

**#101<sup>st</sup> Marketing Club** 25<sup>th</sup> Jeddah

**63<sup>rd</sup> Business Club**

# **Lean Marketing**

**Tuesday 1-8-2023**

**10 PM** EGY **10 PM** KSA **11 PM** UAE

*FOUNDER & HOST*


**Dr.Mahmoud Bahgat**





*INSTRUCTOR*


**Dr.Haitham Ibrahim**  
**Group Sales Director**

# Dr Haitham Ibrahim FACHE, FPCC, MBA

 Group Sales Director – Saudi German Health

 More than 15 years in Healthcare Management

 - Certificate of specialization in Strategy – Harvard University


 - The American Board in Healthcare Management “FACHE”

 - The Planetree board in Person centered care - FPCC

 - Master of Business Administration – Marketing management



Dr.Haitham Ibrahim  
Let's grow together

 135K+




Dr.Haitham Ibrahim  
Let's grow together

 105K+



Dr.Haitham Ibrahim  
Let's grow together

 45K+





# Lean Marketing

## Marketing Guru

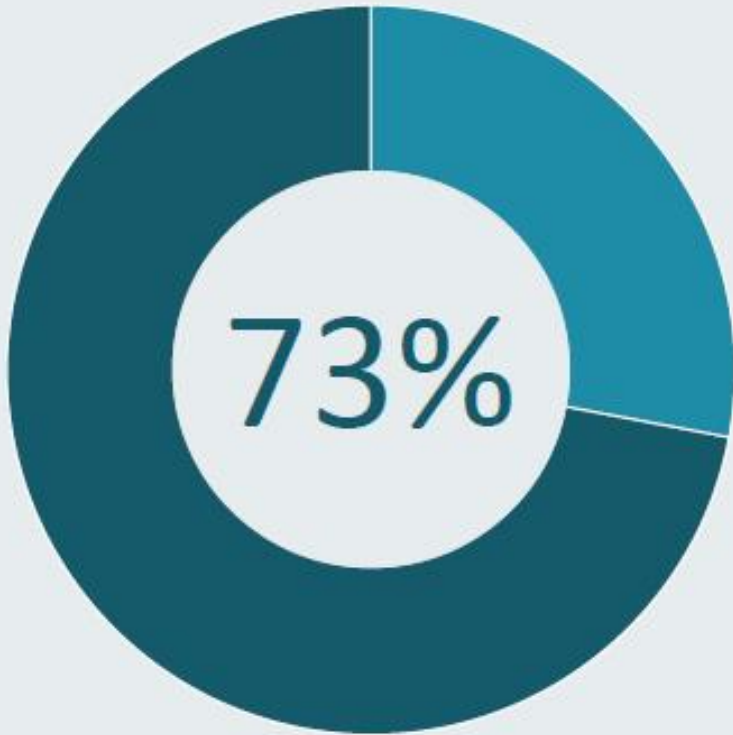
*Leading Through Marketing*



# Introduction







73% of people shared something on social media **while in the bathroom.**



A world where **everything**  
gets shared **anywhere.**





A world where **everything**  
gets shared **anytime.**





**Experience** is your Brand.



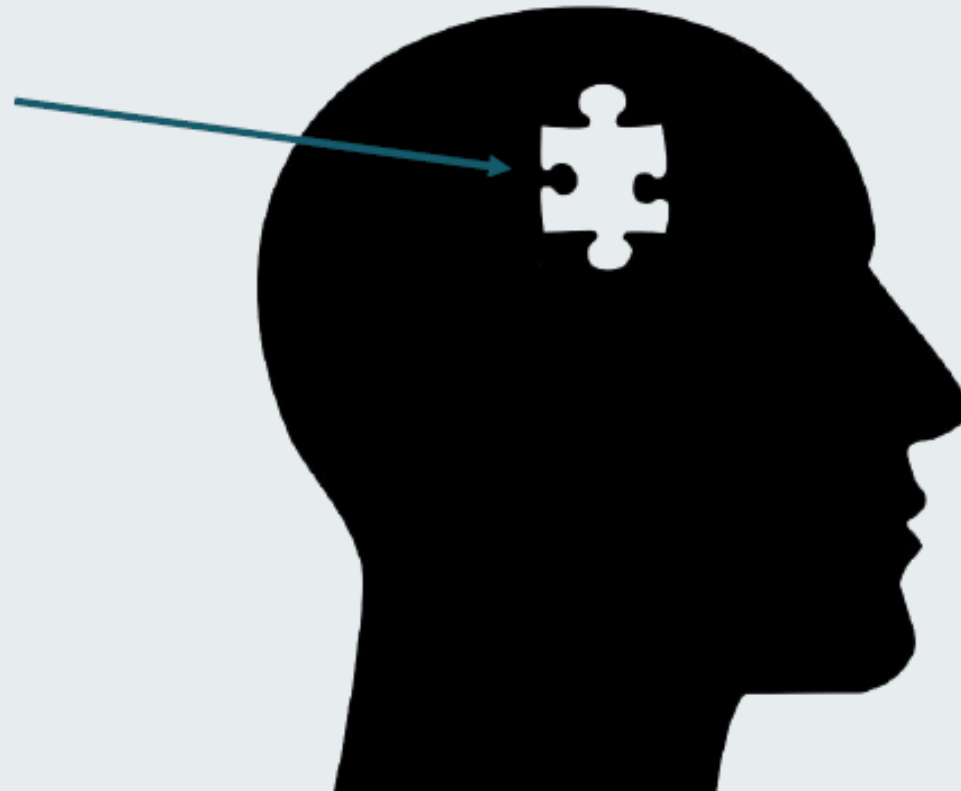




# What is a Brand



Your Brand  
Lives Here





“

Your brand is what  
other people say about  
you when you're not in  
the room.



*Jeff Bezos,  
CEO Amazon*

”







People **don't** buy stuff.



\$ 1.25

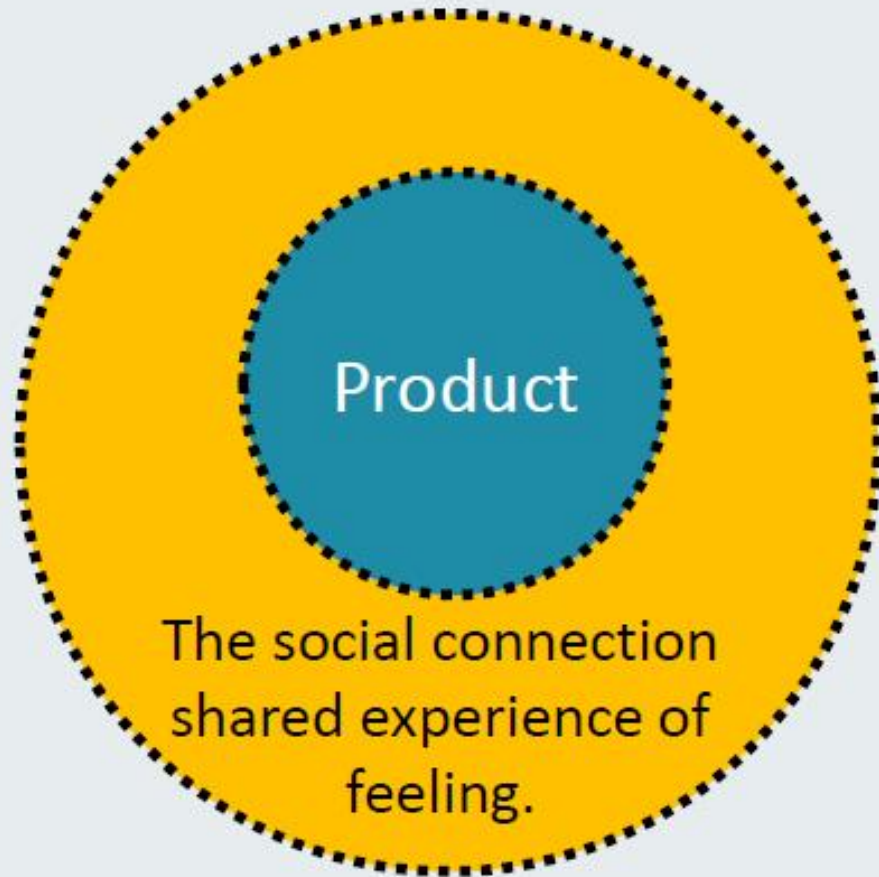


\$ 3.25





They buy what stuff does **for them.**



\$ 1.25



\$ 3.25







We are in the business of selling **emotions**, not stuff.



