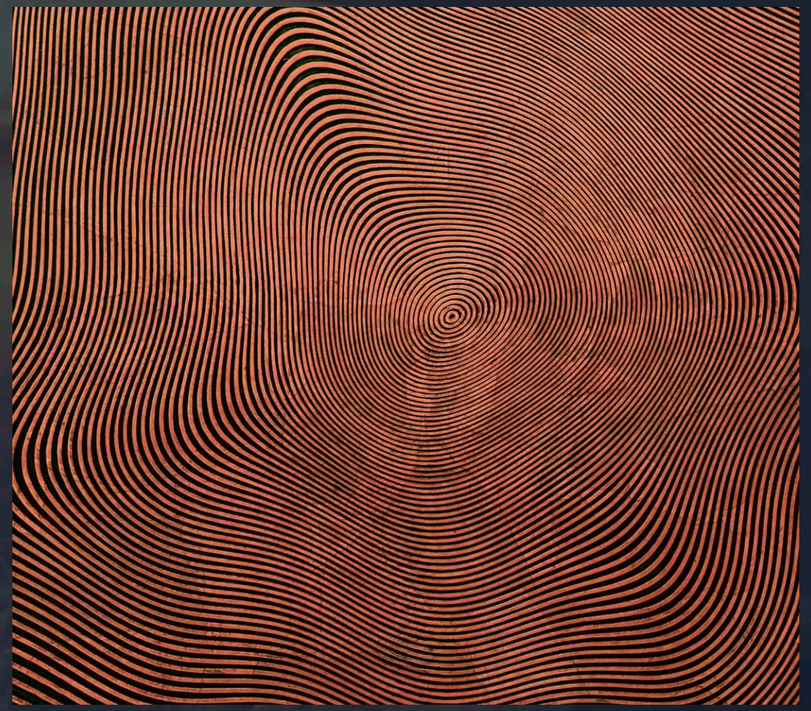
said & done

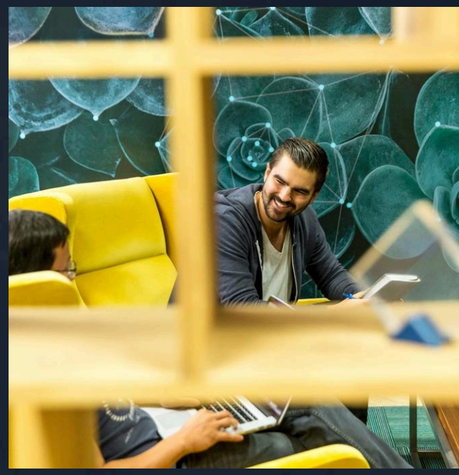
Uncover your *distinctive IP*

How expert organisations build authority – and get chosen













“In order to be irreplaceable one must always be different.”

– Coco Chanel

The world of expertise is saturated. Your audience is overwhelmed by choice. Which consulting firm to hire? Which leadership network to join? Which think tank to fund?

Yet most expert organisations think the answer lies in more content, more events, more search results. They ask “how do we get noticed?” without asking “how do we get chosen?”

The risk? Shining an ever brighter spotlight on a brand that doesn’t convince. Because the real challenge isn’t visibility, but separation; being seen as the authority, not just another expert.

That’s where distinctive IP comes in.



What is distinctive IP?

Distinctive IP is your expertise made ownable. It's the thinking, approach or solution only your organisation can claim – made visible enough for your audience to notice, remember and act on.

Whether it's a big idea, a framework, or a process methodology – ***distinctive IP*** connects what you deliver (the service) with what you sell (the brand).

More than anything, ***distinctive IP*** is your positioning at its most graspable. It's the moment your audience realises: "These guys are the real deal".

WHAT IT DOES FOR YOU



Difference
Stand apart at a glance



Memorability
Front of mind when it matters



Credibility
The safe choice, even against bigger names



Value
Harder to compare, easier to price



Referability
Easy to recommend, and to pass on

What are the types of distinctive IP?

We've identified five forms of ***distinctive IP*** that expert organisations can use to make the shift from expert to authority:

1. ***Big idea***
2. ***Ownable framework***
3. ***Signature methodology***
4. ***Productised offering***
5. ***Proprietary data***

Here is an overview of each type – with examples from some of our work:



01. Big idea

Answers

‘What do you believe?’

