



GROWTH IN CHALLENGING TIMES

A two-part event looking at what your marketing needs to underpin stable, sustainable and scalable business in 2023 and beyond.

MARCH 2023



WATERTIGHT MARKETING



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Working with Watertight Thinking means...



Business leaders that understand marketing, and marketers that understand business.



Fully aligned marketing, sales and service to ensure a business that is economically and energetically nourished.



Speeding up decisions and outcomes with common definitions, planning tools, progress tracking and reporting for sales & marketing.



Ensuring a commitment to excellence with your own internal Certified Practitioners to train and mentor others in the team.



Being part of a supportive and energising expert and peer community to share, celebrate, and learn with.

“ Effective marketing is as much a matter of organisational context as individual context. ”

RACHAEL WHEATLEY MD, *Watertight Thinking*





CATCHING YOUR THOUGHTS



Key reflections from the session...



Wisdom from the room...





YOUR STABLE TABLE FOR GROWTH

With Bryony Thomas



Looking at what your marketing needs to deliver to give you a stable growth platform.

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CHAPTER 11

Flow Foundations

FLOOR PLAN

Nutritious Diet

A healthy client mix is made up of those that serve both purpose and profit, ensuring an energetically & economically nourished business.

INTERVAL _____

<input type="checkbox"/> CUSTOMER CHARACTERISATIONS	<input type="checkbox"/> FOUR PROFIT STRATEGIES
<input type="checkbox"/> PRODUCT / SERVICES ANALYSES	<input type="checkbox"/> COMPETITOR REVIEW
<input type="checkbox"/> PROPOSITION CLARIFICATION	

ADVISOR MEDIUM TERM

Exercise Plan

A balanced marketing routine is one that has an effective tool or technique mapped to every step of a decision journey.

INTERVAL _____

<input type="checkbox"/> JOURNEY MAPPING	<input type="checkbox"/> IDENTIFYING INFLUENCERS
<input type="checkbox"/> MESSAGING MATRIX	<input type="checkbox"/> JOURNEY GAP ANALYSIS
<input type="checkbox"/> TOOL SELECTION	<input type="checkbox"/> TOOL INVESTMENTS

DOER NEAR TERM

The Right Work

Strategic

F1

F2

Balanced Routine

Operational

Maintain Momentum

F4

F3

Baseline Rhythm

Motivation

Maintaining enthusiasm is made possible by a compelling business vision that is translated into a clear plan.

INTERVAL _____

<input type="checkbox"/> CHANGE MAKER	<input type="checkbox"/> LONG TERM
<input type="checkbox"/> VALUES ARTICULATION	<input type="checkbox"/> 12-MONTH BUSINESS PLAN
<input type="checkbox"/> VISION ARTICULATION	<input type="checkbox"/> 90 DAY REVIEWS
<input type="checkbox"/> 3-YEAR BUSINESS PLAN	

Discipline

A commitment to marketing that is consistently delivered at intervals and pace matched to your market.

INTERVAL _____

<input type="checkbox"/> REGULATOR	<input type="checkbox"/> IMMEDIATE TERM
<input type="checkbox"/> ACTIVITY CALENDAR	<input type="checkbox"/> SUPPLIER ASSESSMENT
<input type="checkbox"/> MEASUREMENT FRAMEWORK	<input type="checkbox"/> RESOURCE PLAN
<input type="checkbox"/> SKILLS ASSESSMENT	<input type="checkbox"/> 3 MARKETING BUDGETS

Marketing That Means Business.

From the Watertight Thinking Planning Pack

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CATCHING YOUR THOUGHTS



Key reflections from the session...



Wisdom from the room...





GROWTH FROM EXISTING CLIENTS

With Rachael Wheatley



A look at the essentials of customer marketing to ensure you don't have a hole in your Bucket.