\$ 1.25



\$ 3.25





**Features tell but Benefits sell.**



**Emotions**

**Feature**

**Benefit**

**Benefit of Benefit**





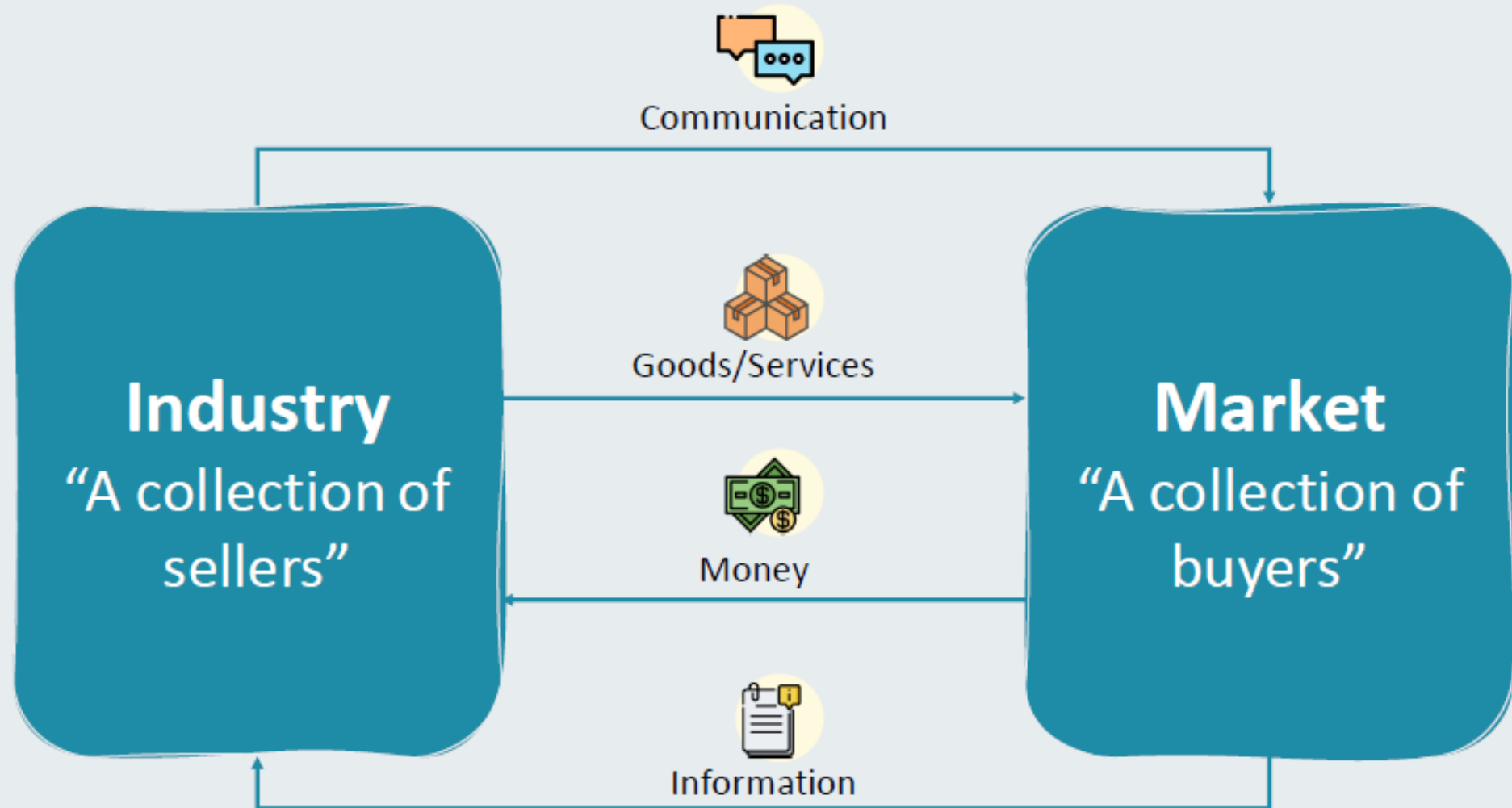
# Understanding Marketing

*"Simple Marketing System"*



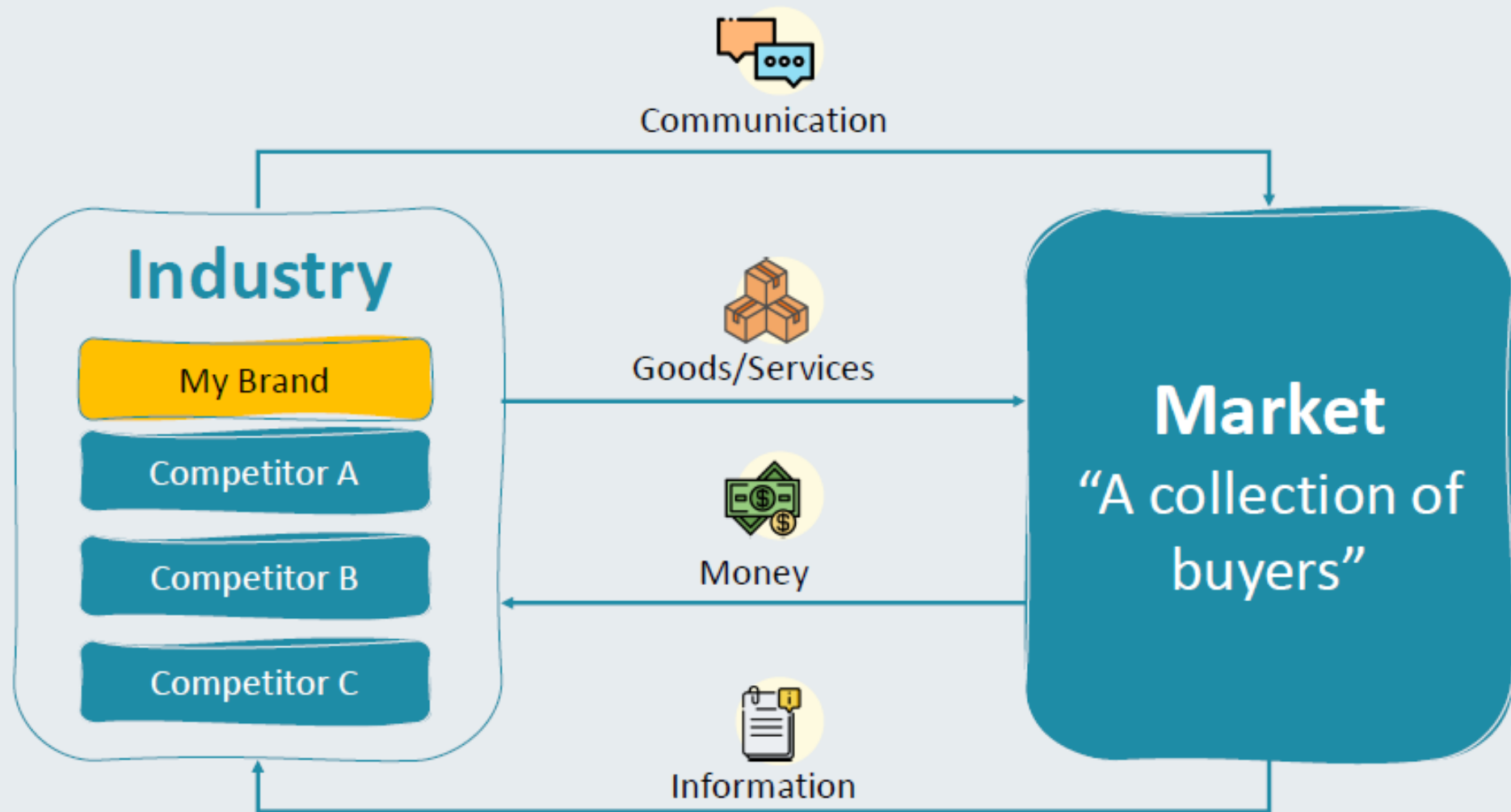


# Simple Marketing System





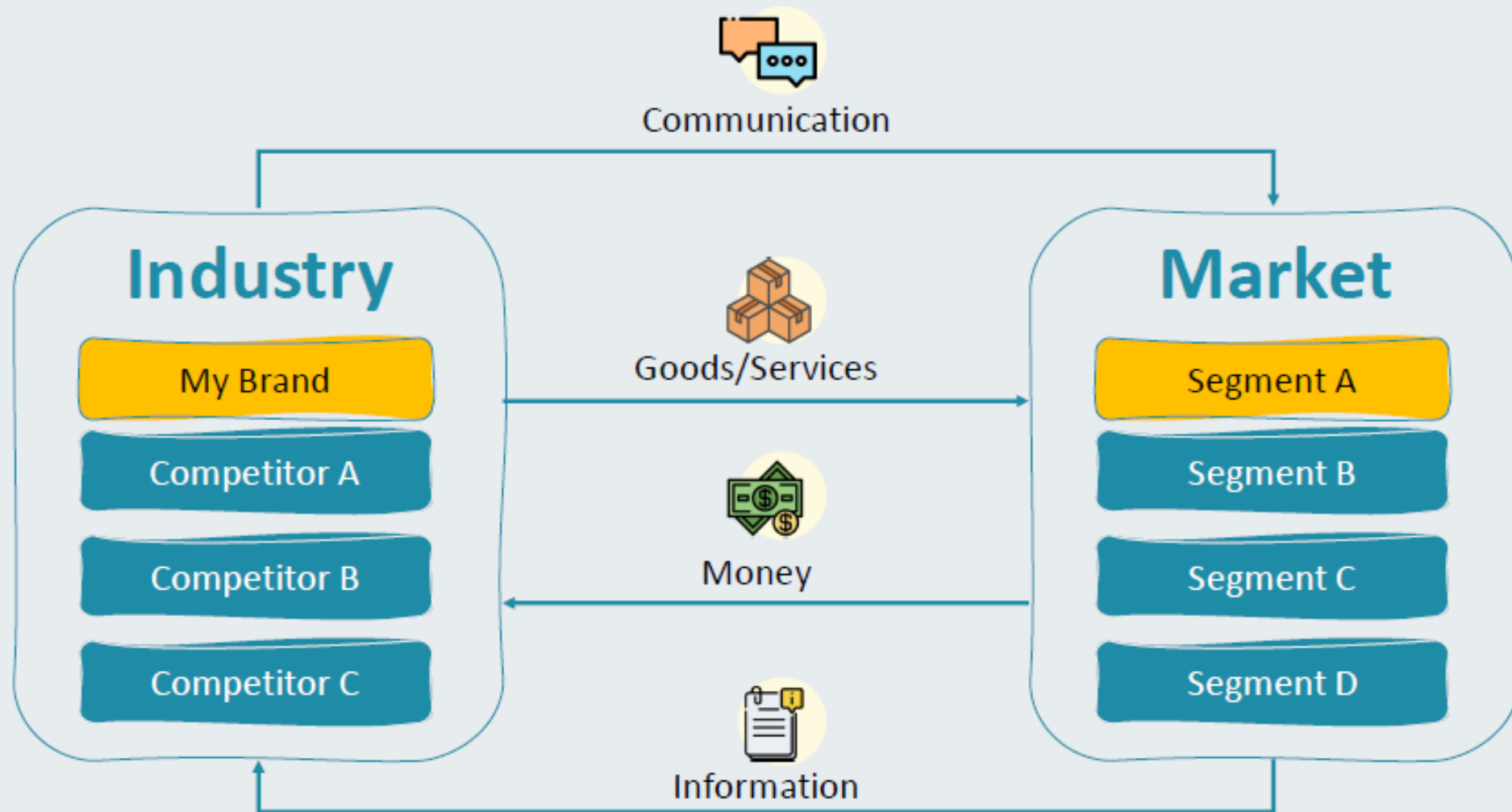
# Simple Marketing System





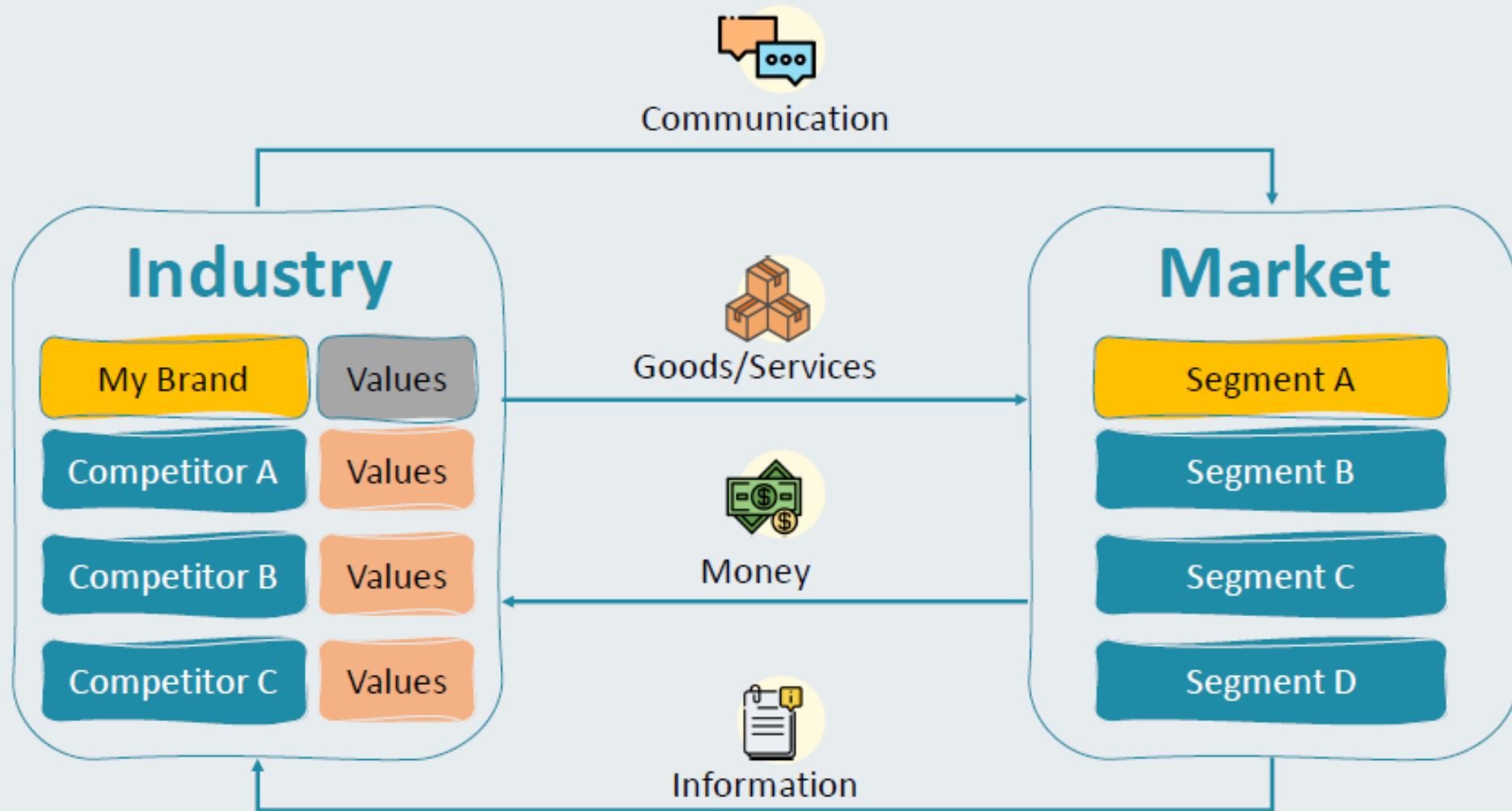


# Simple Marketing System



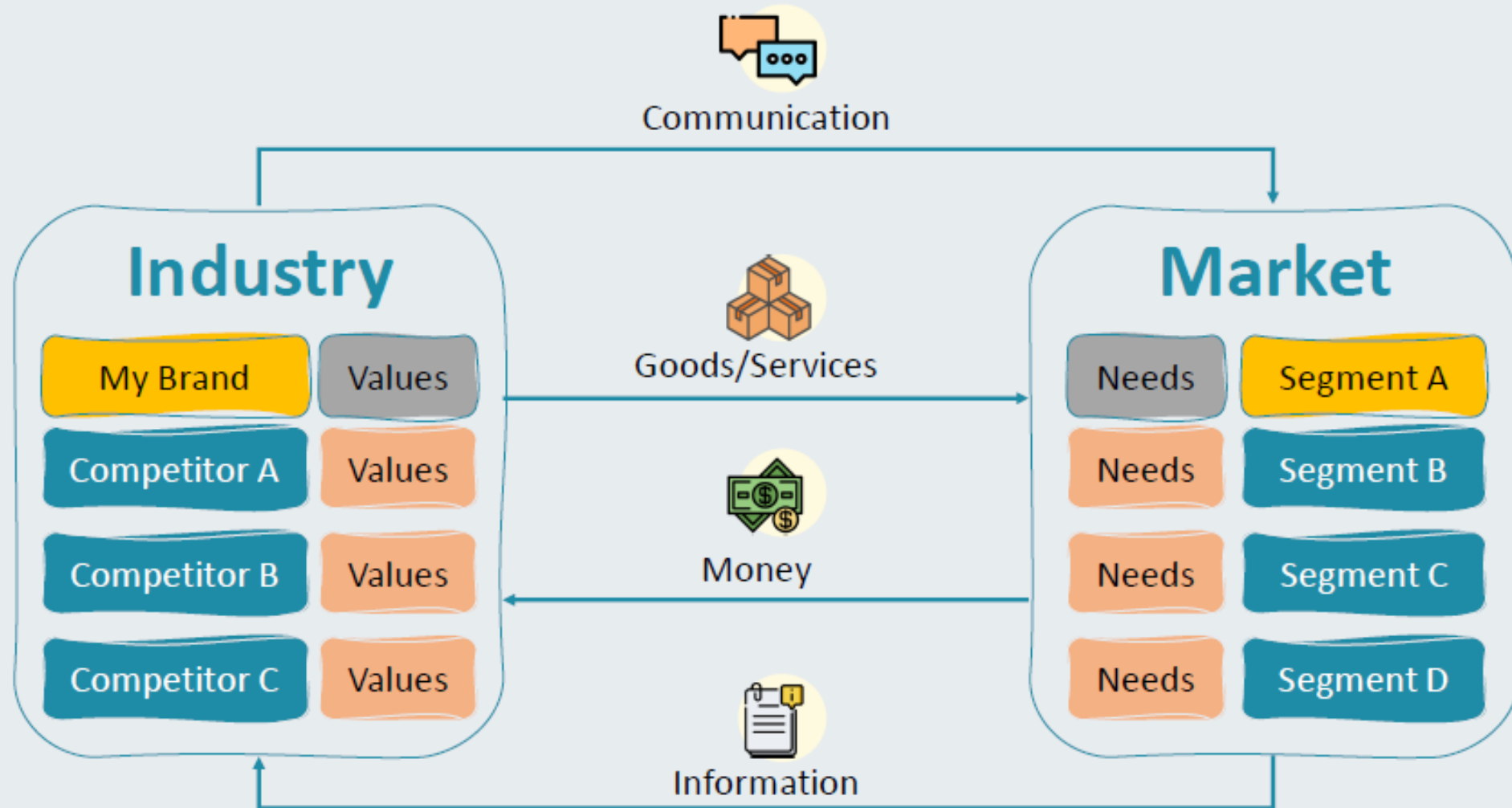


# Simple Marketing System





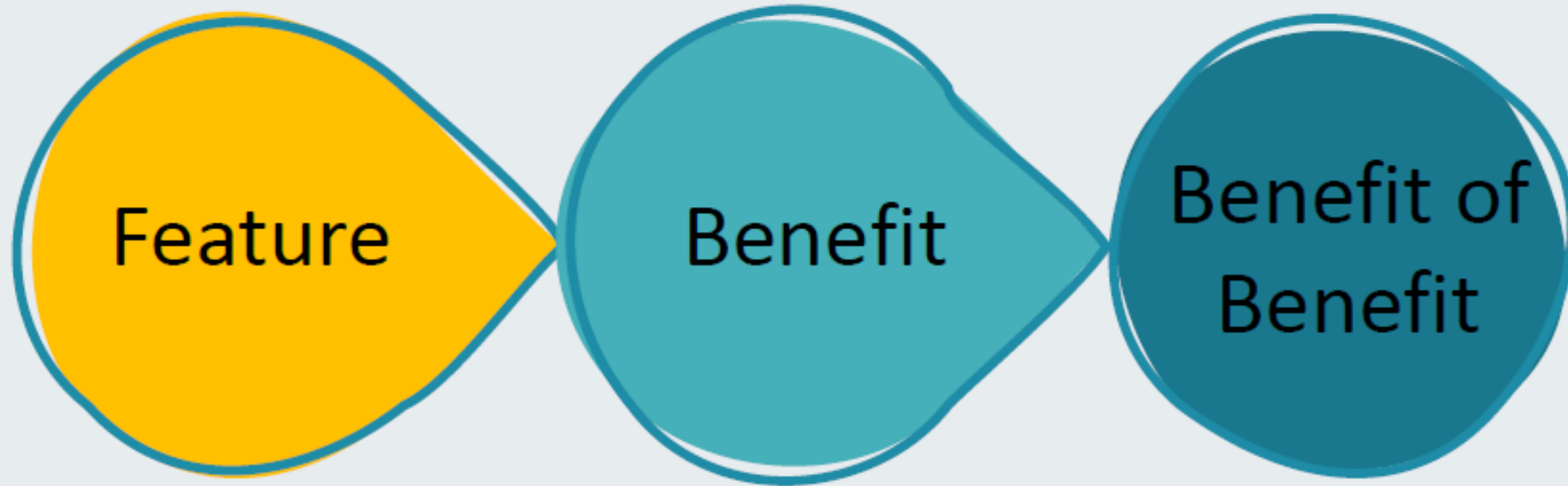
