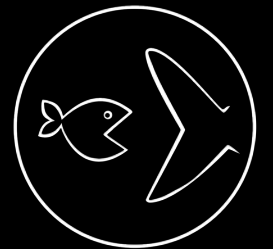


Why work with us?

eatbigfish.



Something feels stuck.

When the strategy that once gave you an edge now holds you back.

When yesterday's wild ideas become today's must-follow processes.

When your category-disrupting energy curdles to playing-it-safe inertia.



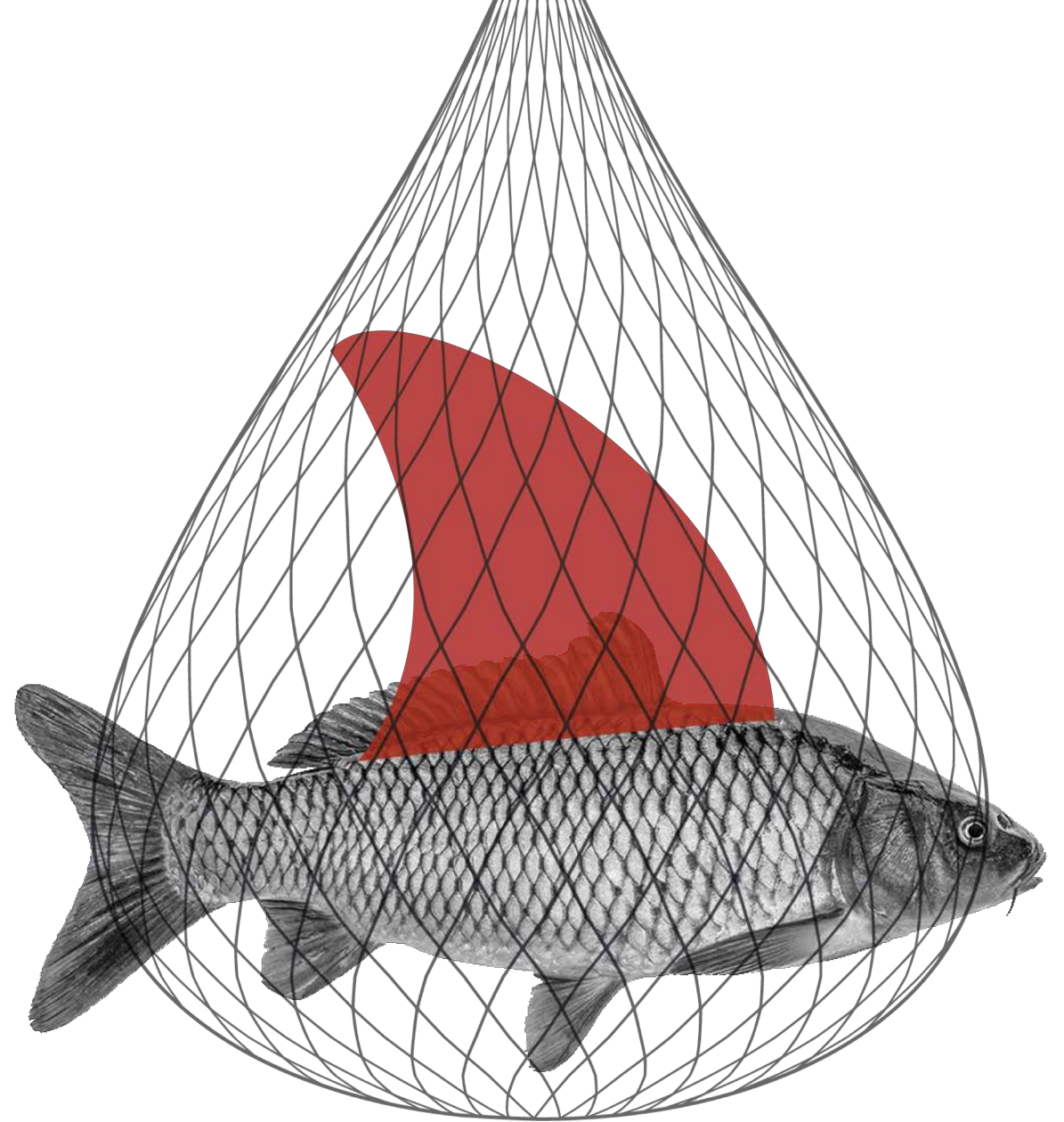
That's the curse of incumbency...

