



TENSEGRITY

Strategic pivoting 202

THE icehouse Webinar

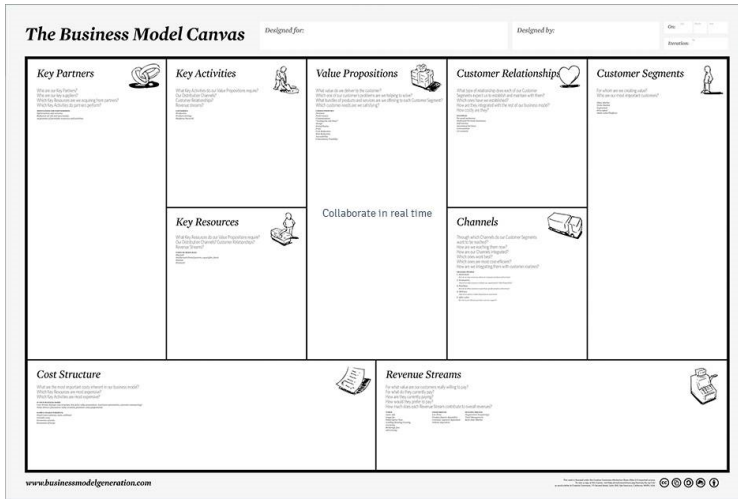
19th May 2020

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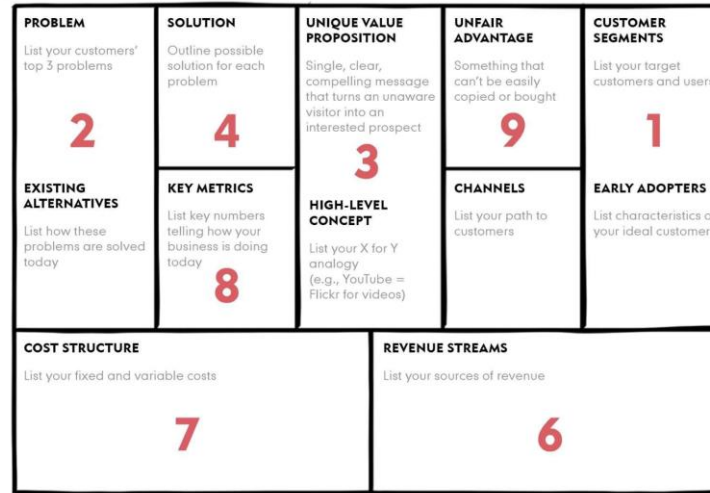


Useful models for Pivoting and Design Thinking

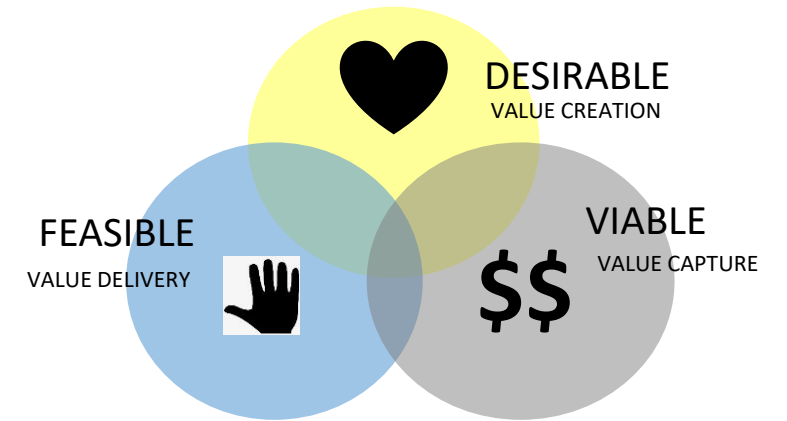
Business Model Canvas – Alexander Osterwalder



