

## What is happening at Clever Resourcing?

### EXPLAINING HOW TO BUILD STRONGER KNOWLEDGE ASSETS and our 'HANDSHAKE' example is FREE today!

Coming up with simple ways to think about problems is key to solving them. It is often the simple product ideas that are most useful. At Clever Resourcing, it is usually clients who have clever ideas to bring to market or clever system to roll out smoothly and who need help to make sure that happens; profitably, with great customer feedback.

Do you have a problem to solve? A little help goes a long way. Request a **KNOWLEDGE ASSET REVIEW** today to unlock more information about your business and start leveraging it tomorrow!

We are about:

- More profit for you
- Great customer experience
- Helping you
  - discover *what you didn't know*,
  - confirming *what you thought you knew*
  - growing *what you know*, your **KNOWLEDGE ASSETS**
- Supporting YOUR clever ideas, confidentially

We use our innovative thinking methods to benefit ourselves and just occasionally, give them away for FREE, to you.

Below is a summary of our INNOVATION METHODS different ways of thinking about problems which you can apply to work on your business and project ideas. The results are yours. We would love to hear how you used these methods including the exciting new 'HANDSHAKE' model to grow your own KNOWLEDGE ASSETS.

(Hint: Start a folder with a page summary of ALL your knowledge assets in brief. Create a single page for each knowledge asset. Use innovative ways of thinking to grow an individual asset or add more assets. Update your summary each time. Create a spreadsheet or just a table listing

Serial	Asset	Date identified	Managed by	Profit from leverage

Add to your columns if you wish: date record last updated, profit since last update ... who does not benefit from our asset sufficiently ... YET!

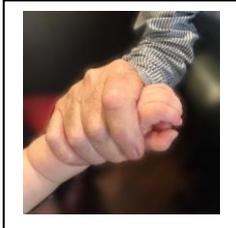
**INNOVATION METHODS**

<b>Buyer &amp; Seller Barcoding</b> 	<b>Ideas in Action Multiplier</b> 	<b>Leapfrogging</b> 	<b>NUTS Design</b> 	<b>Spiderology</b> 	Handshake
<b>Discussion Works</b> 	<b>Art of Business</b> 	<b>Pyramid slicing</b> 	<b>Altitude barometer test</b> 	<b>Insect control</b> 	

KNOWLEDGE ASSETS



**'The Handshake'**



The concept is simple. Use **five fingers and your whole hand as reminders of key questions you need to ask to think about your business differently.**

**Thumb** Rule of Thumb. Who is your usual or typical customer? We need to know that in networking so we can help get business for you. It also reminds us to put thumbs up. Ask about positives first... and opportunities. Show you are one of the team, friends with The Fonz. YEAH!

**First finger** Like a child, prod and poke everything. What's the characteristics and benefits of your products? your competitors? It's your mobile phone scanning finger, so ask yourself what is the essential information YOU need (and skim the rest). Remind yourself NOT to ask accusatory questions. Frame questions without blame or in a way that allows an answer that doesn't make you a snitch.

**Middle finger** This is usually slightly longer than your other fingers. For an Olympic swimmer, that's the difference between silver and gold. What will you do to stretch yourself to go a little further today? How can you make your products and services just a little better? Are you reaching for gold profit? ...customer service? ...both?

**Ring finger** Marriage, perfect relationships with customers? suppliers? associates? What rules (professional and ethics) do you follow? What do you need to do to work at perfection? ...excellence? ... and the opposite... What rules are you prepared to break. to be innovative, different and stand out from the crowd? How far do you go to break convention rules to help colleagues in difficult situations?

**Little finger** Crook your finger to exaggerate sipping a cup of tea elegantly. Exaggerate, distort or provoke a reaction, take an affected pose as you sip. What is right under your nose which in normal behaviour operation was lost in the mundane? Is it an opportunity or a risk which you nearly missed?

**Whole hand** This carries baggage. Where are you starting from today? Is there anything you can ditch to be lighter; more agile? Handshake is a telecoms term referring to protocols and an agreed special language. How can you phrase questions to competitors (or would-be outsource suppliers for you) to check they understand key industry terminology? Have you mentioned these terms in your pitch? A whole hand is a welcome. Who will you greet and welcome to your contacts today?

We wish you well with YOUR questions!

To share the project, Philip Pepper, video producer, has been asked by Clever Resourcing to film different Pitch&Mix members asking these questions.

The end of the video will include credits and business descriptions of contributors and to Pitch&Mix.

**Message us on Twitter: CleverResource, Facebook or LinkedIn to join the project. Challenge a colleague to ASK A QUESTION – and START OUR CONVERSATION.**

**About Pitch&Mix**

At Pitch&Mix, we

- get a coffee and network,
- introduce ourselves in turn and explain what we want,
- use an option to present a pitch up to 3 minutes
- join a debate on an agreed **TOPIC** or collectively discuss answers to a vexing business **QUESTION.**

Without Pitch&Mix, we would not have been inspired to bring you '**the Handshake**'! Why not join us in the video and share this approach with other businesses? Make your business, part of **the Handshake** ANSWERS.

Deb Stevens launched **the Handshake** at the ISTC conference TCUK just one week earlier. Lenka Koppova, a Social Media Consultant, suggested creating a video. Join in sharing innovation now.

**0002 Business Promo**