



SUCCESS STORY | PROJECT MENTORING | EU CLIENT

To provide expert support to Project Design and Engineering Teams, we have developed a specialized methodology for Service Bid Management - SBM-ALDEHYDE MBS®. This approach leverages our extensive experience, expertise, and deep knowledge in agile management, marketing modeling, service design management, customer experience management, design thinking, and written and visual communication.

Our human-centered Project Mentoring methodology integrates creative and analytical thinking, customer empathy, and iterative learning. It serves as a powerful complement to traditional project management, introducing innovative elements that enhance the development of integrated technical proposals, particularly in the services sector.

One of our most successful Project Mentoring interventions was conducted for **a leading public transportation provider in France**, supporting a complex public tender offering. Our contribution was strategically divided into two key areas:

- Team mentoring, focused on designing the strategic model of the Offer
- Individual innovation mentoring, designed to elevate and refine the skills of each Project Team Member

By combining strategic insight with hands-on expertise, our methodology has consistently delivered exceptional results, empowering teams to develop high-impact, competitive proposals.