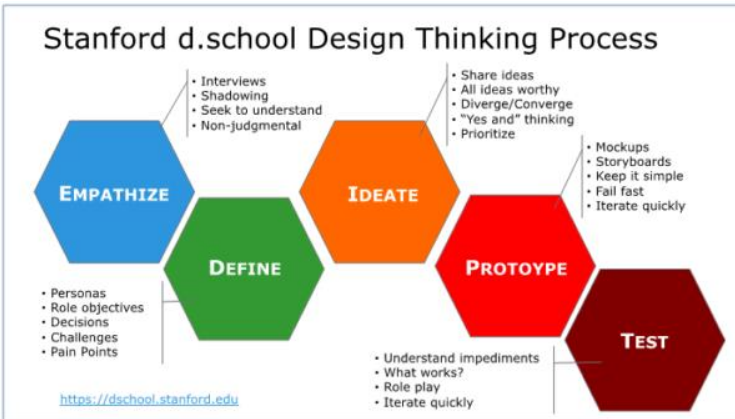
Lean Start Up Canvas – Ash Maurya



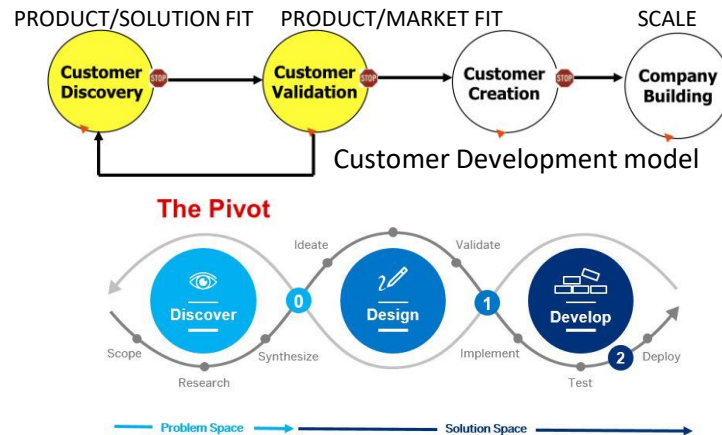
Criteria for Innovation using Design Thinking – Ideo



Design Thinking Process – Stanford d school

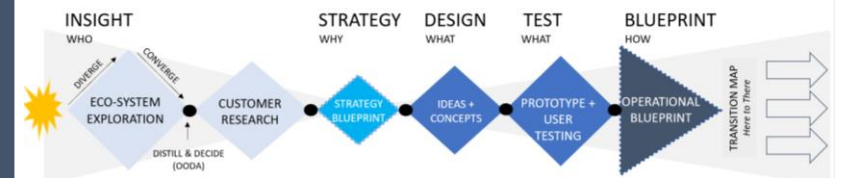


Silicon Valley interpretations – Steve Blank et al



The Tensegrity approach synthesises Design Thinking with Business model Lean Canvas and Start up pivoting methodologies with a Systems lens.