Best for

Purpose-led organisations, think tanks, membership bodies, firms with a clear point of view

Summary

A unifying thought that brings different elements together – typically focused on a big cause or problem you want to address, and how you believe it should be solved

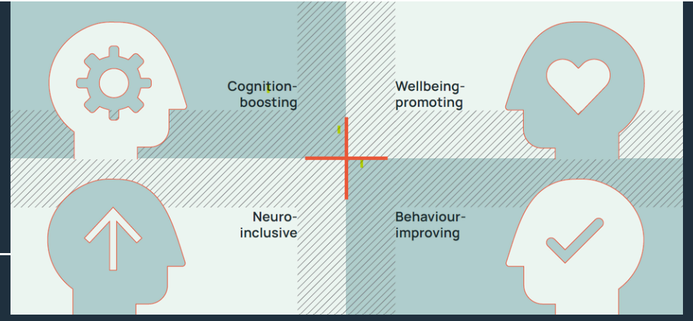


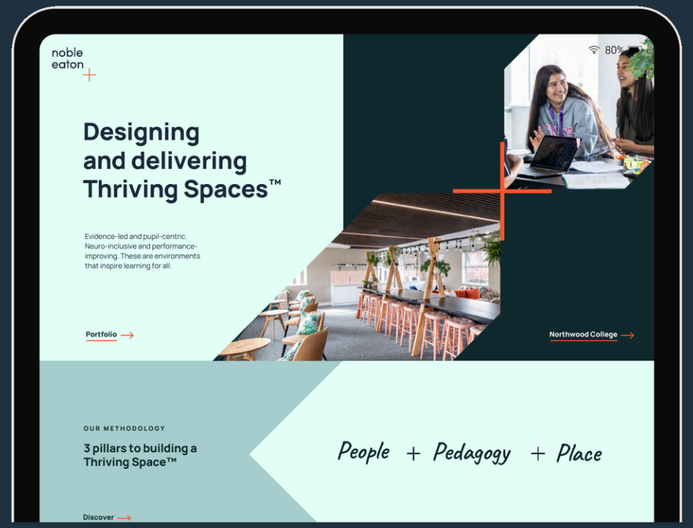
Big idea examples

For ***Noble + Eaton*** (a global design consultancy working in education), we developed *Thriving Spaces* to capture their belief in designing learning spaces that are neuroscience-based and inclusive.

It became the 'container' for their methodology and proprietary research, as well as the focal point for thought leadership events and content marketing.

The result? A single, memorable idea for the sales and marketing team to push out, and prospects to hook onto – with powerful results for the business (more on that later).









02. Ownable framework

Answers

‘How do you see the problem?’

Best for

Consultancies, convening groups,
education businesses

Summary

A set of principles, organising philosophy or breakdown of a problem into constituent parts which provide guidance for an external audience to follow



Ownable framework example

For ***Salzburg Global*** (a global think tank with a rich history), we defined a bold new position – 'The Unconventional Convener' – that they could own amidst some well-known think tanks and convening bodies.

The key to claiming it? Making their unique way of convening visible. We codified it into *The Salzburg Method* – seven principles that capture what makes their sessions different.

The result? A powerful calling card that has helped Salzburg Global secure new institutional partnerships and attract new donors.

Introducing The Salzburg Method

The seven ways our sessions are different...

1. Gathering divergent voices, *not convergent views*
2. Creating magical spaces, *not predictable sessions*
3. Leveling the playing field, *not elevating the 'stars'*
4. Making it relational, *not transactional*
5. Prioritizing in-depth conversations, *not easy answers*
6. Welcoming the unexpected, *not clinging to the script*
7. Inspiring collaborative action, *not just personal reflection*





Dialogue for a *divided world*

03. Signature methodology

Answers

‘How will you get us there?’