# Simple Marketing System







# How We Extract Values ?



Marketing  
is about building **profitable  
relationship management**  
with **customers.**





# Apply the Concept of Marketing in **Three Steps:**

Create Good Values







# Apply the Concept of Marketing in **Three** Steps:

Create Good Values



Good communication for the created values





# Apply the Concept of Marketing in **Three** Steps:

Create Good Values

Good communication for the created values

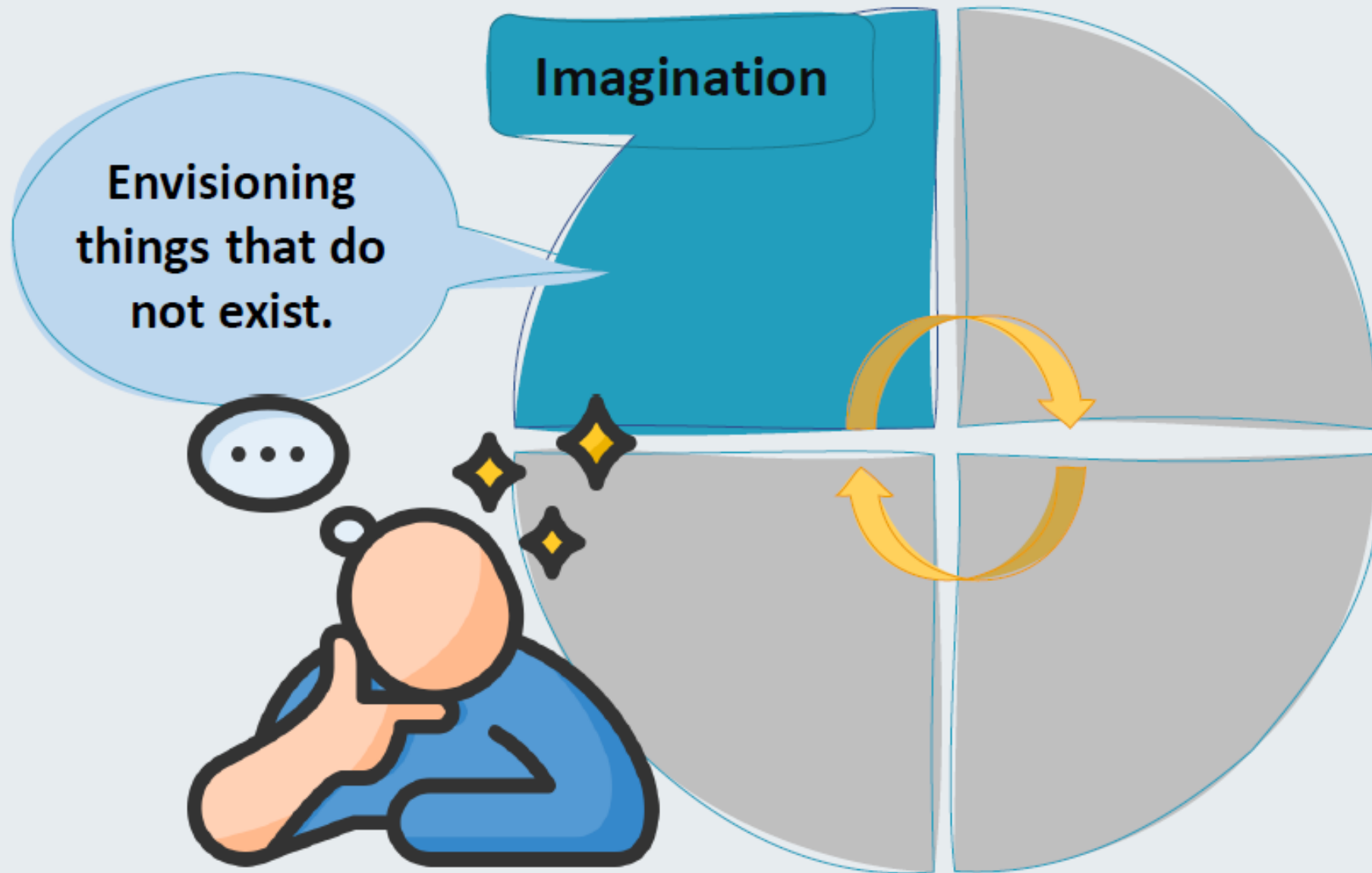
Communicate with customers to satisfy specific needs



