

TOOLS | VEECTORING | VEE-ALDEHYDE MBS®

The CINNAM VEECTORING (VEE-ALDEHYDE MBS®) model is a powerful mentoring tool designed to support Executives in visioning, complexity management, and strategic modeling. It provides executive leaders with a structured approach to understanding, developing, and managing solutions within a three-dimensional framework.

The first dimension focuses on business and value proposition modeling, ensuring alignment between the organization's strategic vision and market positioning.

The second one addresses innovation and change management, helping leaders navigate transformation and implement forward-thinking strategies.

The third dimension is centered on organizational modeling and people management, fostering leadership effectiveness and sustainable team dynamics.

This approach enhances the Executives' ability to shape and influence the organizations' core value in the multidimensional reality of the market while balancing diverse stakeholder perspectives.

The VEECTORING methodology delivers impactful results for Executives engaged in business development, strategic planning, marketing, sales, product and service innovation, bidding and contract management, brand management, customer experience, and change transformation leadership.