Best for

Training providers, advisory firms,
project-based agencies

Summary

A named process that breaks down the journey of a project/service into discrete steps that make sense on their own and as part of a whole



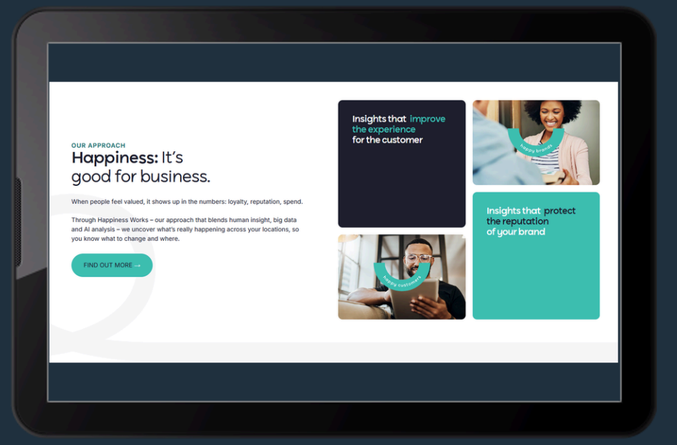
Signature methodology example

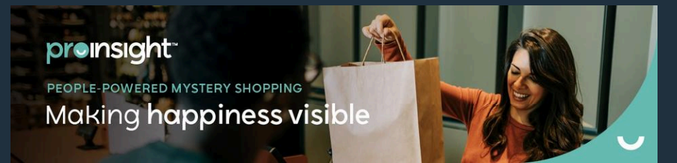
For ***Proinsight*** (a fast-growing consumer research agency), we developed *Happiness Works* – a signature methodology that tapped into their new brand thought (HAPPINESS) and reflected the new positioning we had developed around 'The Human Touch'.

It replaced a capable but unnamed process that looked much like everyone else's – giving their approach a name, a shape and a story of its own.

The result? A methodology that stands out at pitch/proposal stage – and has helped Proinsight convince enterprise clients that they have something special to offer.









04. Productised offering

Answers

‘What exactly can I buy?’

Best for

Service businesses with a repeatable entry point or core service

Summary

A discrete service with a fixed scope and clear price, which can be offered as a standalone ‘product’ or deliverable within a wider offering