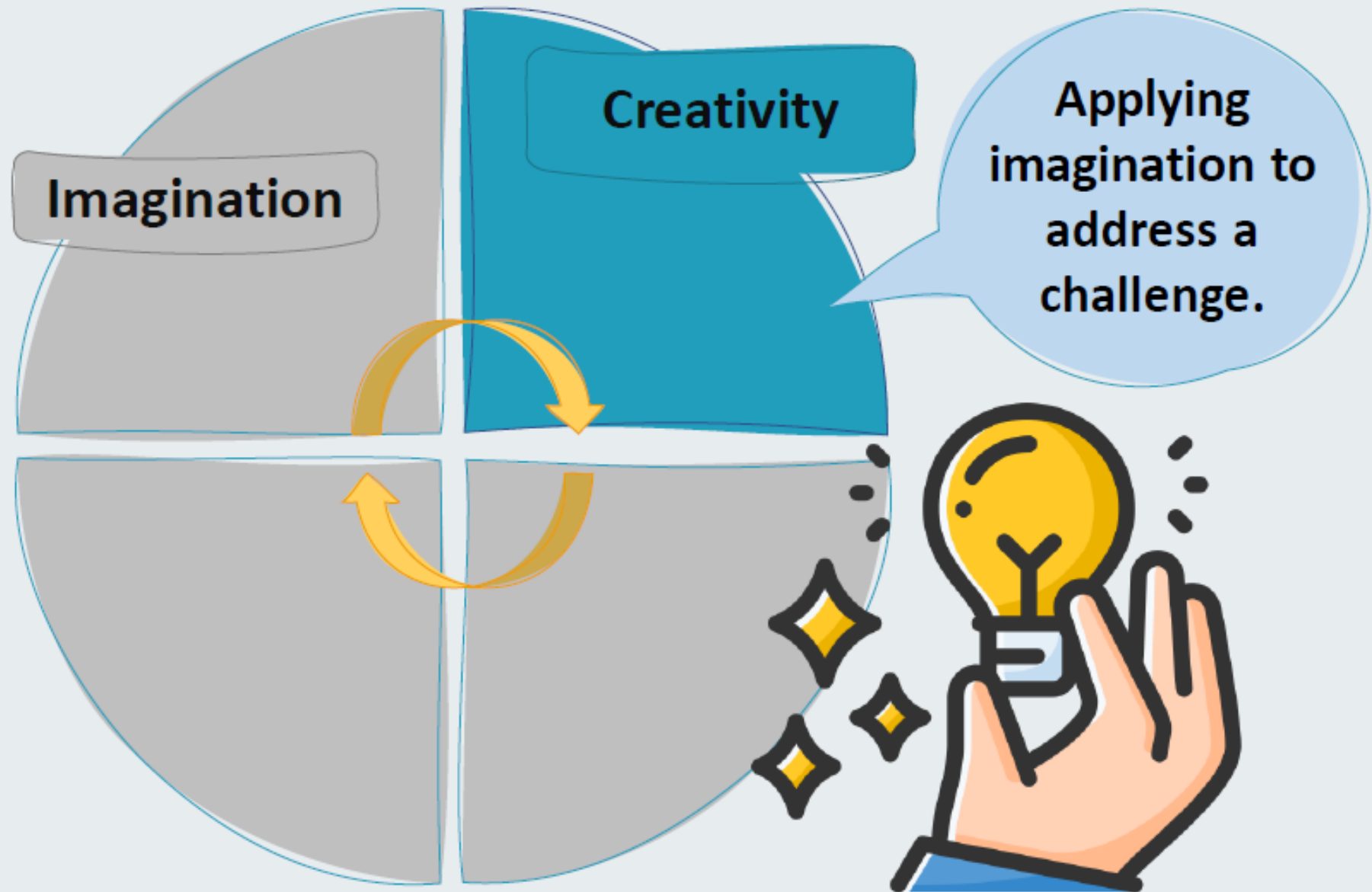
# Marketing Is Value Creation

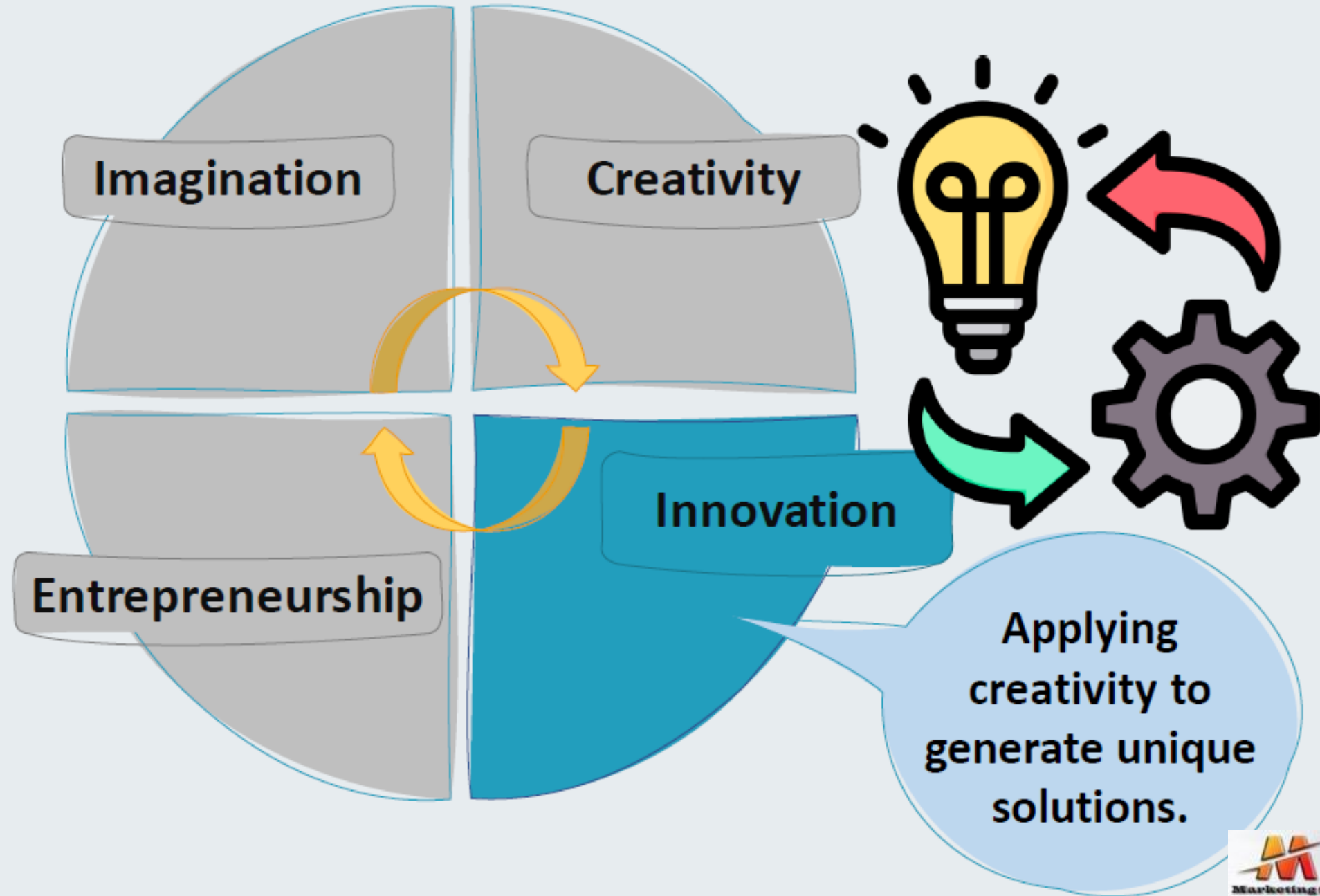
## “Lean Creativity Toolkit”

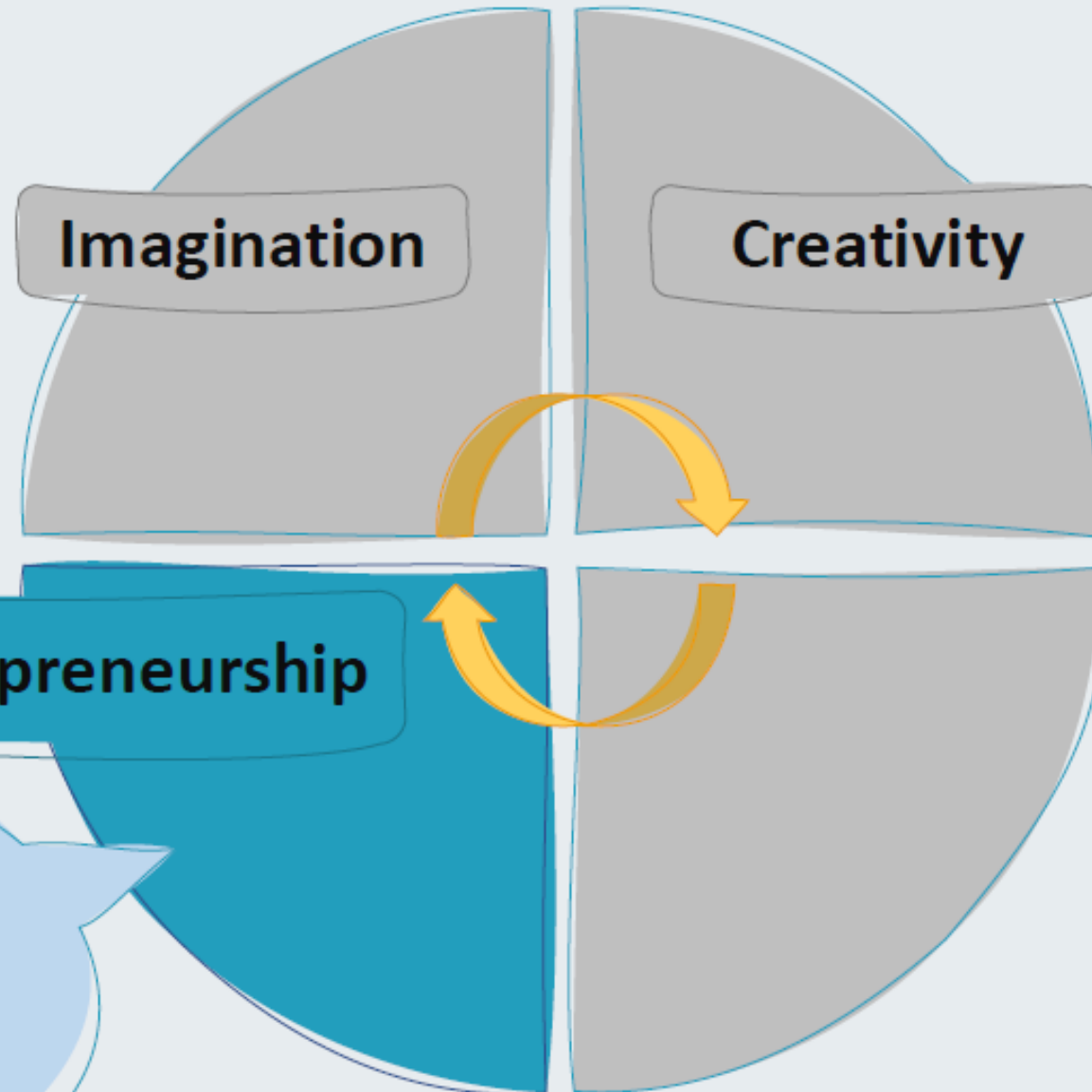
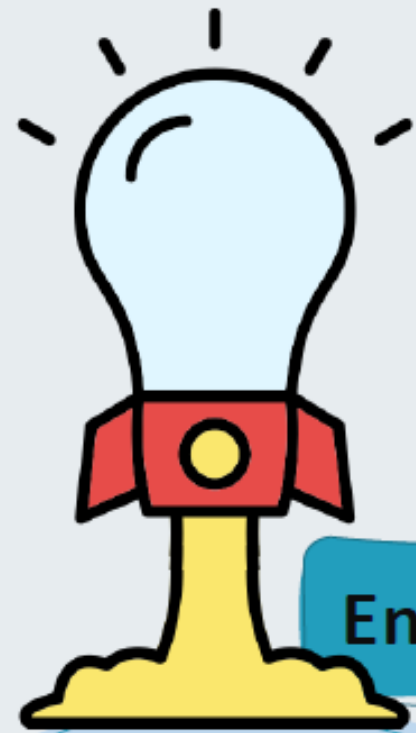










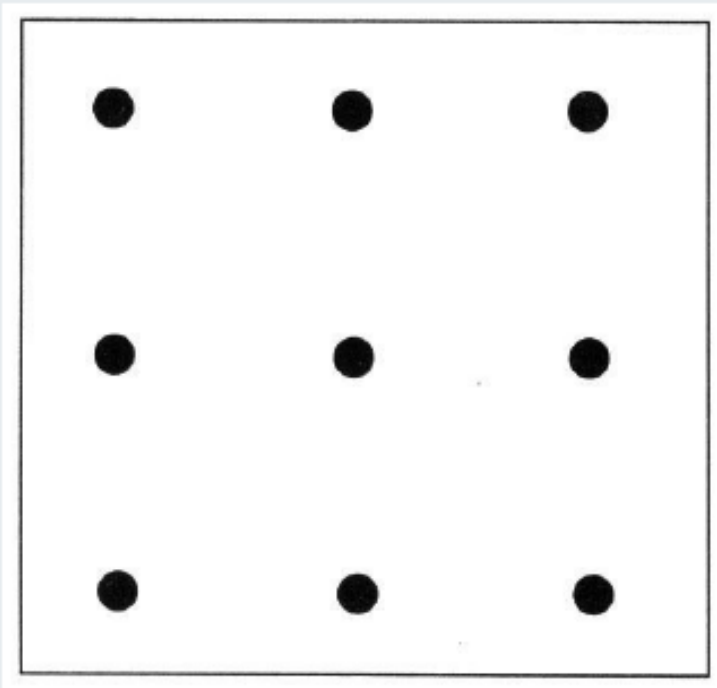


Applying  
innovation, scaling  
ideas, and thereby  
inspiring others'  
imagination.





# Classic “Nine-Dot” Creativity Puzzle



## Instructions:

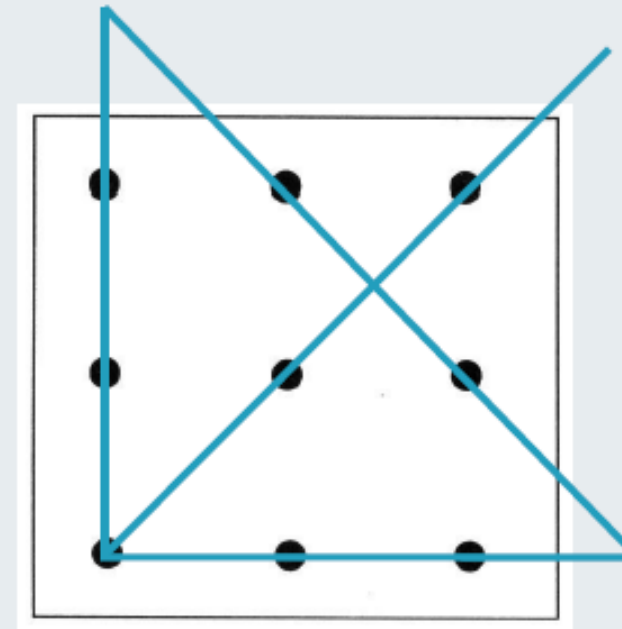
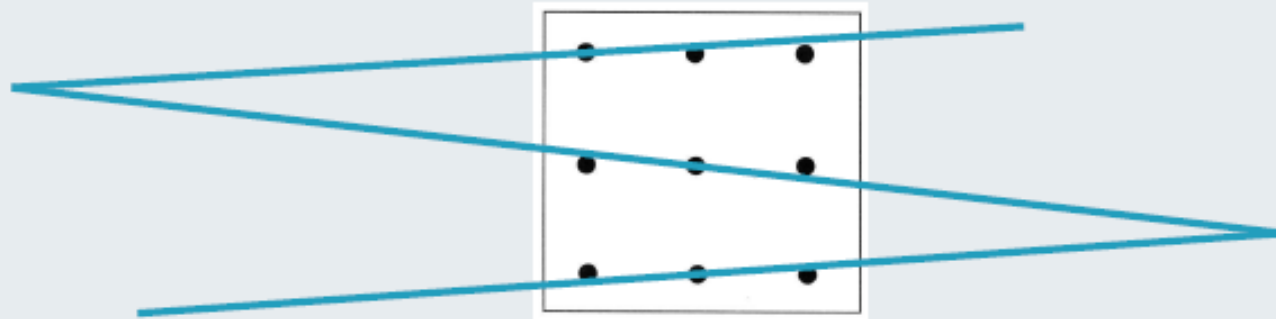
- Join all nine dots by drawing no more than **four** straight lines.
- Straight lines must be **continuous**.

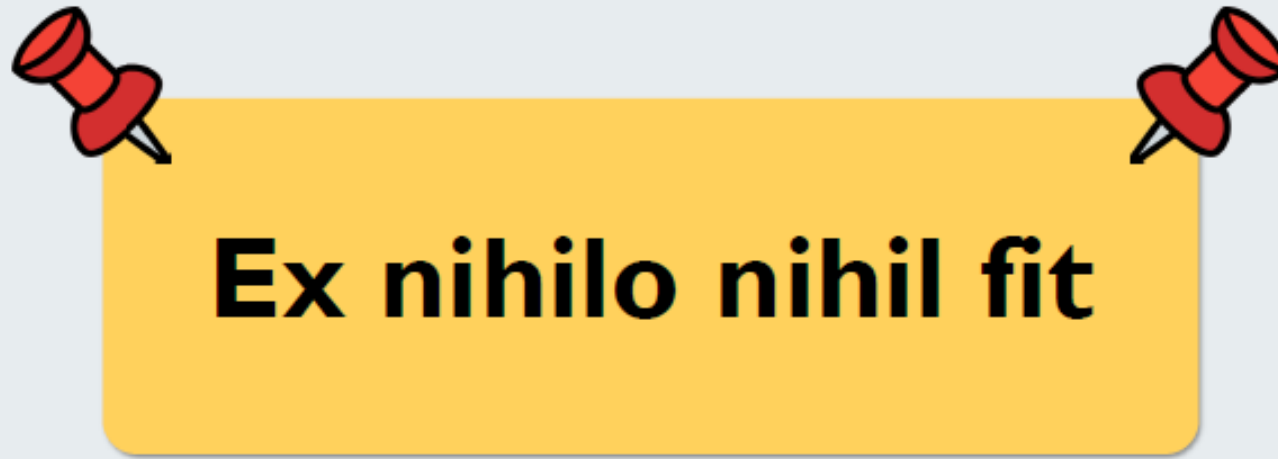






# Classic “Nine-Dot” Creativity Puzzle





**Ex nihilo nihil fit**

**Creativity is not random  
even if it may seem it is.**





“

Creativity is one of the last remaining legal ways of gaining an unfair advantage over the competition.



