

# THE MAGIC SAUCE.





To give you a bit of an idea how we approach projects, here is a general overview of how we would work together on, say, an ideas project.

What our project looks like exactly, of course, depends on your ambition and our starting point.

If you already have a brief you would like to discuss, drop us a line at [hello@themagicsauce.com](mailto:hello@themagicsauce.com).

Make it a great day.

Joeri Schilders





# FIRST CALL

**Purpose:**

Vet the client and the brief. In other words, is this the right thing to work on?

**Process:**

Send Calendly link to pick a date.  
Initial short call to with problem owner and/or decision maker.  
Questioning Matrix on paper.  
Respond within 24 hours.

**Pay-off:**

Initial scoping of brief.  
Starter questions.



# PAPERWORK

**Purpose:**

Get an LOE/contract signed.

**Process:**

Send video on approach & steps.  
Get verbal okay from client, send LOE & request PO.  
Set up with Procurement & launch (part of) the invoice.

**Pay-off:**

Signed LOE with agreed T&C.





# SCOPE THE BRIEF



## **Purpose:**

Scope the brief and set parameters & deliverables. "This is for us".

## **Process:**

Core team get together for x hours to scope the brief, so we all have a clear picture of what is in and out. Decide on milestones and who does what & when.

## **Pay-off:**

A simple brief that paints an exciting picture of success with measures around it.



# LOGISTICS



## **Purpose:**

Get logistics & dates sorted.

## **Process:**

Liaise with client side to get key dates in the calendar and decide on locations.

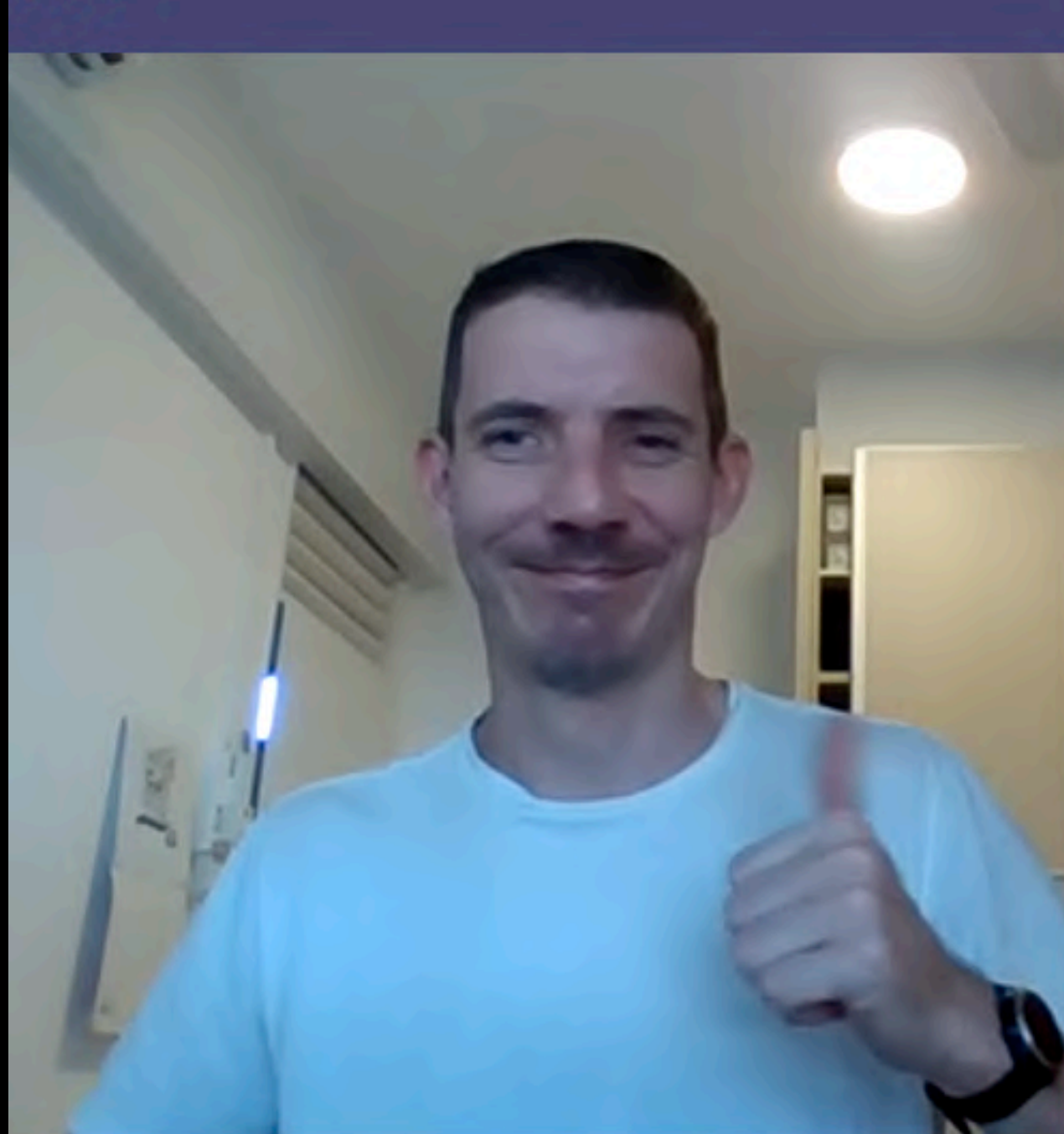
Access to key people (both internal and external)

