

## **Winner**

### Improving winning chances on a major project

#### Client

##### *rcp Design Global, France*

A global creative strategies consultancy and a design and communication agency

#### Project

Riyadh Metro, Saudi Arabia

Rolling stock international design competition for Riyadh (metro project total estimated value: \$25Billion)

#### Scope

excellenceO2 was engaged by rcp to assist in business development coaching and the non-design related tender process.

### excellenceO2 Contribution

Using its EO2™ winner methodology, excellenceO2 provided guidance to rcp throughout the first phase of the project on a risk-sharing basis. It also assisted in formulating the proposal strategy, provided rcp with country and culture advice, quickly built relevant relationships with decision makers, provided design critique and undertook strategic communication with project owners.

#### Benefits

rcp assimilated and integrated important cultural nuances into the project design which positively impacted their positioning against their competitors

#### Outcome

Established strong relationships with the decision makers that, together with effective proposal coaching, improved rcp's winning chances