*Ed McCabe*

”





## We Are All Creative:

The ability of being creative is an innate skill that is common to all human beings, with no actual distinction.







## We Are All Creative:

- Creativity is a method.
- The ability of expressing our creativity may vary through.





# What Limits our Ability of Being Creative ?

**Lack of  
Knowledge**





# What Limits our Ability of Being Creative ?

Lack of  
Knowledge

**Un-creative  
Environment**





# What Limits our Ability of Being Creative ?

Lack of  
Knowledge

Un-creative  
Environment

Lack of  
Self-esteem





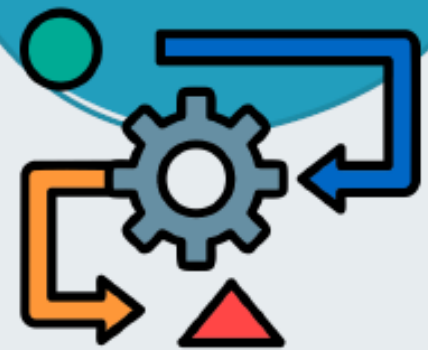
# What Limits our Ability of Being Creative ?

Lack of  
Knowledge

Un-creative  
Environment

Lack of  
Self-esteem

**Lack of  
Methods**

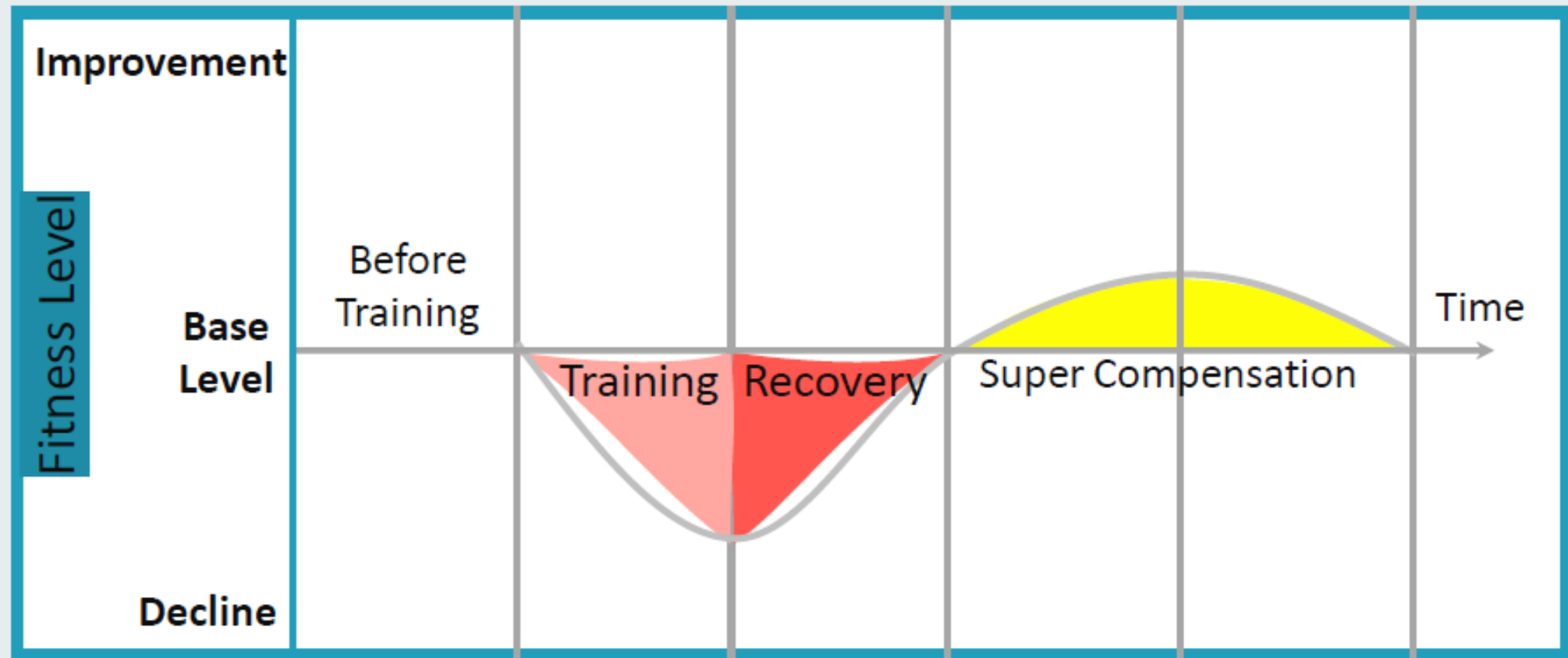






# We Are All Creative

## Super-Compensation

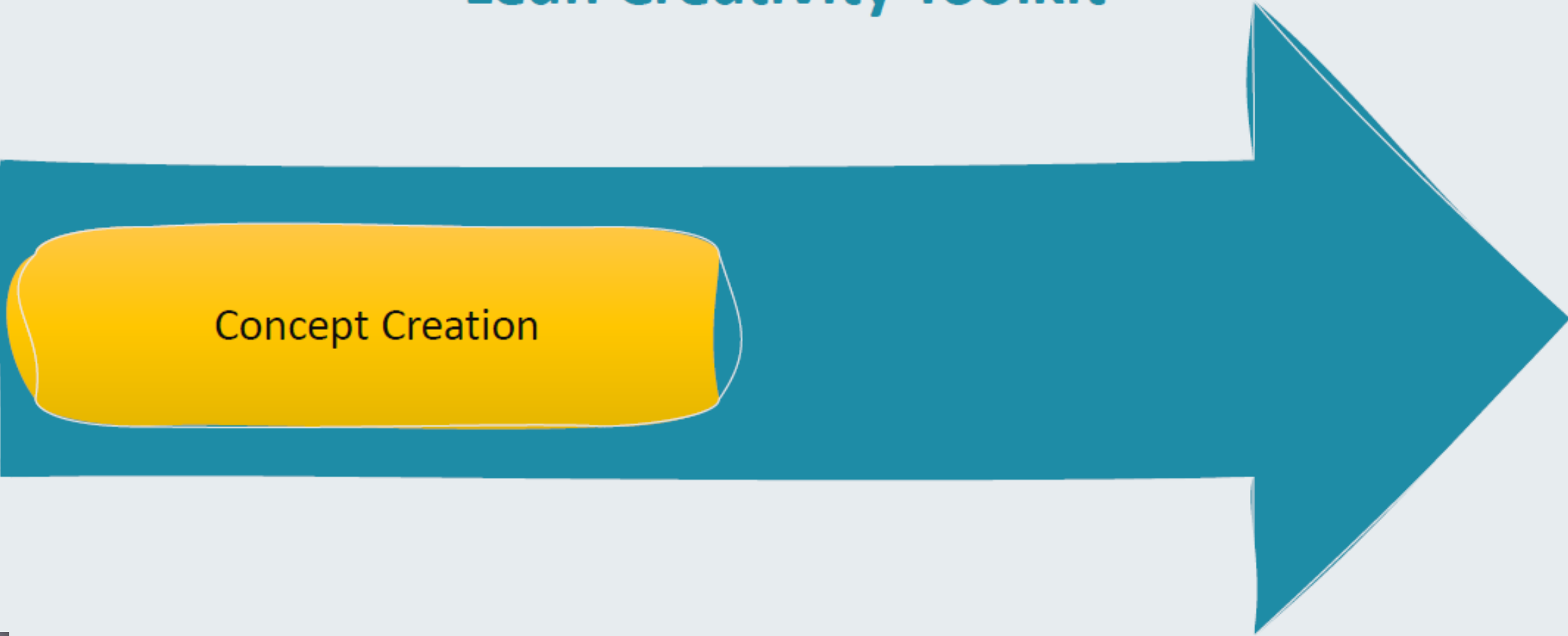


What is “Lean Creativity”?





# Lean Creativity Toolkit

A large, thick blue arrow pointing from left to right, spanning most of the width of the slide. Inside the arrow, on the left side, is a yellow rounded rectangle.

