

Fast pace of change, intensity of competition and increasing demand by customers require organisations to be innovative and agile

**The
Challenge...**

How can we be
innovative and
win with it?

WINNING ORGANISATIONS ADOPT A DELIBERATE APPROACH TO INNOVATION



 Creative Labs

Google 


CISCO

Customer Insights



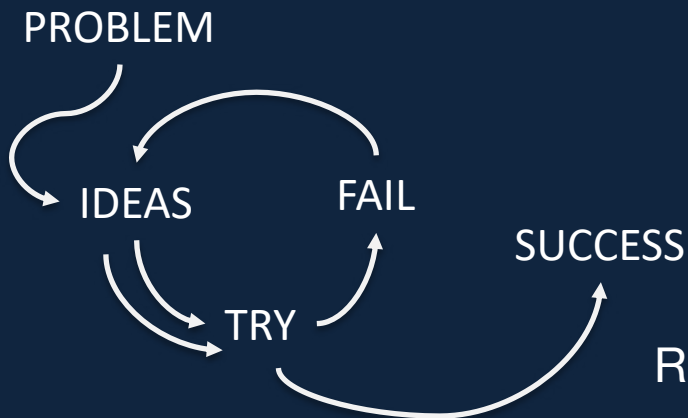
Strategy Management Partners

MAKING STRATEGY HAPPEN

A deliberate approach:

Set up innovation teams!

- Dedicated teams set up outside of the core business to focus on identifying opportunities and generating ideas for business operating models, products, services and/or customer experience.
- Be clear on core assets and capabilities of the organisation as well as the problems are you trying to solve for your customers, partners and/or communities.
- Leverage broader perspective with cross-functional knowledge, deep subject expertise and customer insights through the conceptualization, design, build, experiment and testing of emerging innovations.
- Provide the resources and authority to direct the efforts in a defined time period. Be disciplined!



Remember! “Failure and Innovation are inseparable twins” – Jeff Bezos

Managing Strategy for Impact

Connect with Us to
discuss your strategy
formulation and
execution needs.

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