

PRODUCT MINDSET: THE BUSINESS SKILLS HOUR

- Richard Maun



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Learning Together Online

Resource Guide

About Richard Maun

Richard Maun is an international executive development specialist, with over 20 years of organisational experience. He has senior level management experience, published six business and career books and has developed large and small organisations.

His approach combines Transactional Analysis and Lean Thinking with his broad knowledge of business excellence.

Richard also has Recognised Teacher status at Cranfield University, where he teaches business skills to MSc and Doctoral students.

He also hosts the weekly Business Life show on Future Radio.



Richard Maun

Event Details

In this hour...

We will talk about the benefit of turning services into products. People like to buy products as they have a tangible quality to them that makes it easier to make a purchasing decision. We will explore how a product-centred approach adds value and allows us to wrap up services into an attractive package.

There will be 3 top tips and a story about how a product approach increased sales in a real service business.

A packed hour that could really help your business!



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