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CHAPTER 6

Your Bucket
TWEAK THEMES

ADOPTION *Be Friendly* CHOOSE & USE IT

LOYALTY *Be Consistent* LOVE IT

WHAT WE HAVE | WHAT WE NEED

1 FORGOTTEN CUSTOMERS	Service		
	Social		
	Special		
2 POOR ONBOARDING	Thank you		
	Helpful		
	Celebration		
3 NO EMOTIONAL CONNECTION	Visual		
	Written		
	People		

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Customers are like cats. They have choices.

LAY THE GROUND FOR UPSELL AND CROSS-SELL

From the Watertight Thinking Planning Pack



CATCHING YOUR THOUGHTS



Key reflections from the session...



Wisdom from the room...





CATCHING YOUR THOUGHTS



Key reflections from the session...



Wisdom from the room...



MAKING MARKETING HAPPEN (PART 1)

With Cheryl Crichton



A session to guide you in planning and taking purposeful action from today's sessions.

Actions to take...

Within 30 days...



“At the beginning of our engagement with Watertight we were a £10m revenue business, by the end we were £20m!”

KEVIN MASHFORD *Sales Director, Paramount*



CATCHING YOUR THOUGHTS



Key reflections from the session...



Wisdom from the room...



THE SUBTLE SCIENCE OF GROWTH STACKING

With Bryony Thomas



Looking at the careful sequencing of marketing investments to ensure that each investment builds incrementally on the last.

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CHAPTER 10

Journey Metrics

BOTTOM UP

KNOWN NUMBERS	VOLUME	RATIO
AWARENESS <i>Be There</i> SEE IT	<input type="text"/>	<input type="text"/>
INTEREST <i>Be Relevant</i> LIKE IT	<input type="text"/>	<input type="text"/>
EVALUATION <i>Be Proven</i> SUSS IT	<input type="text"/>	<input type="text"/>
TRIAL <i>Be Helpful</i> TRY IT	<input type="text"/>	<input type="text"/>
ADOPTION <i>Be Friendly</i> CHOOSE & USE IT	<input type="text"/>	<input type="text"/>
LOYALTY <i>Be Consistent</i> LOVE IT	<input type="text"/>	<input type="text"/>
<input type="text"/>	AVERAGE VALUE <input type="text"/>	OUTCOME <input type="text"/> £

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Marketing That Means Business.





CATCHING YOUR THOUGHTS



Key reflections from the session...



Wisdom from the room...





CATCHING YOUR THOUGHTS



Key reflections from the session...



Wisdom from the room...





MAKING MARKETING HAPPEN (PART 2)

With Cheryl Crichton



A session to guide you in planning and taking purposeful action from today's sessions.

Actions to take...

Within 30 days...

“ We achieved for our business in three years what I thought would take seven. Thank you Watertight! ”

KAREN MEAGER *Co-Founder, Monkey Puzzle*





CATCHING YOUR THOUGHTS



Key reflections from the session...



Wisdom from the room...





DEVELOPING A JOURNEYBRAIN

With Bryony Thomas



Bringing together the key thoughts from both days into the concept of a 'JourneyBrain' and help you to set your intentions for the year ahead.



Your business as a brain...

Large grey rectangular area for notes under the 'Your business as a brain...' section.

Crossing the table...



Large grey rectangular area for notes under the 'Crossing the table...' section.

JourneyBrain...



Large grey rectangular area for notes under the 'JourneyBrain...' section.



“This isn't your traditional marketing theory. This is a company wide approach that gets to the root of all aspects of a business.”

DOUGAL HAWES MD, SmartBox



CATCHING YOUR THOUGHTS



Key reflections...



One action I'm going to take...



BY WHEN:



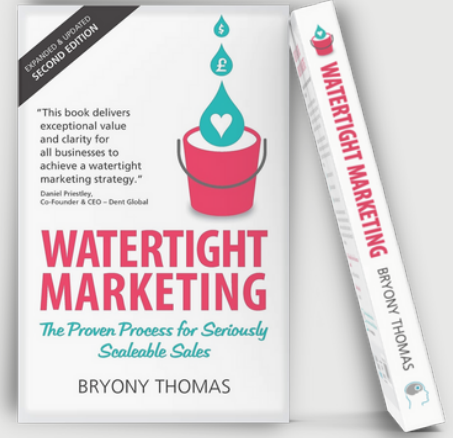
INTRODUCING WATERTIGHT THINKING

WHY WATERTIGHT?