Concept Creation





# Lean Creativity Toolkit

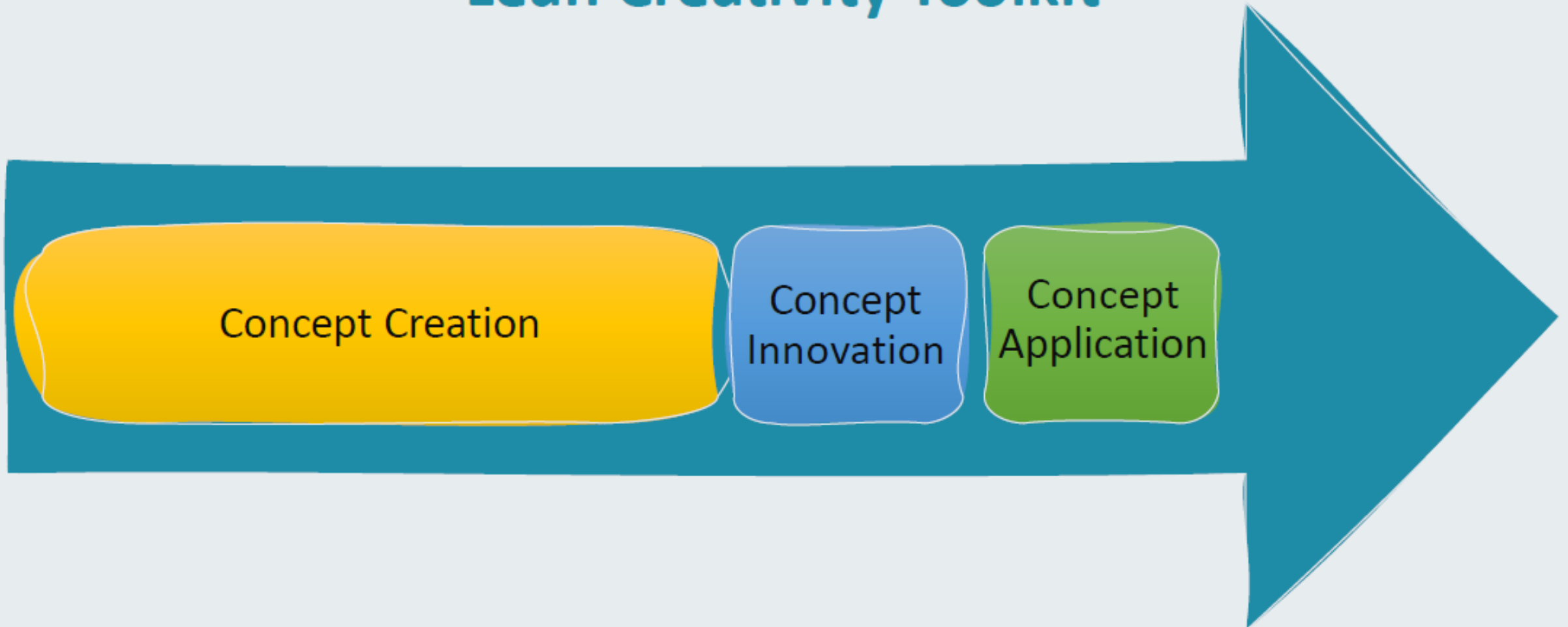
Concept Creation

Concept  
Innovation





# Lean Creativity Toolkit







# Lean Creativity Toolkit

Concept Creation

Concept  
Innovation

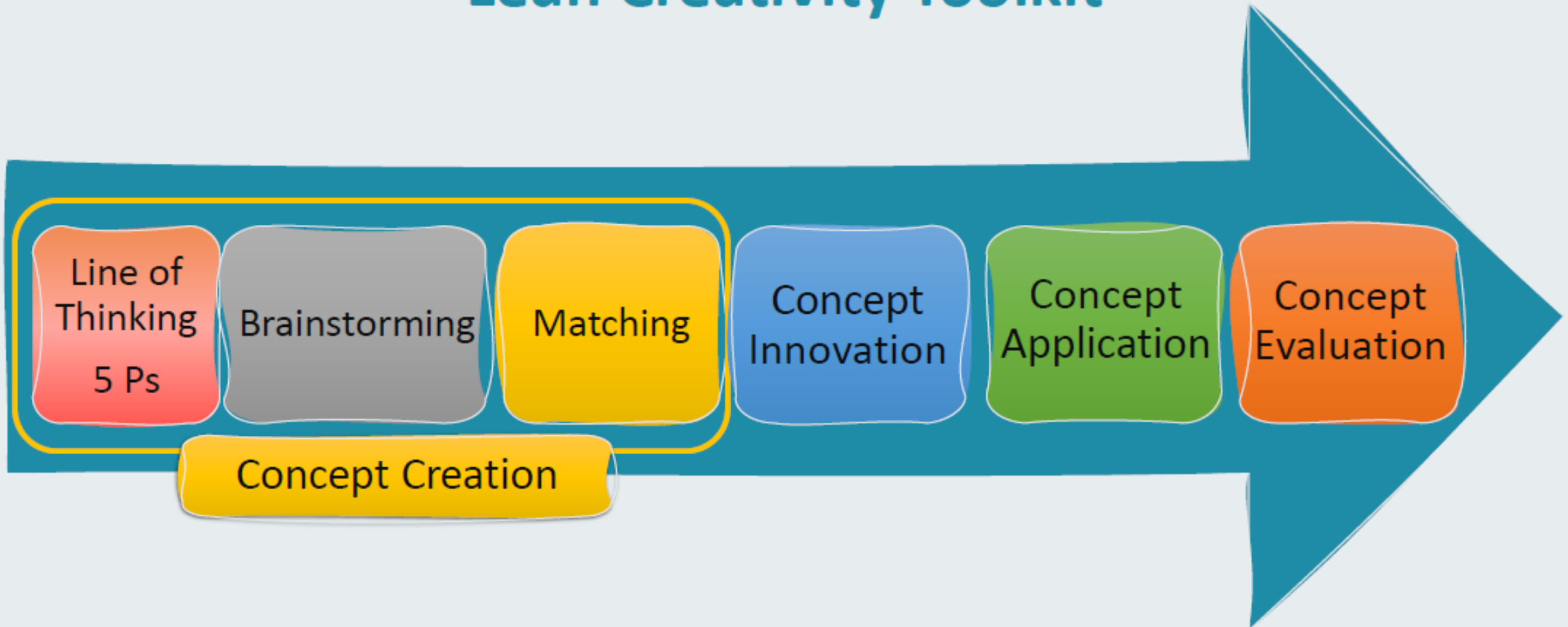
Concept  
Application

Concept  
Evaluation



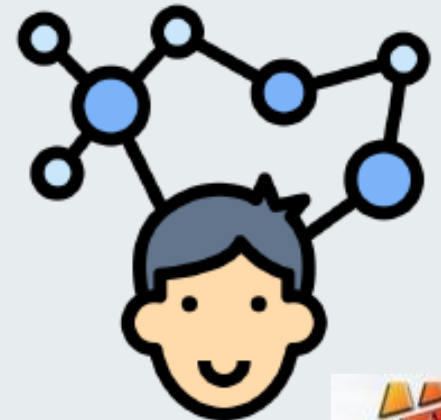
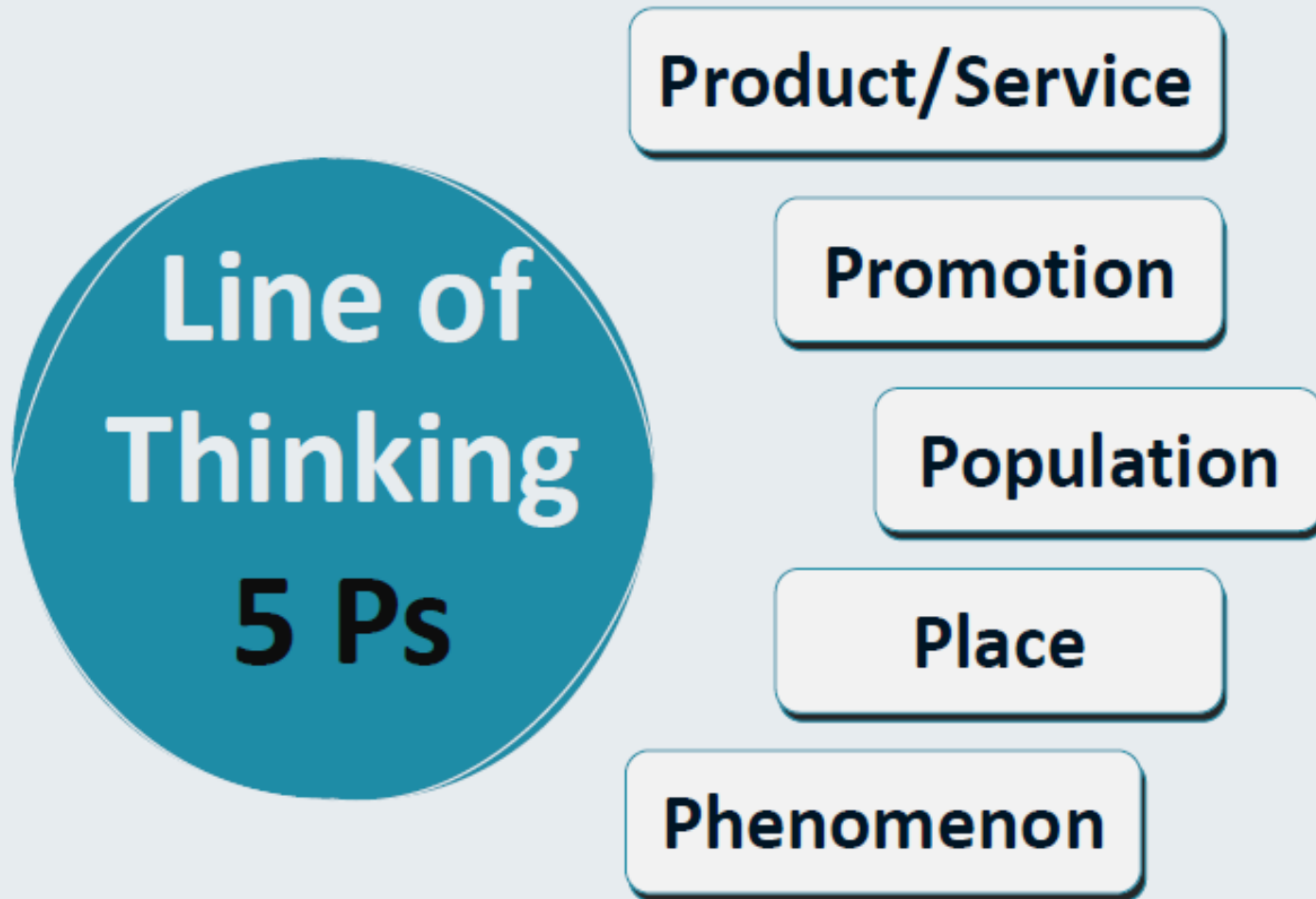


# Lean Creativity Toolkit





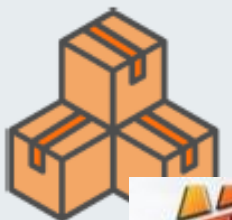
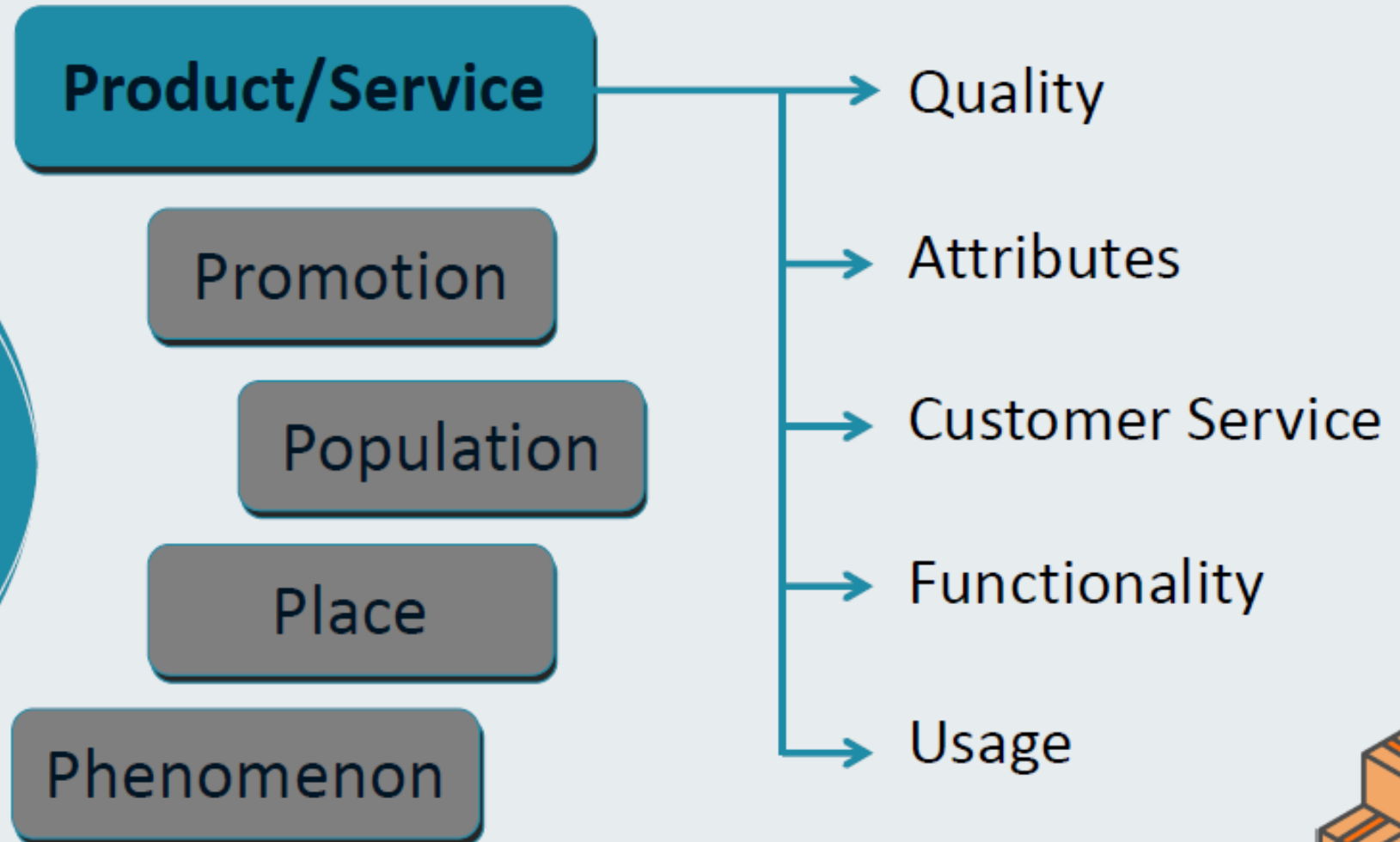
# Lean Creativity Toolkit





