhances design, innovation, content management, and integrated communication strategies.

Management Innovation Mentoring using 7Is Methodology is particularly impactful in business modeling, strategic planning, marketing, commercial strategy, product and service innovation, contract and bidding management, brand strategy, customer relationship management, and change and transformation initiatives.

The 7Is Methodology strengthens strategic leadership, enhances customer satisfaction, engagement, and experience management, and fosters deeper alignment between business objectives and market needs.