TENSEGRITY 5 STEPS to Architecting your Future Business Model

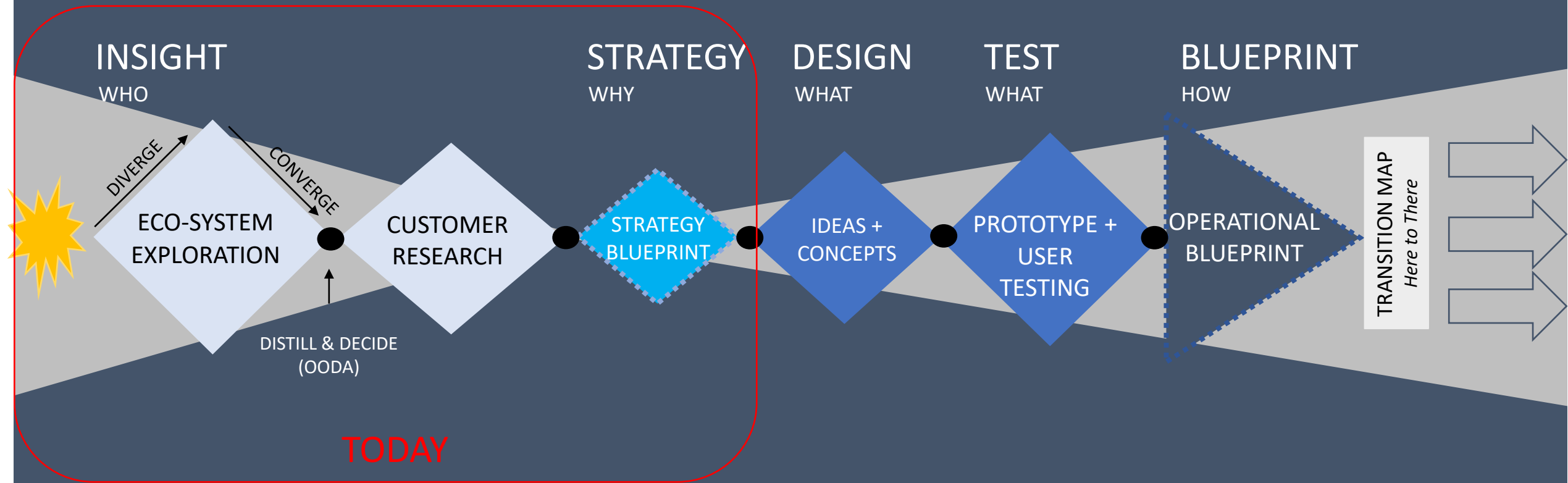


It also picks up Lean Thinking, Porter's Value Chain, Agile, OODA Decisions & Cradle to Cradle principles



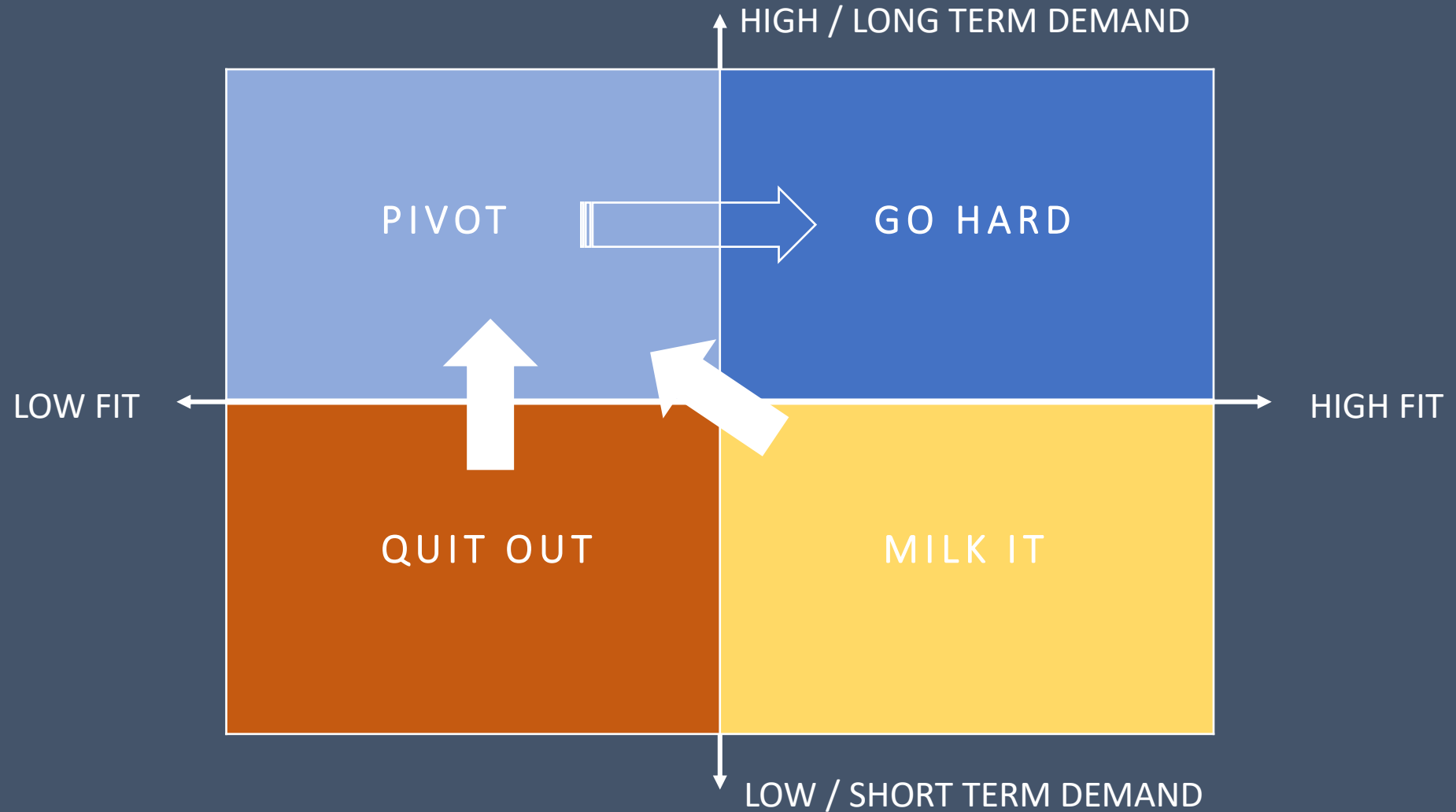
5 STEPS to Architecting your Future Business Model