Logistics touch points connected.

## **Pay-off:**

A clear shared agenda with locked in dates.





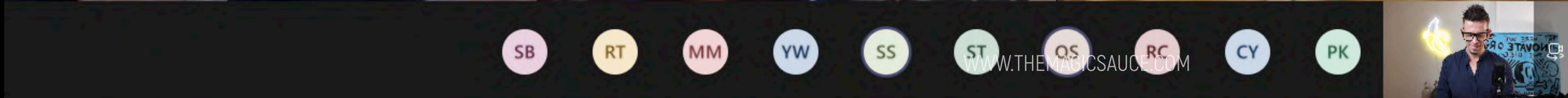
# PRE-GAME



**Purpose:**  
Engage the wider team on the why, what & how.

**Process:**  
Pre-kick-off comms from us.  
Run an exciting pre-game session to get everyone's buy-in.  
Introduce project brief sheet.  
Call to action.

**Pay-off:**  
Align everyone, manage expectation & get a read.







# DEEP DIVE

**Purpose:**

Dive deeper into what already exists. Get creative stimulus.

**Process:**

We mine the current data sets and review existing ideas/solutions. Market scans & stimulus search.

**Pay-off:**

A preliminary set of insights & opportunities.





# CREATE

**Purpose:**

Generate insights & ideas off the brief.

**Process:**

Play back the learning & stimulus. A series of creative sessions for the team to generate & co-create ideas.

**Pay-off:**

A wide range of well-captured creative ideas that meet the brief.





# HARVEST



## **Purpose:**

Filter through the ideas and select the ones to take forward.

## **Process:**

Using the criteria decided during Scoping, sift through ideas & weigh the top ideas.

Work up the ideas into solutions with illustrator.

Decide which ones to take forward.

## **Pay-off:**

A handful of solutions that are robust and thought-through.



# PITCH



## **Purpose:**

Pitch the ideas & get funding.

## **Process:**

Run an interactive pitch session (online or IRL), where teams can pitch their ideas, take questions and add get support.

## **Pay-off:**

A handful of worked-up solutions with feedback and/or an action plan to make them real.







# DOCUMENT

**Purpose:**

Capture the journey in a strategic document to take forward.

**Process:**

Work up all solutions with feedback & actions moving forward.  
Capture all insights & ideas in appendices.

**Pay-off:**

A visual document to share the journey within the business & tell stories.



A photograph of two white ceramic cups filled with latte, each featuring a leaf-shaped latte art design. The cups are placed on a rustic, weathered wooden surface. A silver spoon and a wooden stirrer are visible in the background. The text 'SHAMELESS ASK' is overlaid in large, bold, white letters on a dark horizontal band across the middle of the image.

# SHAMELESS ASK

**Purpose:**

Collect feedback/snippets & ask for more

**Process:**

Have a wrap-up conversation to close this project.  
Ask for feedback and who else we should approach next.  
Sound bites we can share?