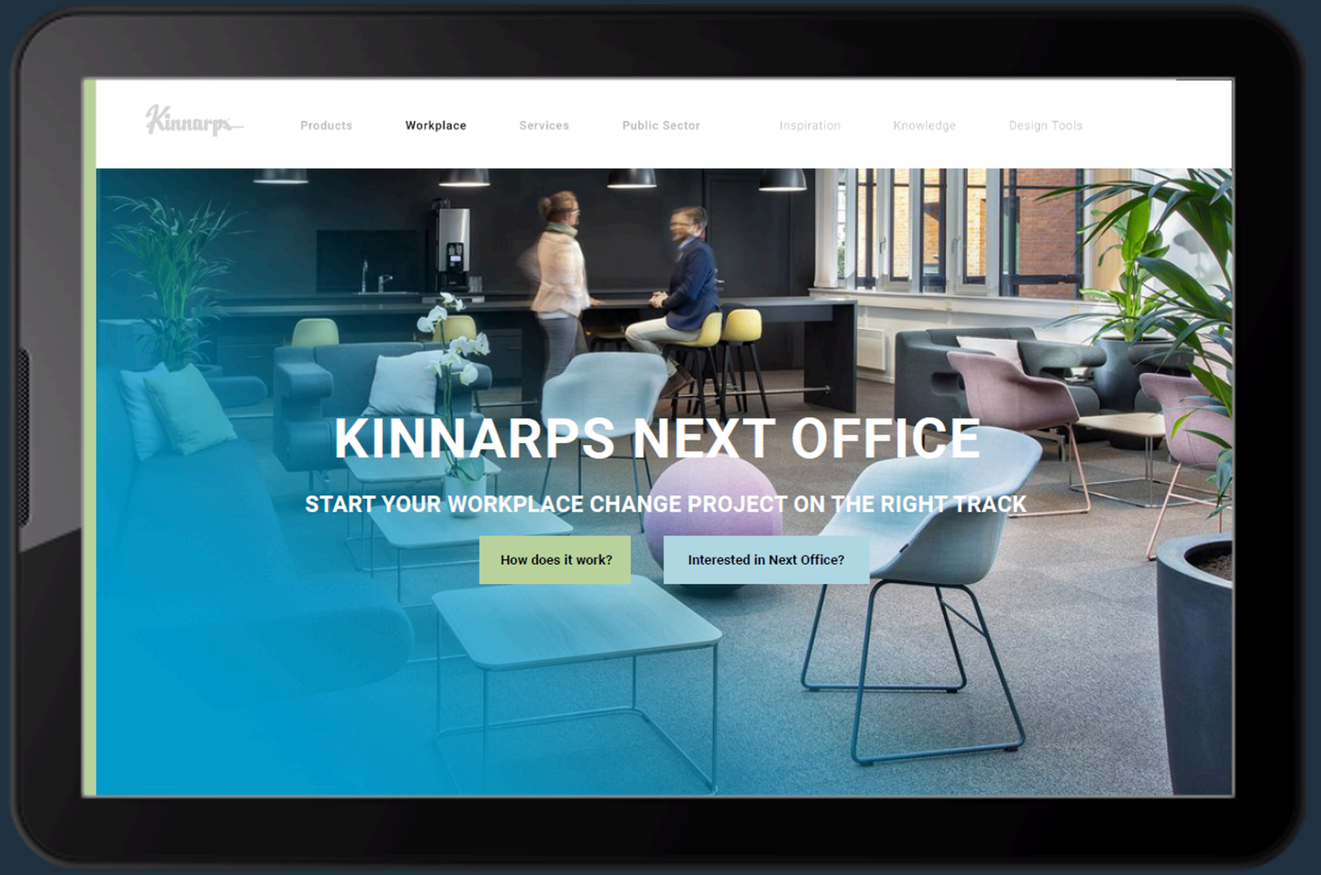


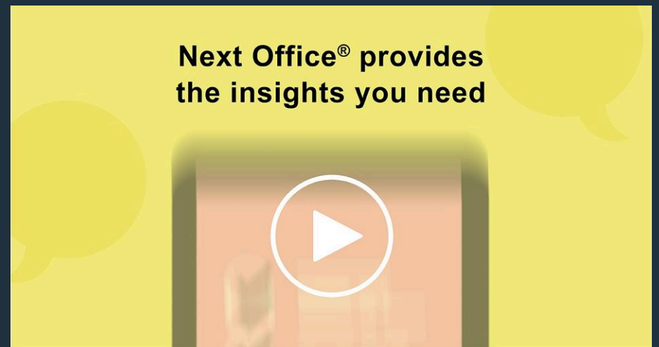
Productised offering example

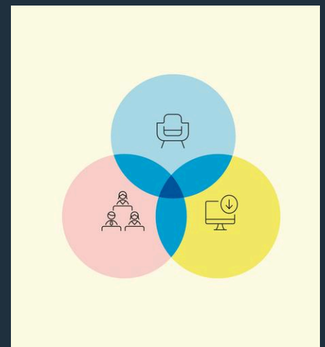
For ***Kinnarps UK*** (a Swedish workplace design consultancy), we helped develop *Next Office* – an entry-point productised offering for organisations starting a workplace change project.

It brought together their proprietary workplace movement data and advisory service into a single named, priced offering – with optional add-ons of furniture solutions made in Sweden.

The result? A tangible product for the marketing team to talk about, and the sales team to lead with – one which immediately brought in new pipeline revenue with blue chip businesses.