We understand.

There's more to lose. There are precedents to follow. There are 'ways we do things round here'. Nobody means for it to happen. It just does.

Incumbency can weigh heavy on everything from ideas and innovation, to how teams work together.

There's a way forward. A way to clear your heads, sharpen your thinking, get back your edge, re-gain your momentum...



It's time to make *real* progress.



It's time to be more Challenger.

Challengers are the ones who upend categories. Use brains instead of budgets. Move faster, think quicker, do more. Are bolder, braver and get unreasonable results.

And being a challenger isn't just for maverick brands and bootstrapped start-ups.

Challenger is a mindset. It's a way of thinking, working, being and doing.

We know it better than anyone in the world. We'd love to help you to harness its power.

We are eatbigfish.

We live and breathe challenger

We constantly study what the world's most successful Challengers are doing. You'll learn from the best.

We'll help you set your bar higher than you ever thought possible.

We're world-class facilitators

We're highly skilled at helping teams have difficult conversations and breaking stuck patterns of thinking.

Our processes find the agreement and alignment needed to progress ideas to their fullest potential.

We make strategy real

We know what it takes to get teams inspired by new strategic plans, and how to make them stick for long term success.

Helping you to move further, faster...

Firing up bigger growth

Reaching new audiences and super-charging marketing plans

Generating fresher ideas

Ideas that stand out rather than 'recycling the same old stuff'

Re-energising businesses

Refreshing what brands stand for and how they come to life

Walking the talk

Inspiring your people to think and act differently, to get them where they need to go

Making it matter

Defining the business ambition and necessary values to galvanise your people

Changing direction and plotting a course

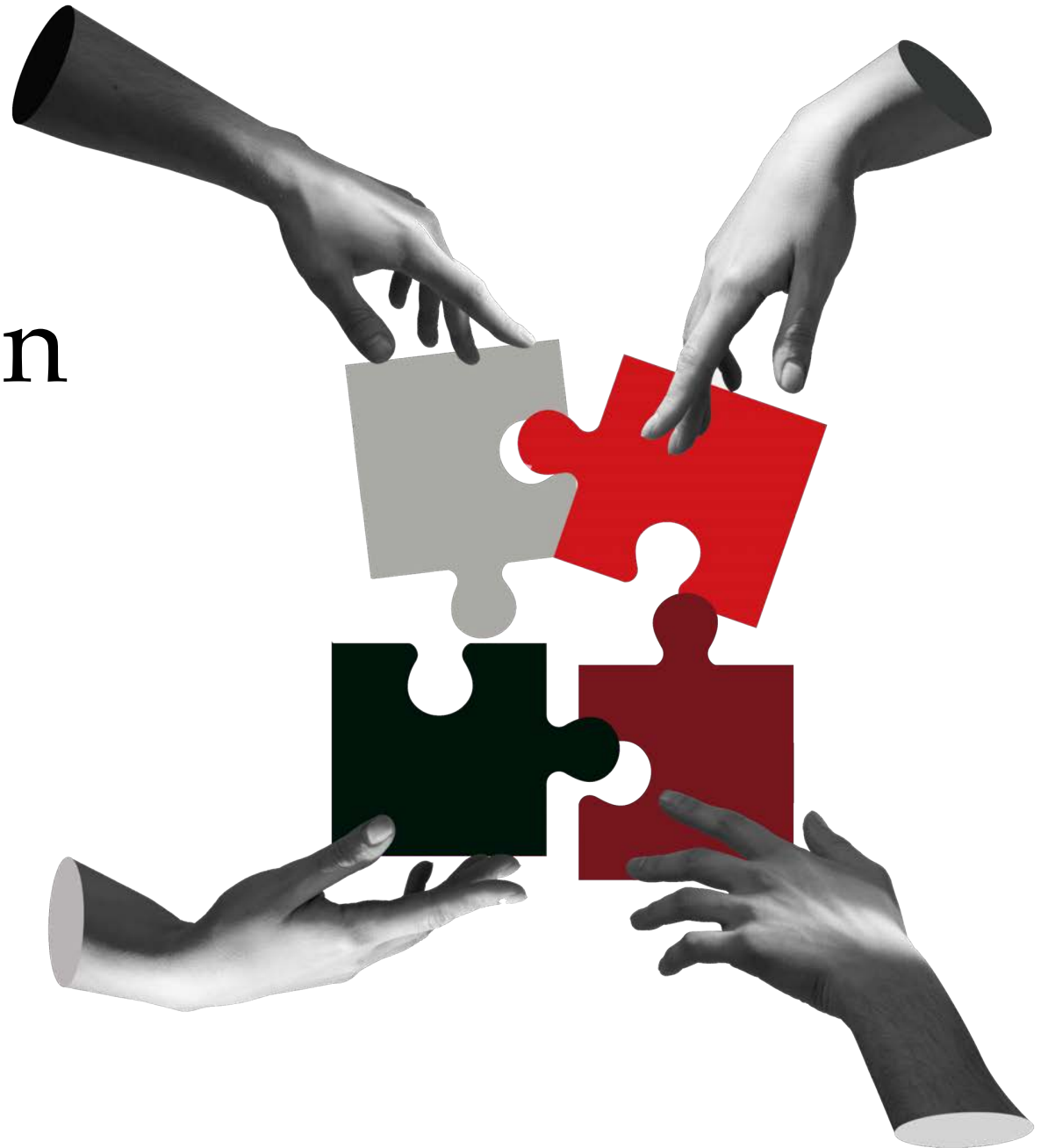
Helping you rethink your strategic plan, and understanding what it will take to get there