**Pay-off:**

Testimonials, stories to use and new briefs.





**HEY YOU**

**FOLLOW-UP**

**Purpose:**

Follow up on the solutions & offer support a few weeks after.

**Process:**

Meet with problem owner and/or decision maker to see where they have taken the solutions. Offer help to keep momentum & move things forward.

**Pay-off:**

Top of mind with the client. Keep your door open.



If you already have a brief you would like to discuss, drop us a line

**HELLO@THEMAGICSAUCE.COM**

Or ask us about projects we have run in the past and we'll gladly tell you all about it.

Like how we digitised traditional manufacturing with smart tech.

Or how we saved millions on packaging for cookies.

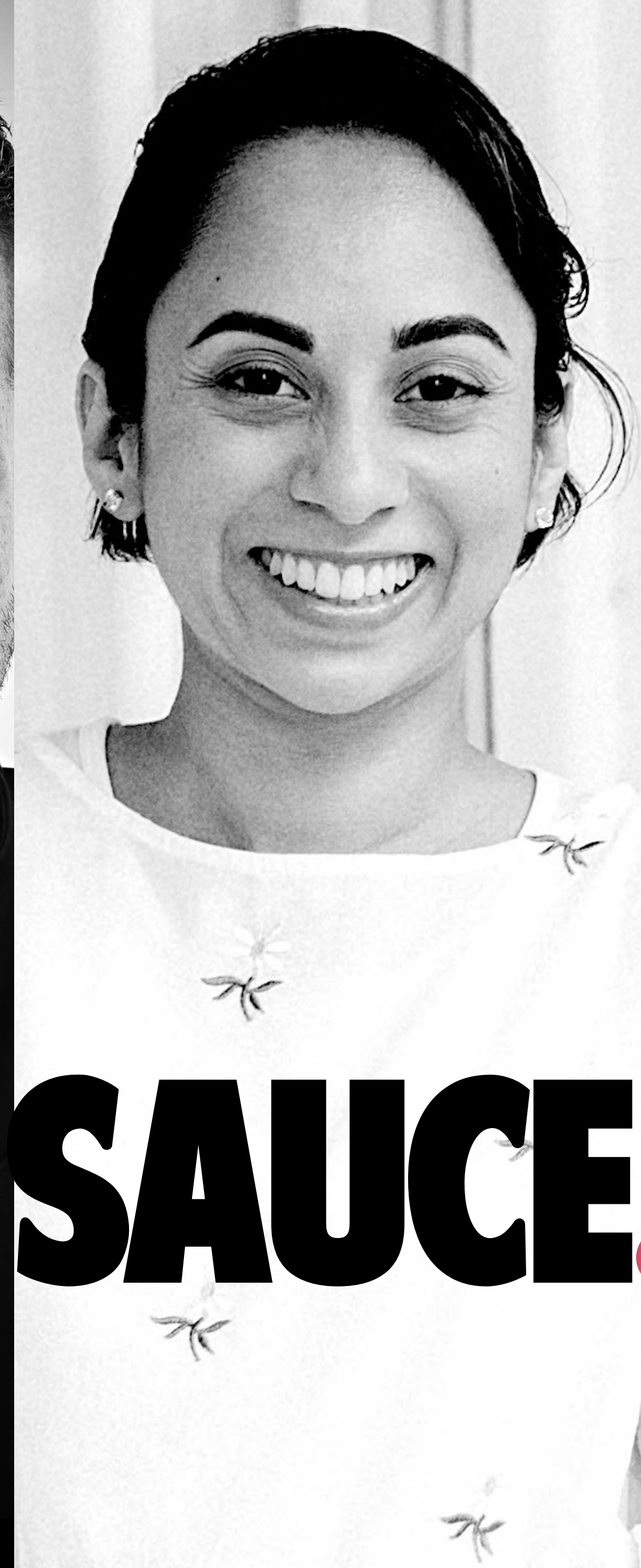
How we skilled up 100 champions to drive innovation within a bank.

Or how we reinvigorated a shopping mall during a global crisis.

Go on; you know you want to.







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