05. Proprietary data

Answers

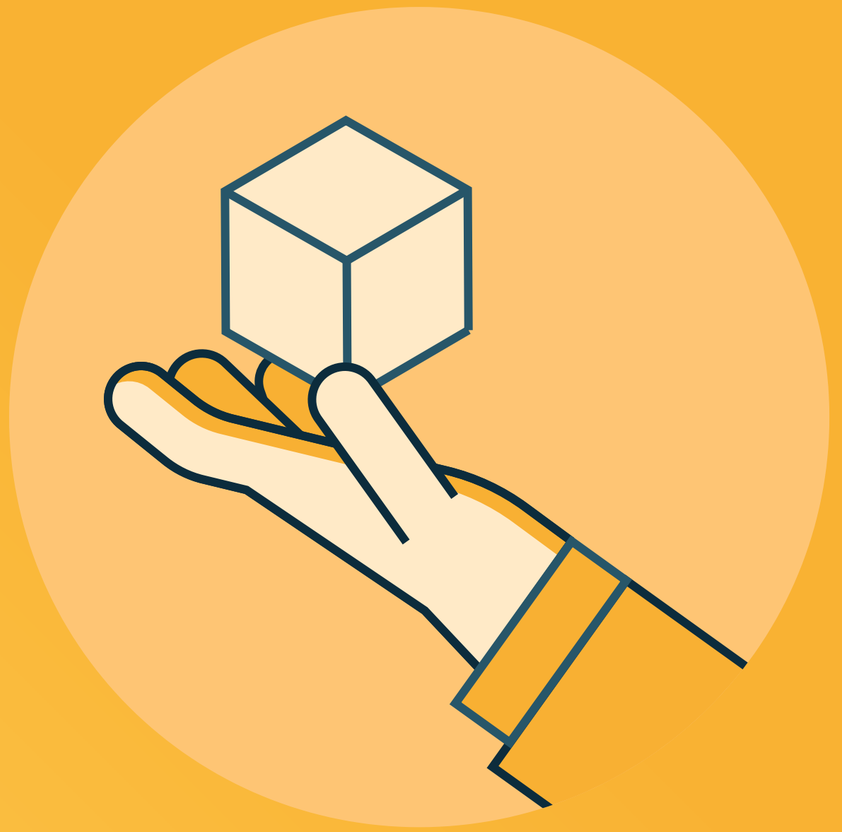
‘What do you know that no one else does?’

Best for

Membership bodies, leadership networks, research firms

Summary

An ongoing or recurring piece of research or data capture that only you have access to, and which adds clear value to your audience

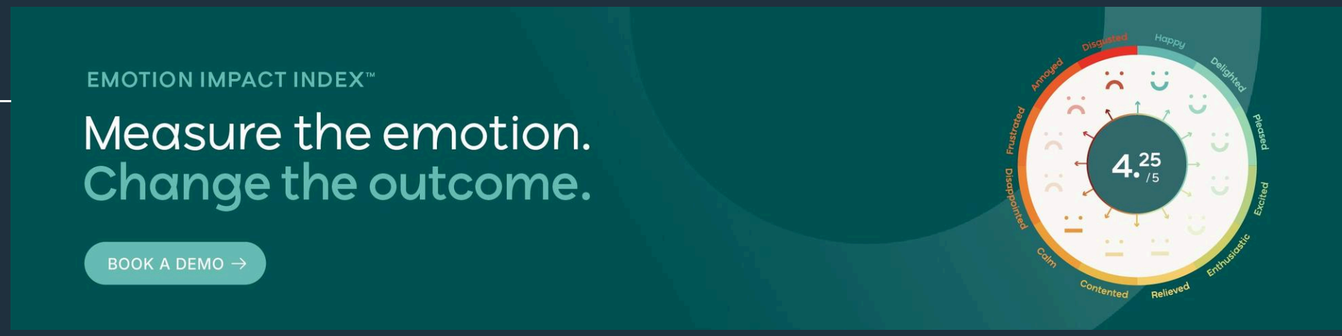


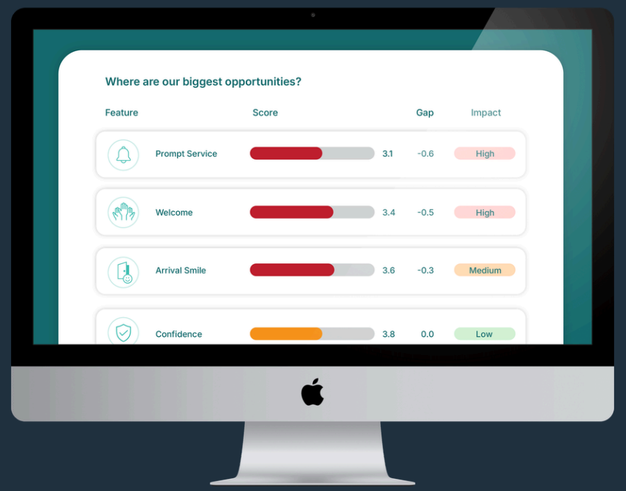
Proprietary data example

For ***Proinsight***, we turned their proprietary mystery shopping dataset into a market-leading diagnostic: the *Emotion Impact Index*.

Working closely with Proinsight and their data science partner, we defined what the offering should be – an interactive, AI-assisted dashboard of benchmarking data – then built the 'packaging' around it (name, proposition and identity) before taking it to market.

