Hi. Right we've got our first meeting, our M1 where the IE has sat down with a client and understood their challenges and just had a good meeting and said he wants to think about it and with some thoughts come back from M2. So we're now going to address what happens between the first meeting and the second meeting and what happens of the second meeting.

So first of all, after coming out of the M1, the first meeting. It's a matter of sitting down with the researcher, the TPD if they're there, other IE's and with the mentors from 00:47 . And at that time, the person who's at the meeting or the people at that M1 meeting outline what is the company challenges are and they're discussed and looked at and understood in detail. What we're doing in this process leading up to M2 is we're going to go back at the M2 meeting with two or three options to co-create a final solution, final proposal with the person that is going to be on our sponsor going into the organisation.

So in this pre-working period, what are the problems and then we look at the different areas of those problems and we categorise them. What are the problems we can't help with and what are the problems we can help with and within those ones that we can help with, what are some of the ways we can assist this person realise their dream.And that's discussed in workshop and talked through and if needs be the IE can go back to the person and ask further questions if they need clarification and then you're ready to have the M2.

So the other thing that happen s in this person is that we're looking at the problem, we also use our artificial intelligence to give us some consumer insights. So so far we've got their challenges that are being articulated by the person we've met but not necessarily how the consumers are viewing the company and the issues. SWo we engage with our AI supplier, significant systems and use what's called a single narrative to actually ask questions and get deep research coming out as to customer market insights coming through.

So when we go back to M2, we have digested the prolmen, we've separated it into those we can and can't solve. The ones we can't solve, we'd give recommendations. Once we can solve, we'd say we'd like to talk to you about some alternative option as to ways of solving these problems.

Now we do not go back with a major presentation. We do not go back with powerpoints because the moment our powerpoints, people look at the powerpoints as opposed to interact and work together. What we do seek to do is to work on a whiteboard.

Now if we are operating in remote mode then we use remote share white board creation software. So the idea is to go back and work through these issues so they are co-created. So as you put in the options, the IE is actually getting feedback and manipulating it as we go forward.

So in the M2 okay always start with an agenda.

I want to talk to you about the problems

I want to talk about some of our options.

I want to work together on those options with you and then let's work out next steps.

Go in, you start working with these options. Now in this one you want the client to change what they're doing, to put their fingerprint, to own it. To respond to the AI input we have so they're starting to open up their thinking and start to trust as we work together with the solution. remember the presumptive close we're presumingf we're working with them. We are now actually working with them. The reason for that, at the end of the M2 is that we're ready for the M3 and the M3 will be the pitch. But it'll be a pitch that's been co-created by the client and us going forward which will present to the next M3 meeting.