Unlocking your hidden potential using Design Thinking



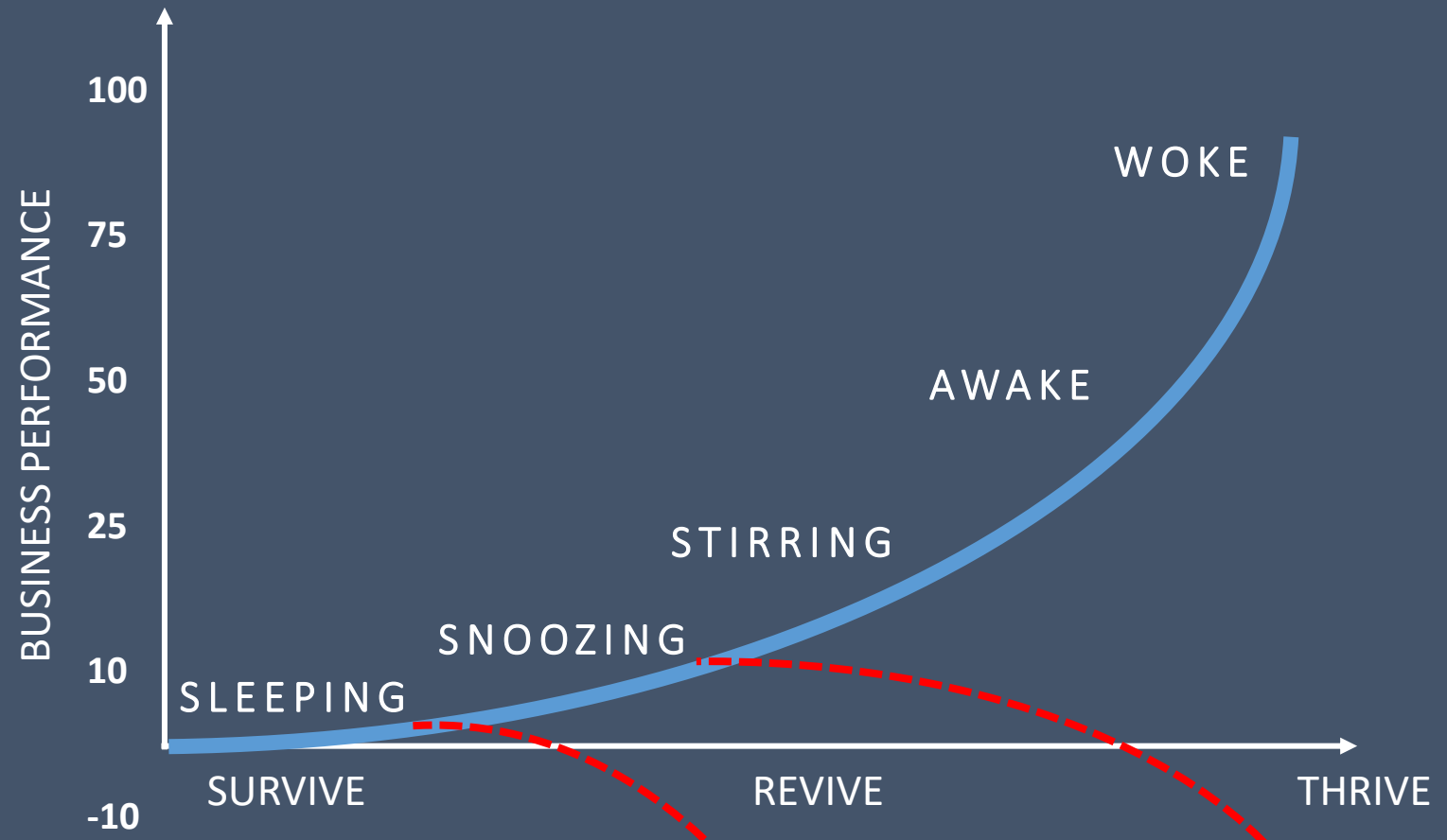


Where are you now?