Strategies without conviction go nowhere.

Very often a new strategy fails, not because it isn't good, but because the right people aren't passionate enough about it to make real progress happen.

That's why so much of our work is through facilitation. It fosters change. It helps break out of performance patterns. It creates ownership.

Our ambition is to leave your team 'Hunting as a Pack'... ready and able to take on their challenge and champion that change together.



Who we've helped recently.



FOUR SEASONS

KraftHeinz

LVMH
MOËT HENNESSY · LOUIS VUITTON



BLUE BOTTLE
COFFEE



Johnson & Johnson



CAMPARI



Progress. Momentum. Lasting change.

“eatbigfish is like a really good shot of adrenaline that goes right through the team that’s working on the project, and then through the whole organisation. They’re very good at pushing people to imagine a different kind of world”

**Graham Bednash,
Former UK Director of
Customer Marketing,
Google**

“It’s helped us get clarity on what is it that makes KFC truly KFC, how to double up on that distinctiveness and then do that in surprising ways.”

**Monica Pool, Director
of People
Transformation
KFC UK and Ireland**

“I don’t think we’d be here today, in the same condition, growing as fast as we were, if we hadn’t done that work a decade ago”

**Rob DeMartini,
Former CEO New
Balance**

“The ideas came from our people, the heartbeat of the company... eatbigfish were experts in the field but humble in the way they ensured the process worked for the Tele2 culture ”

**Allison Kirkby, Former
President and Group
CEO, Tele2**

Reasons people have called us:

Activation

Getting noticed

Rescue. “Our brand is in decline. We need to turn things around”

Re-energize.

“How can we reinvigorate our brand and bring it to life in a way that stands out?”

Reset.

“We are in a crowded, stale category - how do we move things forward?”

Innovation

Finding fresh ideas

Unlock new opportunities.

“How do we unlock a Challenger Mindset in innovation and break out of the same old thinking?”

Ignite an Innovation Mindset.

“We need to inspire a culture of innovation and wider possibilities”

External

Internal

Culture

Walking the talk

Values that fuel progress.

“We want to get our people aligned behind the right behaviours that make the most impact for the business”

Be More Challenger.

“Our people our stuck in traditional thinking. We want to help them adopt more of a Challenger Mindset”