Watertight Business Thinking is a proven process designed and refined over two decades and across more than 3500 businesses.

Introduced in the best-selling book, Watertight Marketing, it gives you a powerful thinking toolkit, and a common language for sales and marketing that means you can lock-in the success you've worked hard for. It's the proven toolkit for businesses to sustain healthy sales growth.

We typically work with organisations at around £2-£50m in revenue, or aspiration.



Proven, Comprehensive & Fun

-  Researched across 3500+, sales-focused, <250 employee companies since 2005.
-  The best of academic theories curated, adapted & supplemented to work in practice.
-  A carefully sequenced process that ensures that each decision and each investment builds incrementally on the last, to underpin sustainable and scalable business growth.
-  Designed and refined over two decades so that ideas are simple enough to understand and sophisticated enough to deliver strategically.
-  Every concept is backed up with world-class learning resources and exercises. And, access to proven experts, and other marketers, who've used them in real businesses.
-  Proven to create a company-wide marketing capability that delivers healthy real world results, not just a highly qualified marketer.

Our Values



Commercial Karma
We believe in Commercial Karma; that treating people decently is the foundation of long-term success.



Integrity
We operate with integrity at all times; which means that we can always explain and feel comfortable with our motives and actions.



Community
We help build organisations that support happy, healthy families and communities.



Growth & Challenge
We strive for ongoing personal growth.



INTRODUCING WATERTIGHT THINKING

THE TEAM

COACH | MENTOR | CONSULT | SUPPORT

Instantly add over a century of marketing expertise to your team...



BRYONY THOMAS

CEO (Founder)

FCIM | FPSA | MBA | BSc

The founder and originator of the Watertight Thinking toolkit. Bryony is one of the UK's most influential marketing speakers and authors. She has strategic experience spanning two decades, with her formative years leading small business marketing for Microsoft and as marketing director within FTSE 100, Experian.



RACHAEL WHEATLEY

Managing Director

FCIM | MA | DipM

With an initial client-side marketing career in professional services, Rachael has led and built high functioning marketing teams in consultancy sales contexts. Working with Bryony since 2014, she has been pivotal in the practical application of the materials in small and medium businesses.



CHERYL CRICHTON

Master Practitioner

Over 25 years exceptional marketing delivery for the country's most demanding clients. Cheryl focuses on helping our club members get the right marketing done.



PETER BAYNES

Master Practitioner

With extensive experience in complex business-to-business and technology sales and marketing, Peter is our lead mentor and coach for active learners.



BUCKET THE CAT

Team Mascot

Bucket, and his siblings Funnella and Tapsy, are always on hand to bring ideas to life through the metaphor of cat thievery!



LAURA IRWIN

Executive Assistant (Systems)

Laura has an extensive background in events and hospitality. She supports Rachael in all she does, and keeps an eye on the systems.



CHARLOTTE KASZUBSKI

Executive Assistant (Wellbeing)

Charlotte has a special talent for energising people. She supports Bryony in all she does, and keeps an eye on the wellbeing of the team.



WATERTIGHT WEBSCHOOL

Courses, Resources & Community

Available 24/7, with a Vault of tools, tips, templates and more. If we've been asked a question a few times, we'll answer it here for everyone.