Where do you want to be?





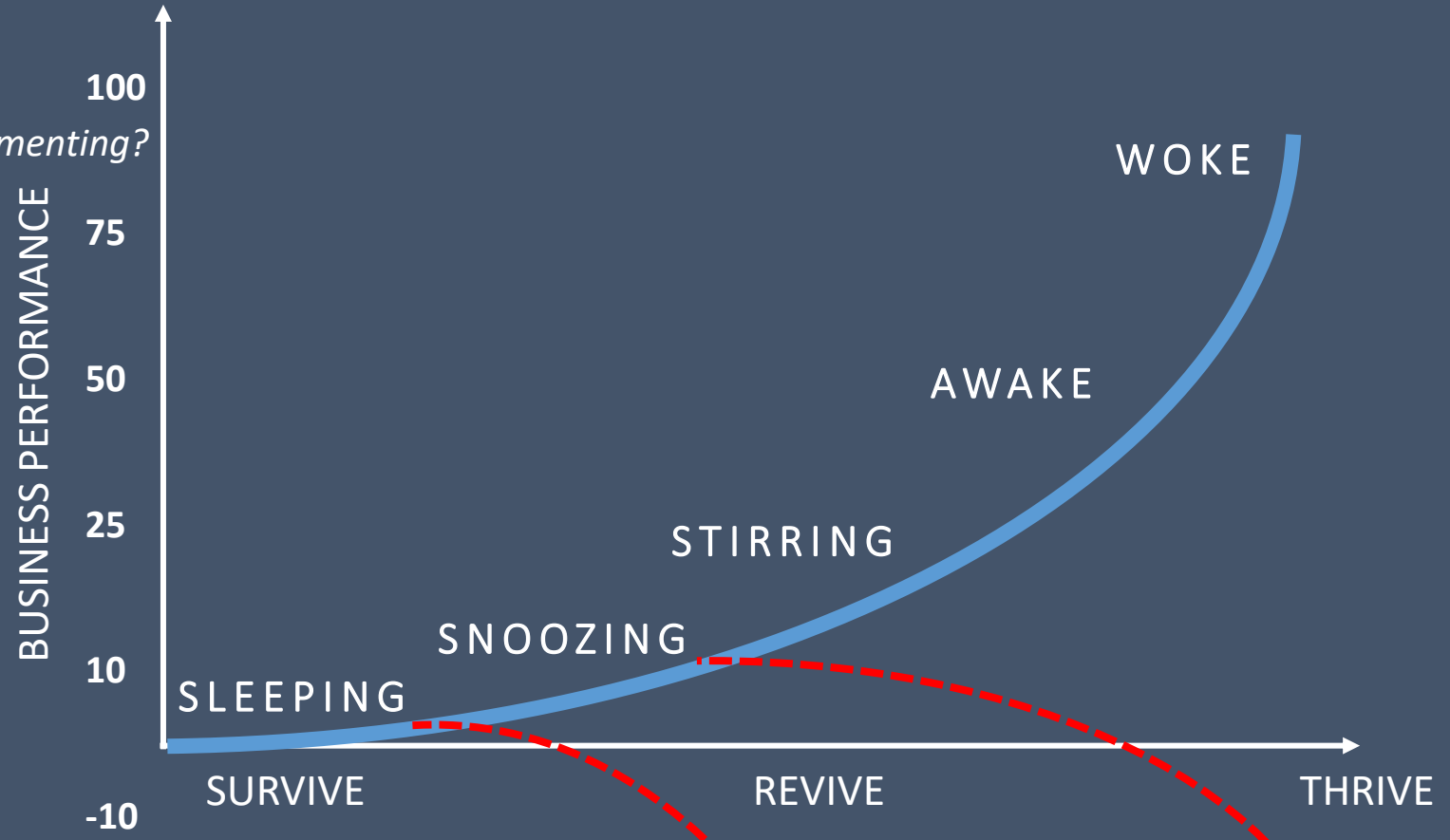
What questions should you ask yourself?