# Lean Creativity Toolkit

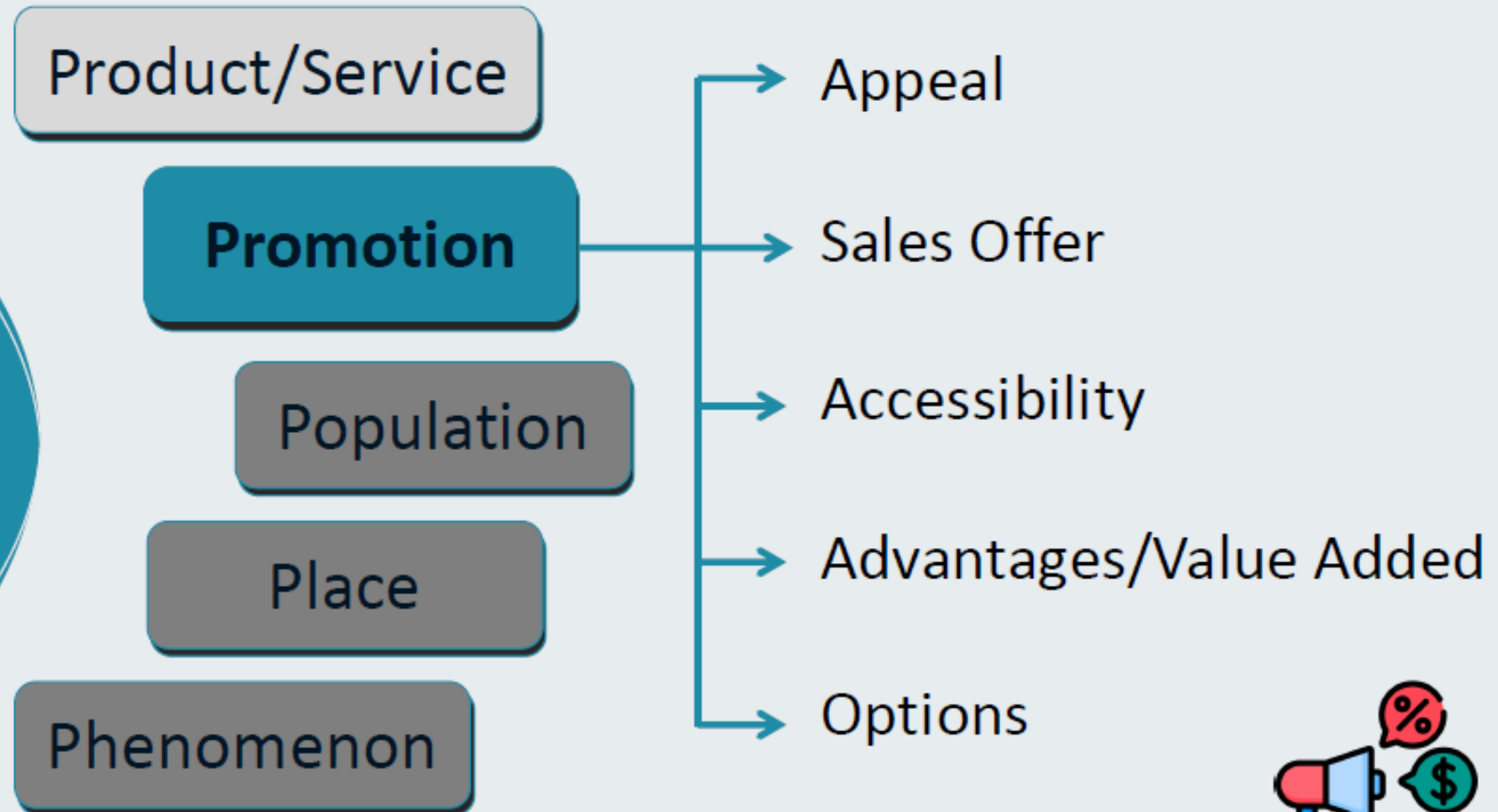
Line of  
Thinking  
5 Ps





# Lean Creativity Toolkit

## Line of Thinking 5 Ps







# Lean Creativity Toolkit

## Line of Thinking 5 Ps

Product/Service

Promotion

**Population**

Place

Phenomenon

→ Segments

→ Trending Interests

→ Behavior/Attitude

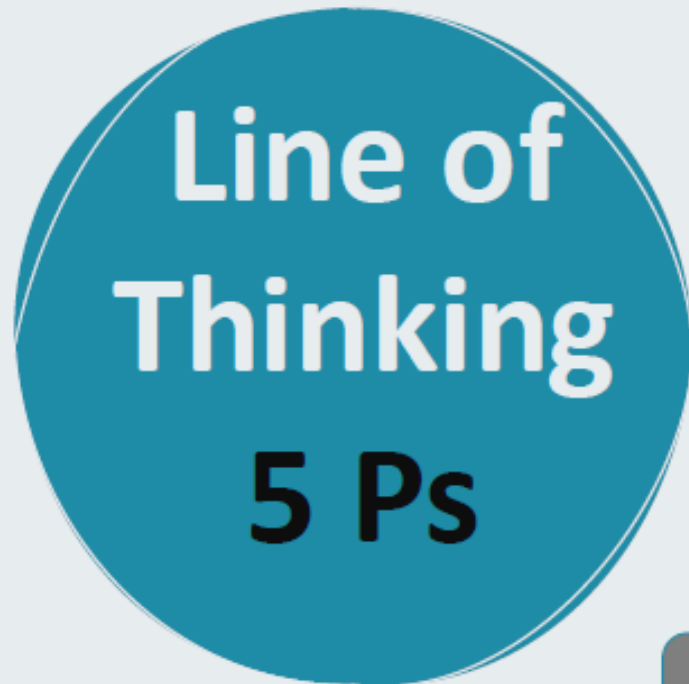
→ Characteristics

→ Interests





# Lean Creativity Toolkit



Product/Service

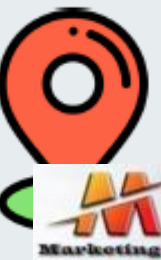
Promotion

Population

**Place**

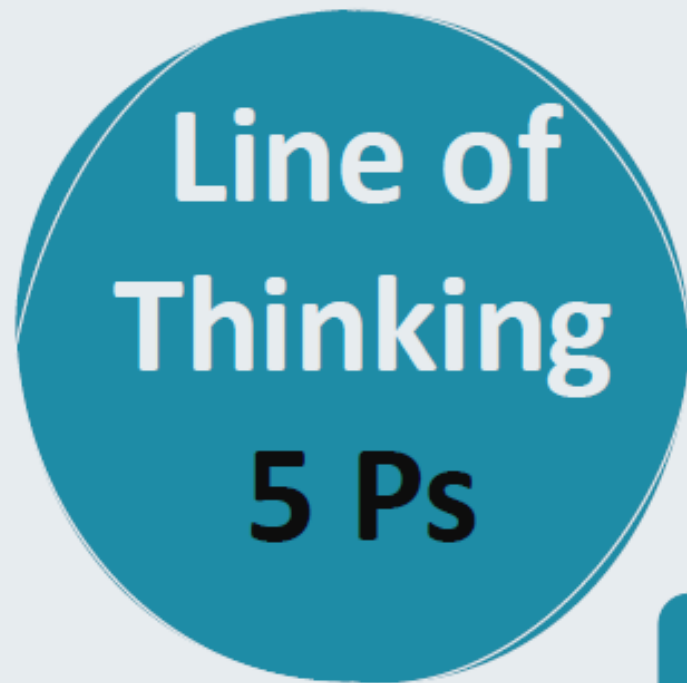
Phenomenon

- Sales Support
- Environment
- Distribution Channels
- Physical Location
- Accessibility





# Lean Creativity Toolkit



Product/Service

Promotion

Population

Place

Phenomenon

- National Days
- Governmental Decisions
- International Days
- Scheduled Events
- News Jacking





Which Line of Thinking?







# Which Line of Thinking?

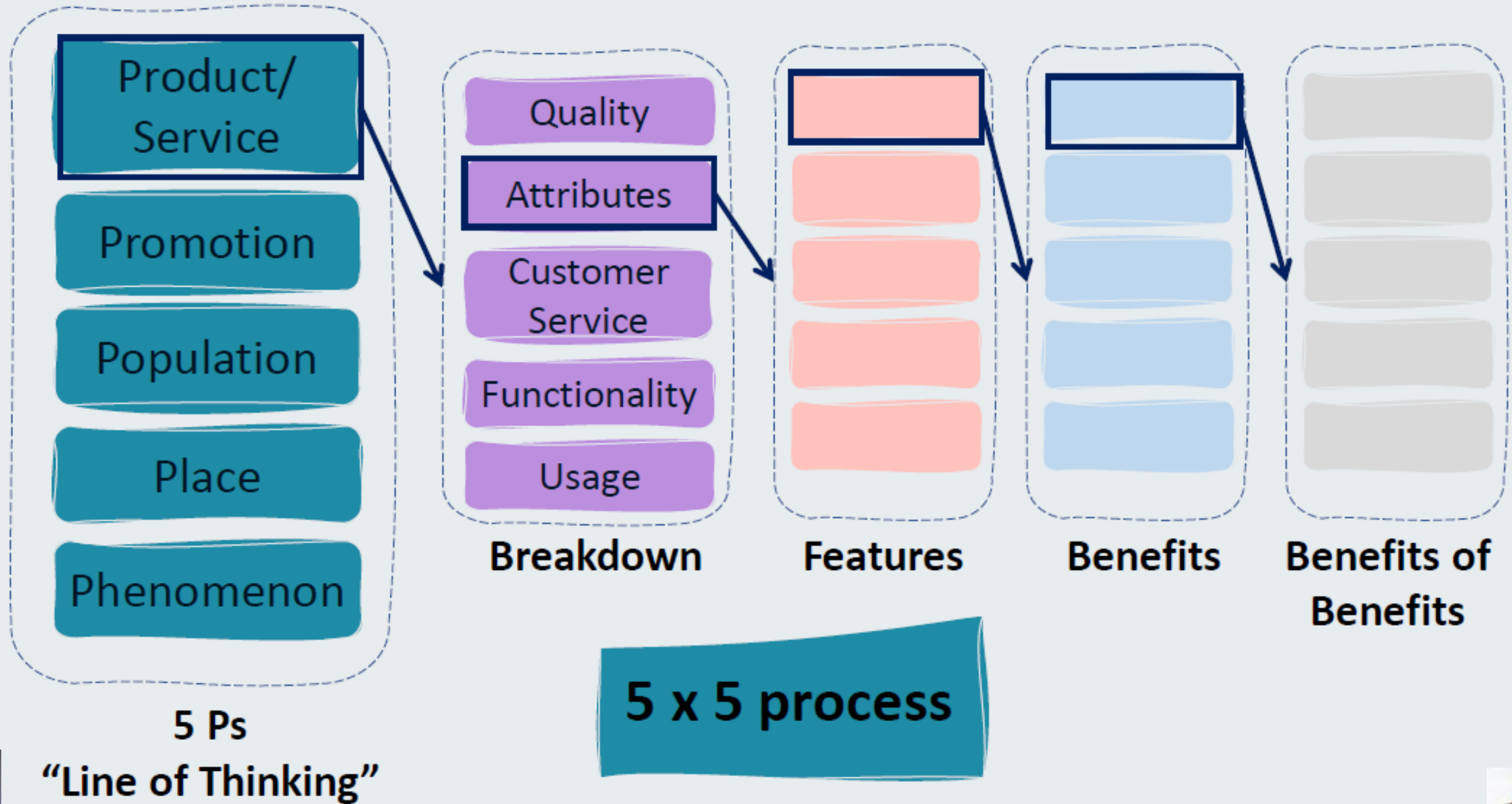
orange™

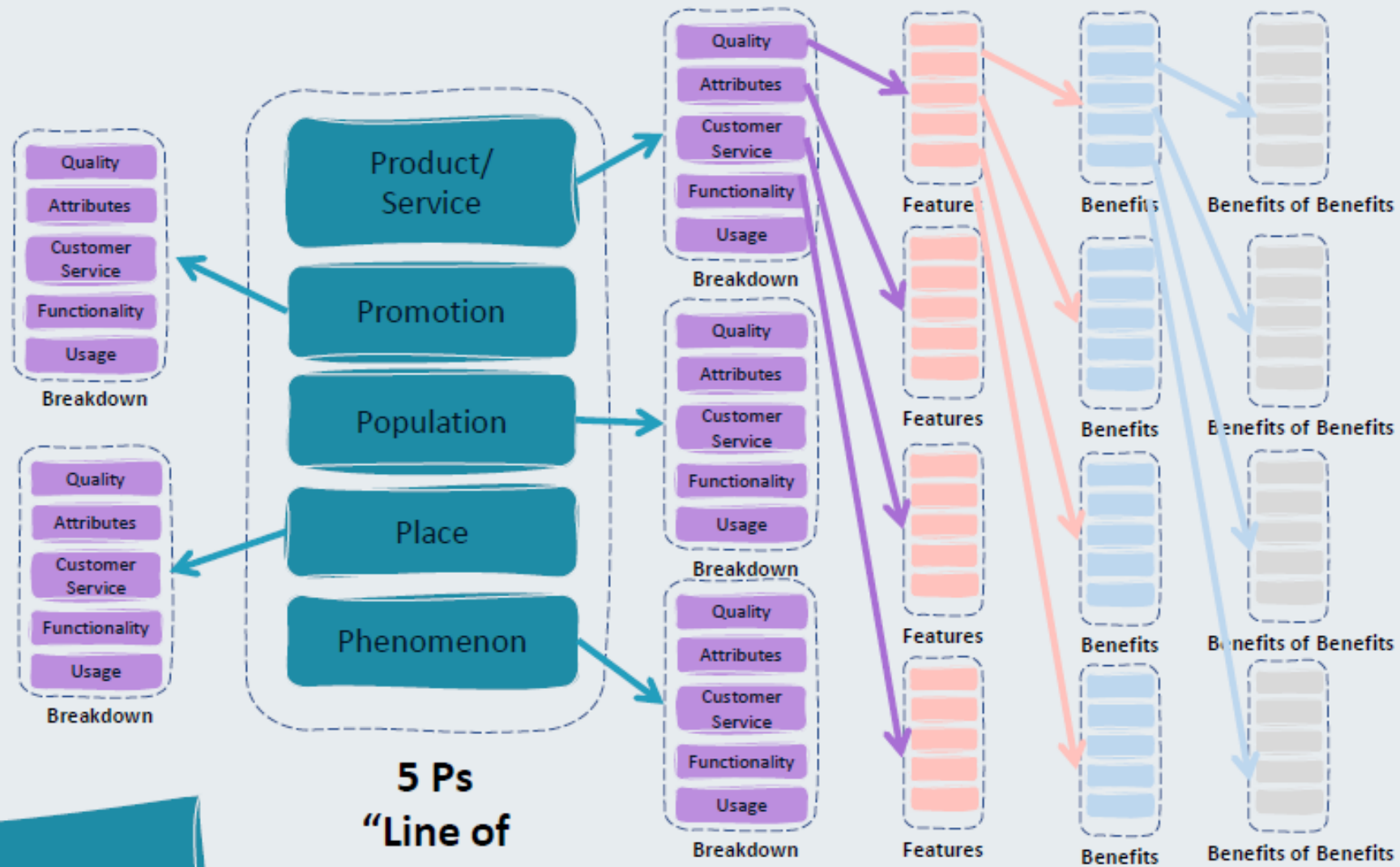
بقريلك  
للي يهمك

فري  
ماكس  
رح  
ومتحسبه اش







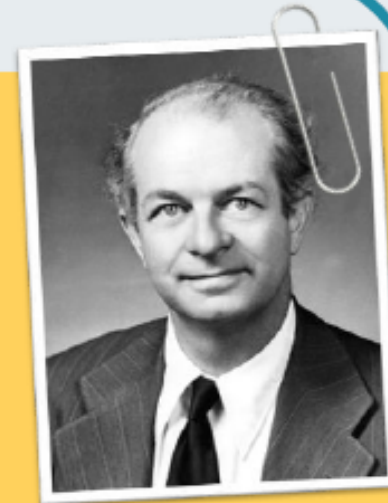


5 x 5 process





“  
The best way to have good  
ideas is to have lots of  
ideas and then throw away  
the bad ones.



