



## SUCCESS STORY | PROJECT MENTORING | IT CLIENT

To provide top-tier professional support to Project Design and Engineering Teams, we have developed a specialized methodology for Service Bid Management—SBM-ALDEHYDE MBS®. This approach is built upon our extensive expertise in agile management, marketing modeling, service design management, customer experience management, design thinking, and both written and visual communication.

Our human-centered Project Mentoring methodology blends creative and analytical thinking, customer empathy, and iterative learning. Designed as a complement to traditional project management methods, it introduces innovative elements that enhance the development of integrated technical proposals, particularly in the services sector.

One of our most successful Project Mentoring interventions took place in Italy, where we collaborated with a leading B2B services provider on a complex public tender offering. Our support was strategically divided into two key areas:

- Team Mentoring: Focused on designing the strategic model of the Offer, structuring the technical documentation architecture, and seamlessly integrating written and visual content.
- Individual Mentoring: Aimed at enhancing and refining the skills of each Project Team Member, fostering professional growth and excellence.

Our methodology has consistently delivered outstanding results, strengthening both the strategic and operational capabilities of our clients.