Strategy

Bolder Choices

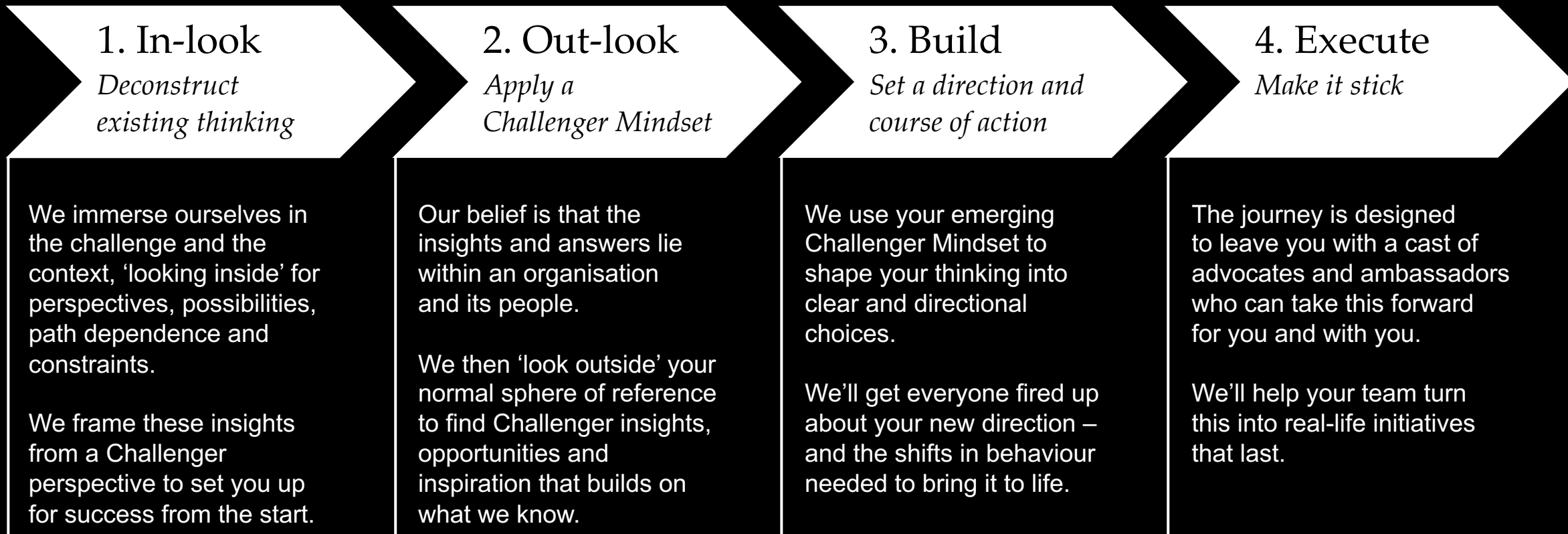
Purposeful progress. “We need to drive meaningful change across the organisation”

Global Vision with Local Impact. “We need a global strategy with local buy-in”

Reclaiming our position. “We need to stay ahead or regain our position in the market: the thinking that got us here, won’t get us there”

How we do this with you.

Every project is different, but our work with clients consists of the same series of steps, developed over our 20+ years of continuous learning and challenge. We might help you experience them all in a day, or we may coach you through them over a longer period of time.



We're not for everyone.

We won't tell you what to do

We won't come up with an answer for you. That's because we know that the brilliance you need is already in your people. We'll help you spot it, nurture it, sharpen it. (And give you the confidence and conviction to go for it.)

We won't do creative

We're not graphic designers, film-makers, copywriters or social media managers. It's better if you or your agencies do that. (We highly recommend involving your creative partners in our processes, though.)

We're not a research agency

We won't tell you what your customers think (or ask them what the answer is), but we will help you look at your data and insights with a different perspective.

*We won't win you awards**

We're not about helping you win industry gongs. We're about getting you real results with customers. (*Actually, we might. But not, you know, deliberately.)

We are small and specialised

We deliberately keep our team tight-knit – you'll work with the same experienced team throughout. But it does mean we get booked up.

This is serious business, but it doesn't have to feel like it...

A year later, we still say to each other "it's good, but would it pass the eatbigfish test?".

You made the work we thought was going to be really hard feel easy.

eatbigfish gave us the confidence and the conviction to believe in ourselves more, to make bolder choices.

I've never been in a process quite like it: you all radiated energy, were incredibly supportive – and challenged us to go further than we ever have before. If I'm honest, I thought it was going to be intimidating. It wasn't, it was empowering – and fun.

You were brilliant at noticing the seeds of promising ideas and pushing us to develop them. Who knew we had that in us?!

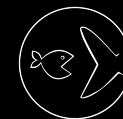
Hands-down the best [process] I've been through, and I honestly don't think I've ever worked on something like this where four strong ideas have emerged, let alone one super strong idea that is so unifying for a team...kudos of course to the team, but only possible with your facilitation and expertise.

You never explicitly told us to 'be bold' or 'be brave' – but that's exactly what has happened. Six months on, we still feel the positive effects of working with you guys in almost every meeting we have.

Are you ready to be
more Challenger?



hello@eatbigfish.com



www.eatbigfish.com