The result? The largest dataset on consumer emotion in the CX market – a PR coup for a smaller research firm, and a new lead gen tool for the sales team.



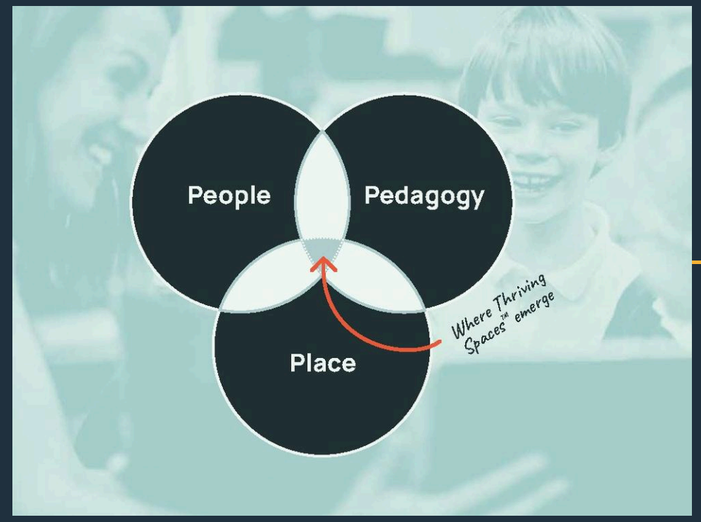




Better together

The strongest brands rarely rely on one type of ***distinctive IP***. They combine several – each doing a different job, all pointing back to the same big idea.

Here's how that came together for ***Noble + Eaton***:



OWNABLE FRAMEWORK

People > Pedagogy > Place

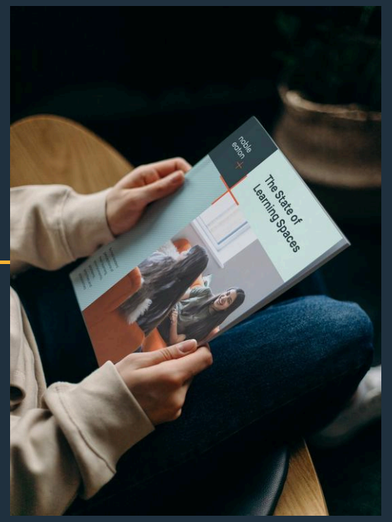
The thinking behind the advisory service – how Thriving Spaces are created



BIG IDEA

Thriving Spaces™

The organising thought for the brand – what holds everything together







PROPRIETARY DATA

The State of Learning Spaces

The primary research and industry benchmark against the Thriving Spaces standard

The impact of distinctive IP

BIG IDEA + OWNABLE FRAMEWORK + PROPRIETARY DATA

Noble + Eaton

The launch of *Thriving Spaces* delivered:

25
new biz leads

120
launch event sign-ups

£12m
new biz pipeline

OWNABLE FRAMEWORK

Salzburg Global

“

The work we did on The Salzburg Method *has finally given us what we always needed – a clear marker of our expertise. It has helped convince a number of heavyweight organisations that we are the right partner for them.*

Thomas Biebl, Salzburg Global

How do you uncover distinctive IP?

Whether you're getting in outside help or going DIY, these steps will give you the best chance of success.

S



Survey

Take an in-depth look at your expertise – everything from behind-the-scenes processes to client-facing delivery.

P



Pinpoint

What's present across all your best work? Which hills are people willing to die on? What do clients value most?

A



Assess

Put the pattern or idea through the 3-question test:

Is it **AUTHENTIC** to the business?

Is it **RELEVANT** to the client?

Is it **DIFFERENT** from the competition?

D



Define

Once it's passed the test, give it the definition it needs – the naming, the packaging, the narrative.

E



Embed

Work out where your ***distinctive IP*** lives – how it fits with your messaging, sales pitch and thought leadership.

Let’s uncover yours

said & done is a brand consultancy for expert organisations – consultancies, membership bodies, leadership networks and think tanks with that something special.

We help them uncover their ***distinctive IP*** and build a brand that claims the unclaimed space.

Curious what’s hiding inside your organisation?

Book a 30-minute conversation



said & done

hello@saidanddone.co.uk

www.saidanddone.co.uk

said & done is a trading name of Alistair Bullen & Associates © said & done 2026