



# CINNAM

coaching and innovation mentoring

## TOOLS | VEECTORING | VEE-ALDEHYDE MBS®

We propose our distinctive coaching and mentoring methodology **VEECTORING (VEE-ALDEHYDE MBS®)**, supporting the leadership competencies of Executives through visioning, complexity management, and modeling processes.

VEECTORING methodology helps Executive Leaders in understanding, developing, and managing solutions within the three-dimensional space: 1° dimension is given by the business/value proposition modeling; 2° dimension is defined by innovation and change management processes; 3° dimension is related to the organizational modeling and people management processes.

This kind of Executive Coaching supports in an integrated way the valuable elements and processes concerning the Leaders' proposal and facilitates their future management activities and organizational/business growth. It empowers a mechanism of how the Executive influences the organization's core value in the multidimensional reality of the market, balancing the involved stakeholders' perspectives.

The high impact of the **VEECTORING** methodology can be achieved for executive roles dedicated to business development, strategic business planning, marketing, sales, new product and/or service development, bidding and contract management, brand management; customer relationship and experience management; change & transformation management, and others.