

## SUCCESS STORY | PROJECT MENTORING | EU CLIENT

To give professional support to Project Design and Engineering Teams, we have developed a specific methodology for **Service Bid Management (SBM-ALDEHYDE MBS®)**, based on our long-lasting experience, skills, and knowledge in agile management, marketing modeling, service design management, customer experience management, design thinking, as well as written and graphic communication.

Our human-centered Project Mentoring methodology, guided by creative and analytical thinking, customer empathy, and iterative learning is complementary to the traditional method of project management and introduces several innovative elements in the development processes of the integrated technical offers, particularly in the services sector.

One of our Project Mentoring interventions, with excellent results, was managed for a leading Customer operating in public transportation in France, working on a complex offering for public tender.

Our support was split between:

- team mentoring for the design of the strategic model of the Offer, for content management activities such as the setting of the technical documentation architecture, its systemic integration, and visual communication;
- individual innovation mentoring activities aimed at enhancing and improving the skills of each individual Project Team Member.