Am I creating a new market paradigm?
 Am I building legacy brand leadership?
 Am I contributing to the wider system?
 Am I continuously exploring and experimenting?

Is the demand sustainable?
 Am I leveraging my secret sauce?
 Do I have strategic competitive advantage?

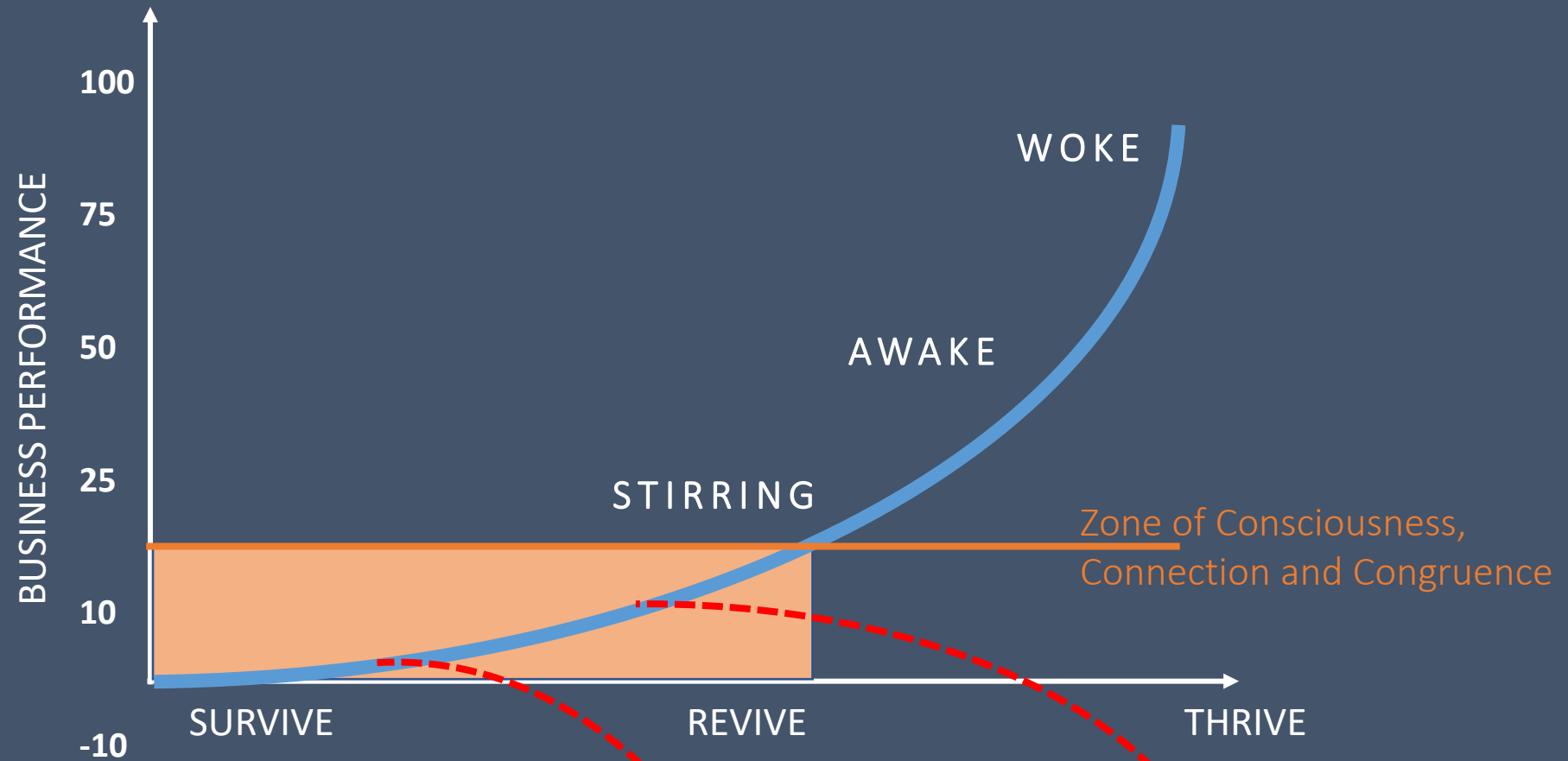
Is it scaleable?
 Can I sustain it operationally?

