# Getting started with Blueprinting

## What's next after a public workshop?

After you attend a New Product Blueprinting public workshop, consider three ways to put what you've learned into practice:

- **Individual Skills**: Gain amazing B2B customer insight skills for life
- **Project Success**: Work with your team on an exciting new product
- **Business Growth**: Drive organic growth with market-facing innovation

# Individual Skills

Only ~20% of your Blueprinting skills are attained during the workshop, with the rest occurring *afterward*. So you'll need to work with a team on a real Blueprinting project (next section). Still, there's much you can do personally to become a master of B2B customer insight… a career "door-opener" in an age when so few B2B companies have these skills.

**1. E-learning modules**: At www.blueprintingcenter.com, you'll find 31 e-learning modules—each 15-30 minutes in length—for a solid foundation that few B2B professionals have today.

**2. BlueHelp® Knowledge Center**: Also found at www.blueprintingcenter.com is this repository with over 200 articles. As you get started, pay particular attention to…

- Convincing customers to be interviewed
- How to conduct a Discovery interview
- How to probe during customer interviews

**3. Monday Master Classes**: Join Dan & Scott twice a month for a 30-minute "deep-dive" into a Blueprinting topic. Find future sessions and recordings at www.blueprintingmmc.com.

**4. AIM Insights**: Check out e-books, white papers, research reports, articles and blogs at www.b2binnovation.com. If your team plans to conduct web-conference-based interviews, download the *Virtual VOC* white paper at www.virtualvoc.com.

**5. Certification**: COMING SOON: Set yourself apart by attaining *Blueprinting Practitioner Certification* and then *Blue Belt Certification*. The Home Page at www.blueprintingcenter.com lets you track your progress on interviews, e-learning, and exams:

# Project Success

When you use New Product Blueprinting with one of your projects, you significantly boost your likelihood of new-product success *and* your team members gain new customer insight skills for all future projects. Here's how the most successful teams do this:

**1. Pick a project**: Don't make extra work for yourself: Find a new-product project you were going to do *anyway*; then do it better with Blueprinting. For project scoping advice, see the BlueHelp article, How to select your target market segment at www.blueprintingcenter.com.

**2. Get coaching**: An AIM Coach can join your team's normal web-conferences for in-team coaching. See all the ways he or she can help your project move faster with higher quality at www.blueprintingcoaching.com.  *And* they'll ensure your team members gain top-flight skills in Blueprinter® software, probing, data analytics, Market Case composition and more.

**3. Get your team trained**: Need more team members trained? Send them to the next public workshop (dates at www.blueprintingworkshop.com). Check out 3 public training options —Trial, Individual, and Team—in the columns below at www.blueprintingtraining.com.

|  | **Trial** | **Individual** | **Team** | **Business** | **Hi-Growth** |
|---|---|---|---|---|---|
|  | The fast, low-cost way to check out Blueprinting. If you like what you see, just upgrade to the *Individual* plan after the workshop. | Provides one person with access to *all* Blueprinting resources… so they can build their personal interviewing skills. | For 1-2 project teams from a small company… or for a large company wishing to pilot Blueprinting with 1-2 real projects. | *Most popular plan:* For the business ready to apply Blueprinting to 3 or more real projects *and* change its innovation culture. | Like the *Business* plan… except AIM works closely with your executive team. Best when mediocre growth is *not* an option. |
|  | REGISTER | CONTACT US | CALCULATE COST / GET STARTED | CALCULATE COST / GET STARTED | CALCULATE COST / GET STARTED |
| Virtual workshop type | Public (Virtual only) | Public (Virtual only) | Public (Virtual only) | Private (Virtual or in-person) | Private (Virtual or in-person) |
| First year costs — After the first year, the only ongoing cost is Blueprinter® software at $30/person/mo.* | $395/person | $1390/person | $1,390/person +$4,200/team | $18,000 +$995/person +$4,200/team | $45,000 +$995/person +$4,200/team |
| Blueprinting Center — BlueTools®, BlueHelp® and other resources | 30 Days | Lifetime | Lifetime | Lifetime | Lifetime |
| Blueprinter® software | 30 Days | 12 months | 12 months | 12 months | 12 months |
| eLearning Course — 31 in-depth, self-paced e-modules | 30 Days | 12 months | 12 months | 12 months | 12 months |
| Virtual workshop (2 half-days) — Covers Blueprinting Steps 1-3 with heavy focus on Discovery interviews | ✔ | ✔ | ✔ | ✔ | ✔ |
| Monday Master Classes — Two-per-month open web-conferences with Dan Adams & Scott Burleson" | — | ✔ | ✔ | ✔ | ✔ |
| Eligible for Practitioner certification | — | — | ✔ | ✔ | ✔ |
| Eligible for Blue Belt certification | — | — | ✔ | ✔ | ✔ |

