

## Where will you go on your Discovery Dive?

**Discovery Dives** are intense, interactive, one-day experiences where Celent experts take you and your colleagues through a series of exercises designed to build a deeper understanding of a topic of your choosing. The goal is to quickly provide you with actionable, real-world advice.

### How does it work?

Our analysts are recognized thought leaders and experts in the industry. We have an unparalleled understanding of the complex ecosystem that is the financial services industry. We use that knowledge to delve into your topic of choice, and help you hone your strategies. We bring an objective voice and serve as an active facilitator to ensure that your team remains on track and on target. We will push you out of your comfort zone, in the best possible way.

Sound daunting? It is. But we've conducted dozens of these sessions, and the dominant reaction is, *"We wish we had done this sooner!"*

### What's the agenda?

That's up to you. In advance of our session, a detailed agenda is created to ensure that your specific concerns are addressed.

#### REAL-WORLD EXAMPLES

FOCUS	DESCRIPTION	OUTCOME
<b>Project Prioritization</b>	We help you decide which projects deserve immediate attention (and which ones should be postponed).	A clear idea of how to maximize finite IT budgets and prioritize customer needs
<b>Strategy Review</b>	We review and vet your current strategic plan	A refined plan that incorporates newly gained insights
<b>Trends Presentation / Discussion</b>	We present our take on the latest industry trends	A better understanding of the current market and competitive landscape
<b>New Product Development</b>	We facilitate a brainstorming session to help identify promising new products and lines of business	A number of fresh ideas for potential new revenue streams for your organization

### When and where do Discovery Dives take place?

Anytime, anywhere. With our global presence, **Discovery Dives** can take place at a time and location that is convenient for you—whether it's the comfort of your office or at one of our global locations.

### Who should participate?

We recommend keeping the group small (5-7 people). While we can identify the right Celent analyst for you, you should ensure that the key stakeholders for your project/group are in attendance.

### Ready to take the plunge?

To set up your **Discovery Dive**, contact your account manager or send an email to [info@celent.com](mailto:info@celent.com).