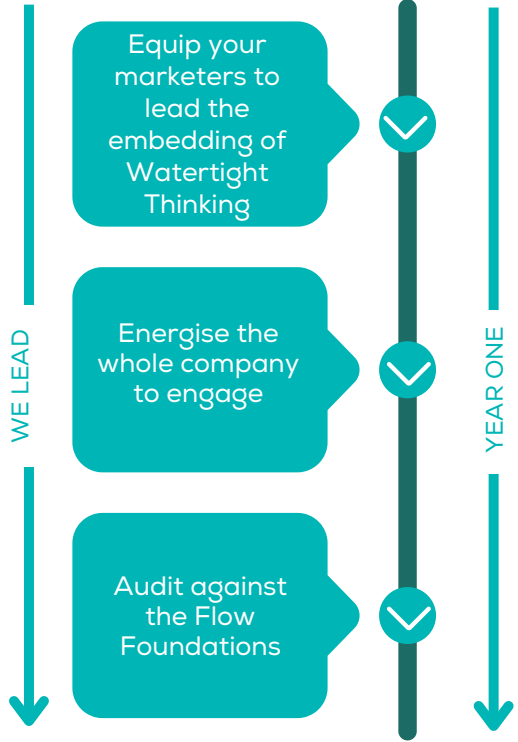


WORKING WITH US

A typical client engagement...

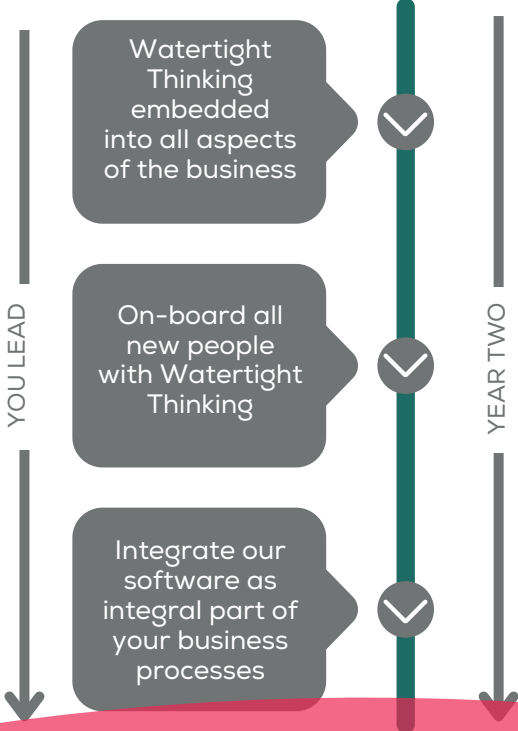
“Marketing is not one of our core strengths...”

FROM



“Marketing is a key & core strength in our business.”

TO



Healthy & Sustained Business Growth



INTRODUCING WATERTIGHT THINKING

COURSES



DESIGNED & REFINED OVER TWO DECADES

£15k if Watertight Mentored | £9k if Peer Mentored

- Month 1: Essentials course of 15 hours
- Month 2-3: Guided on how to use our Audit template
- Month 4-14: Chapter-by-chapter deep application
- Month 15: Assessment to achieve Certified Practitioner status
- Ongoing: Unbundled topics for your colleagues under guidance from CP

CONSULTANCY



AUDITING AND PLANNING YOUR PROGRAMME

From £5k to £25k

- We usually start an engagement with a Team Day and cohort assessment against the Flow Foundations to identify priorities.
- We can then either guide you to audit and plan your next steps, or we can do that for you or with you.

CLUB



EXPERT & PEER SUPPORT AND EXTENSIVE VAULT

From £75 per member per month

- A Vault of tips, templates and checklists so that you don't start with a blank sheet of paper.
- Monthly live roundtables, co-working & Q&As.
- Fresh content through the year to address your needs.

We are currently developing a powerful strategic planning software product. You will have access to core apps within any engagement whilst it is in beta.





Water, in this extended analogy, represents money. But, more than that, it represents the time and energy – and dare I say, love – of those whose money is on the line. When we use this as a lens, like looking through a droplet of water, it turns the way we see things upside down.



BRYONY THOMAS
WATERTIGHT MARKETING

WATERTIGHT MARKETING

YES/MAYBE

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watertight-thinking.com/legal-information

+ 44 (0)117 325 77 25



hello@watertight-thinking.com



watertight-thinking.com