# Business Growth

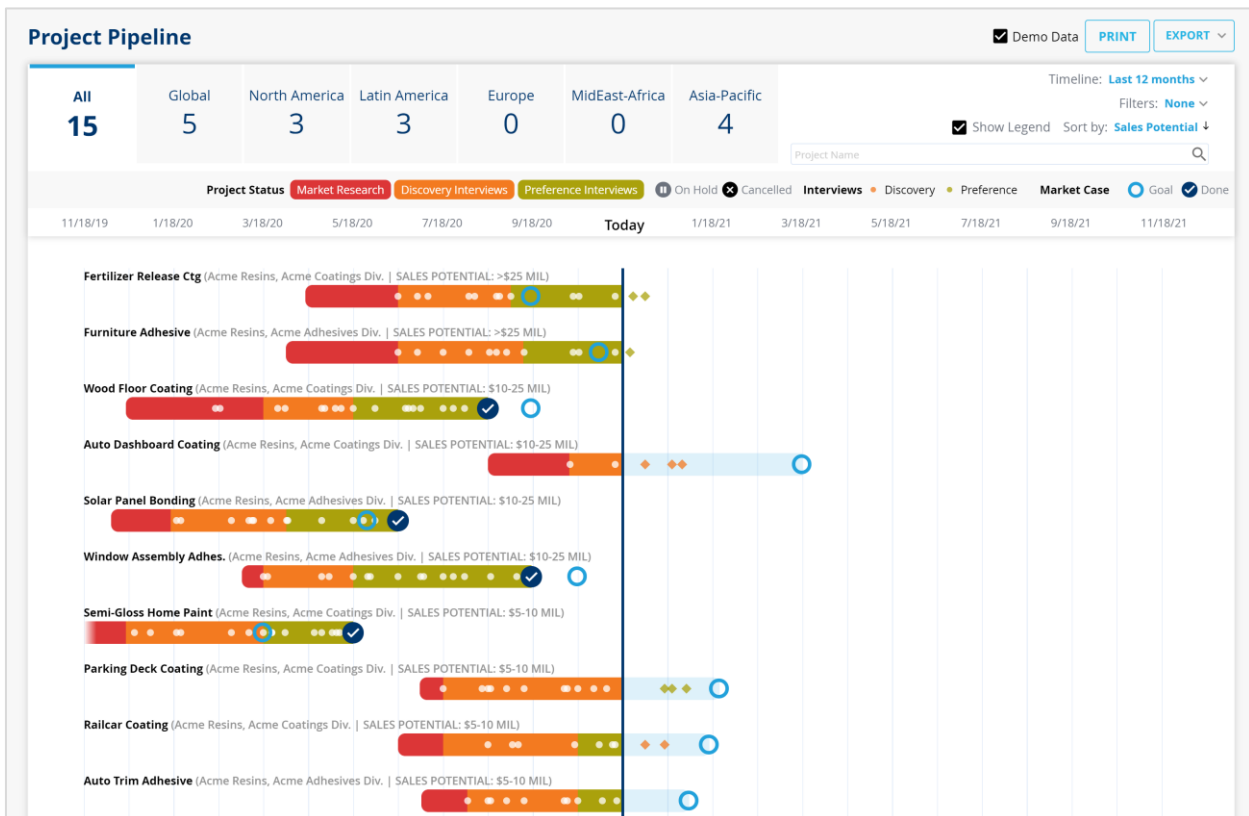"Maximize shareholder wealth" is a lovely result, but a lousy goal. A better goal is, "Understand and meet customer needs better than others." The path to rapid, profitable, sustainable growth for B2B companies today is focusing intently on the "understand" part. Here's how Blueprinting can help:

**1. Create a new mindset**: Beginning with your leaders, a new way of thinking is needed. Sign up to receive a new (free) 2-minute video each week at Leader's Guide Video Series. Or read the same 30 lessons in the e-book, Leader's Guide to B2B Organic Growth.

**2. Broader training**: After you gain confidence with Blueprinting on one or two projects, think about broader training for your business. Check out the "Business" training plan in the matrix at the bottom of www.blueprintingtraining.com.

**3. Executive Dashboard**: Your executives can now view an entire portfolio of Blueprinting projects with this Dashboard… at no extra cost. To learn more, visit these BlueHelp articles:

- Blueprinting Executive Dashboard Overview
- How to set up your Executive Dashboard



To learn more or discuss any of these options…    **CONTACT US**