*Linus Pauling*

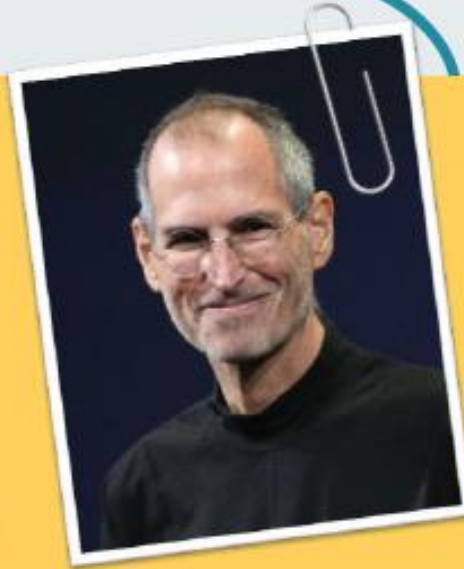
”





“

Connectivity  
is just  
connecting things.



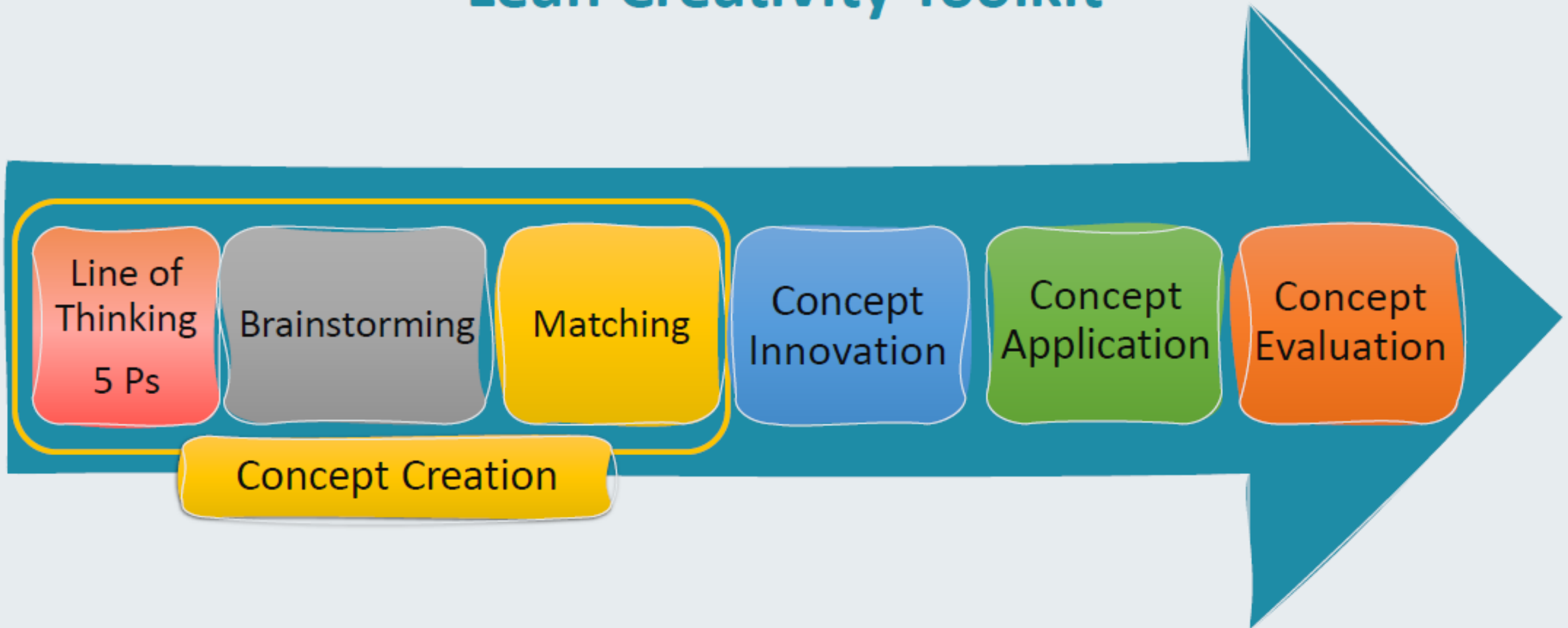
*Steve Jobs*

”





# Lean Creativity Toolkit







# Concept Innovation

**Why?**

**What?**

**To whom?**





# Concept Application

**How?**

**Where?**

**When?**



## Edward de Bono's 6 Thinking Hats

# Concept

### Process Hat:

- Look not at the subject itself but at the 'thinking' about the subject.
- Suggest the next step in the thinking, "I suggest we try some green hat thinking to get some new ideas"
- Ask for a summary, conclusion, or decision, "Could we have a summary of your views?"

### Positivity Hat:

- What are the benefits of this option?
- Why is this proposal preferable?
- What are the positive assets of this design?
- How can we make this work?

### Creativity Hat:

- Are there any other ideas here?
- Are there any additional alternatives?
- Could we do this in a different way?
- Could there be another explanation?

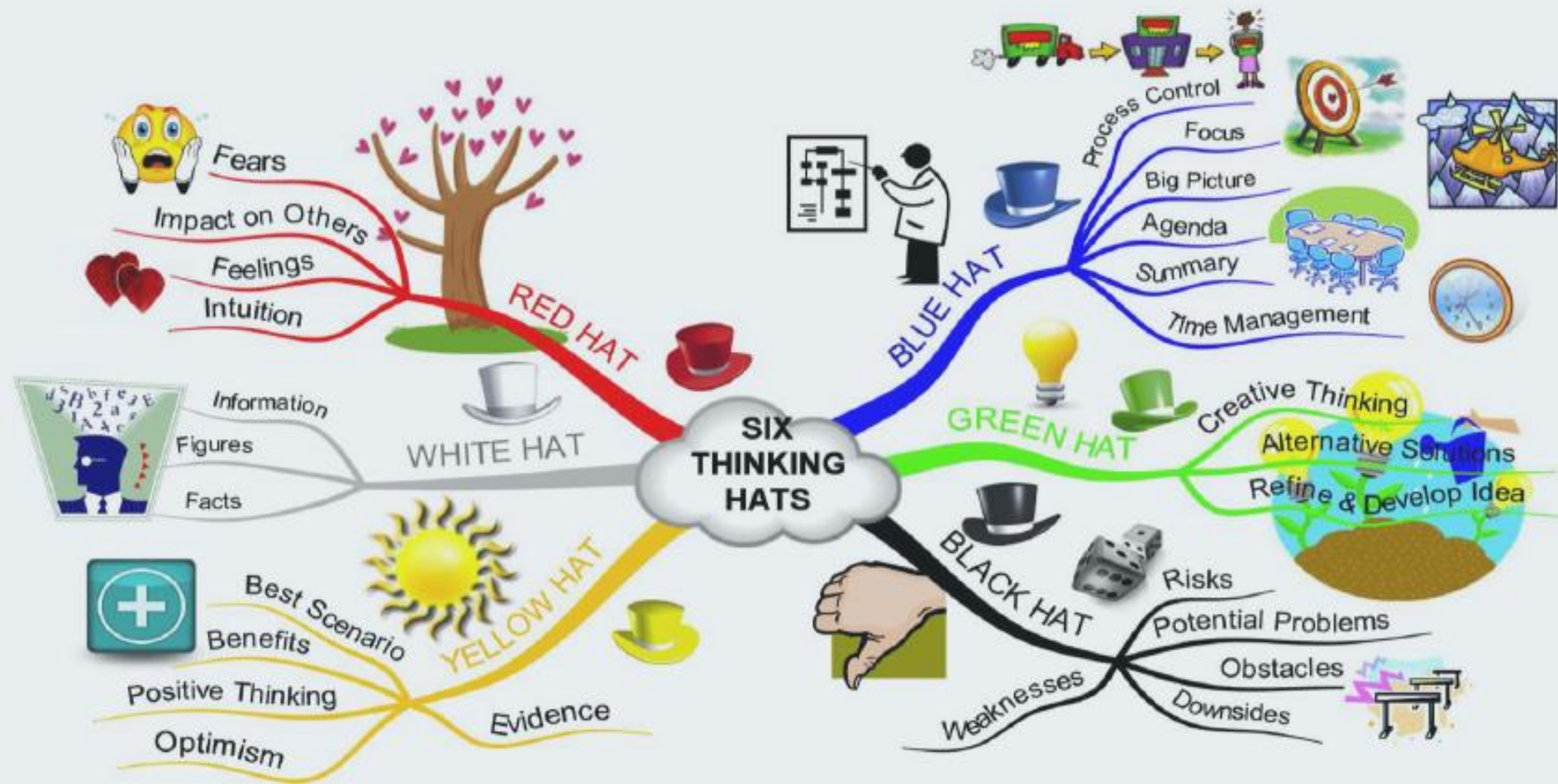
### Facts Hat:

- What information do we have here?
- What information is missing?
- What information would we like to have?
- How are we going to get the information?

### Negativity Hat:

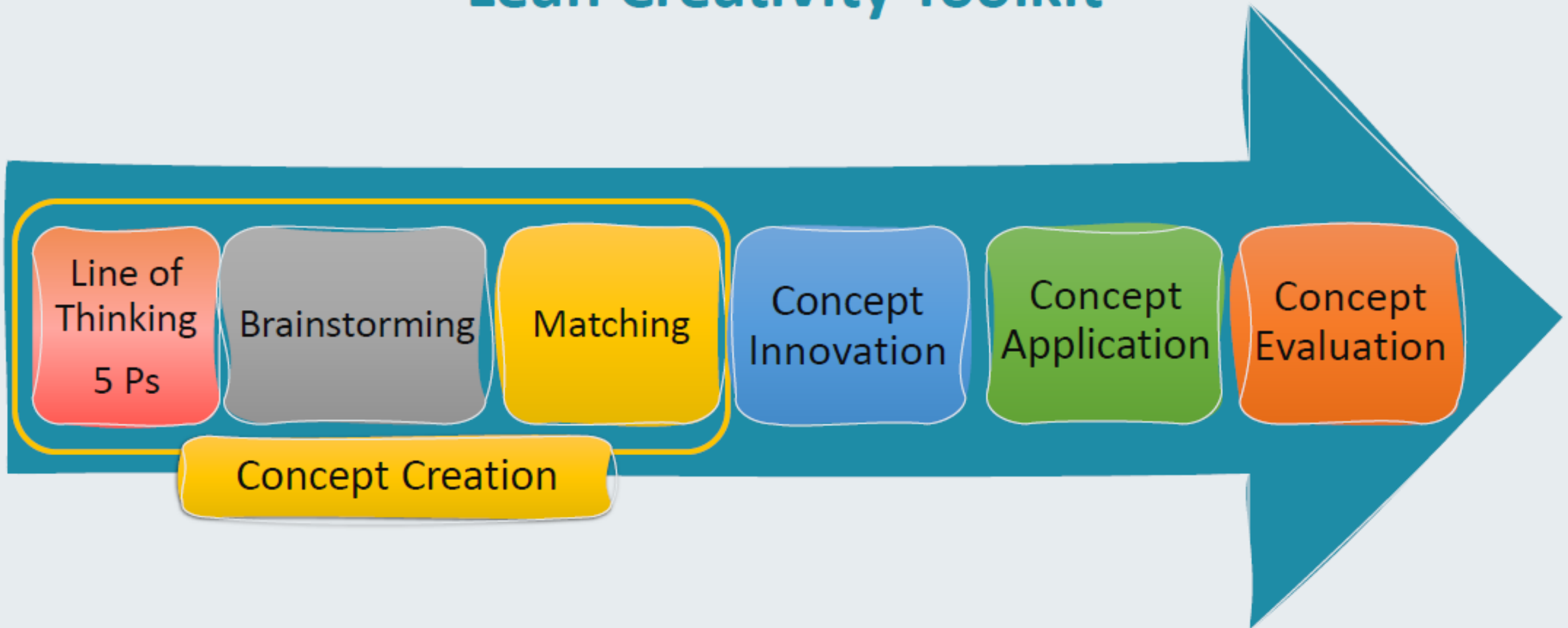
- Costs. (This proposal would be too expensive.)
- Regulations. (I don't think that the regulations would allow ..)
- Design. (This design might look nice, but it is not practical.)
- Materials. (This material would mean high maintenance.)
- Safety issues. (What about handrails?)







# Lean Creativity Toolkit





# Concept Evaluation

Choose the Evaluation Criteria:

Cost	Effective	Legal	Tried	New	Original
Possible	Ethical	Acceptable	Time	Lasting	Benefits
Resources	HR	Fast	Easy	Modify	...etc.







# Concept Evaluation

Criteria/Concept	C1	C2	C3	C4	C5
Cost	5	5	4	4	5
New	3	4	5	4	3
Effective	2	5	3	5	5
Time	5	2	2	3	2
Legal	4	4	3	2	2
<u>Total</u>	<u>19</u>	<u>20</u>	<u>17</u>	<u>18</u>	<u>17</u>





they will soon **forget**

what your brand said

but they'll

always

remember

how you

made them

**FEEL**



# Creativity Advice:

- Try the toolkit alone and with a group.
- Choose the right environment.
- Write, write, write, write, write and write.
- Map your thoughts.





# Creativity Advice:

- There is no silly idea.
- Practice the toolkit more and more till you feel that you became impulsive.
- 6 hats theory is about using your whole brain, not just one side or the other.
- Be curious and make more connections.



## What is your “TAKE HOME ACTION PLAN”

Business Situations (Apply learned process)

I'll Stop ...

I'll continue ...

I'll Strat ...





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