



The Brainshoring approach: Intake, Execution & Handover

At the heart of Brainshoring is the full-process system. While other forms of service outsourcing are directed by client instructions and focus entirely on execution, brainshoring takes on all steps of a solution from the posing of the question itself to packaging curation and follow-through:

1 INTAKE

Brainshoring is characterized by the special emphasis it places on this step ensuring that correct data is captured and leveraged, expectations are aligned, and results are oriented towards addressing the core of the question.

A specialist who will build an execution strategy from the bottom up leveraging their expertise, skills, and tools. Furthermore, a brainshore specialist will even challenge the question itself if it doesn't properly address the problem. By integrating with the clients team in a retainer model, a brainshore specialist learns what to prioritize and how to direct the question, saving precious time in expectations alignment and scoping calls.

2 EXECUTION

Brainshoring brings to bear a multitude of tools and approaches to resolve a problem and is not limited to a standard set. This is what distinguishes actual problem solving from request fulfillment. By tailoring a research approach to each specific request, brainshoring addresses the core question. Thanks to the live and personalised nature of Brainshoring work, the approach can be adjusted on the fly to adapt to new information as it is discovered. Adapting to the client's workflow with regular updates and interim findings helps to keep the project on track.

3 HANDOVER

In order for data to achieve its full potential it needs to be packaged and delivered appropriately for its intended consumer. This can mean adapting a specific formatting style in a spreadsheet package or developing an entire storyline in the correct corporate language for a presentation. In a retainer based relationship the Brainshoring specialist learns and adapts to the client's language format requirements so that clients receive the completed product with no need for further packaging work on their end.

Key Success Factors



LOCATION: Identifying locations with high quality talent and low costs in similar timezones as target markets is crucial to attracting and keeping new clients while still offering the live service which characterizes Brainshoring



PEOPLE: Hire smart people who are capable of out-of-the-box thinking and with great communication skills and support them with continuous training and on the job education opportunities



INFRASTRUCTURE: Set up processes, support functions, and acquire the tools and technology allowing to scale at constant quality levels