Where's the demand?
 What's the need?
 Can I build something fast?
 Is it making me money?



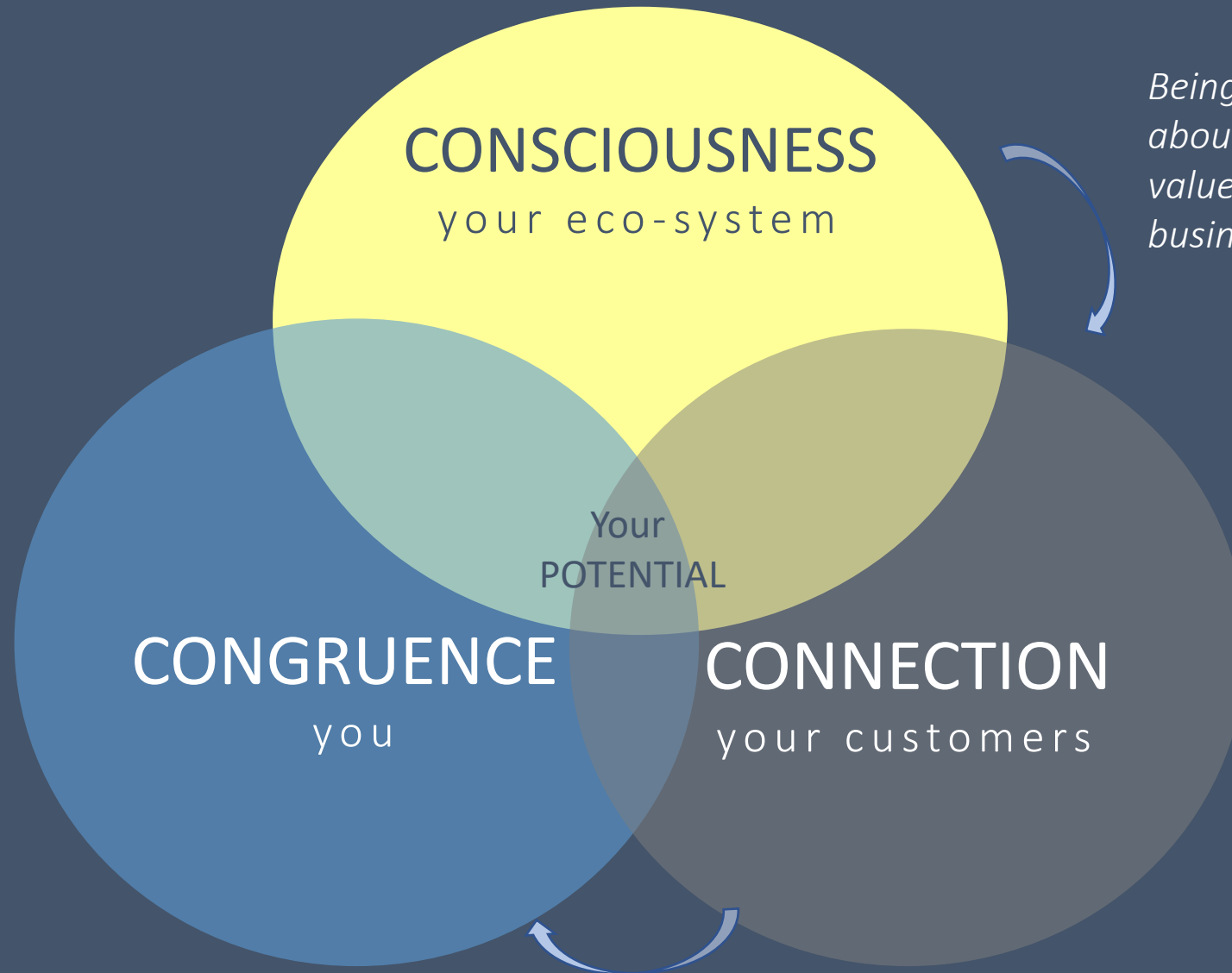


Where do you want to be?





It starts with your WHO



Being actively conscious about where value and value potential is in your business ecosystem

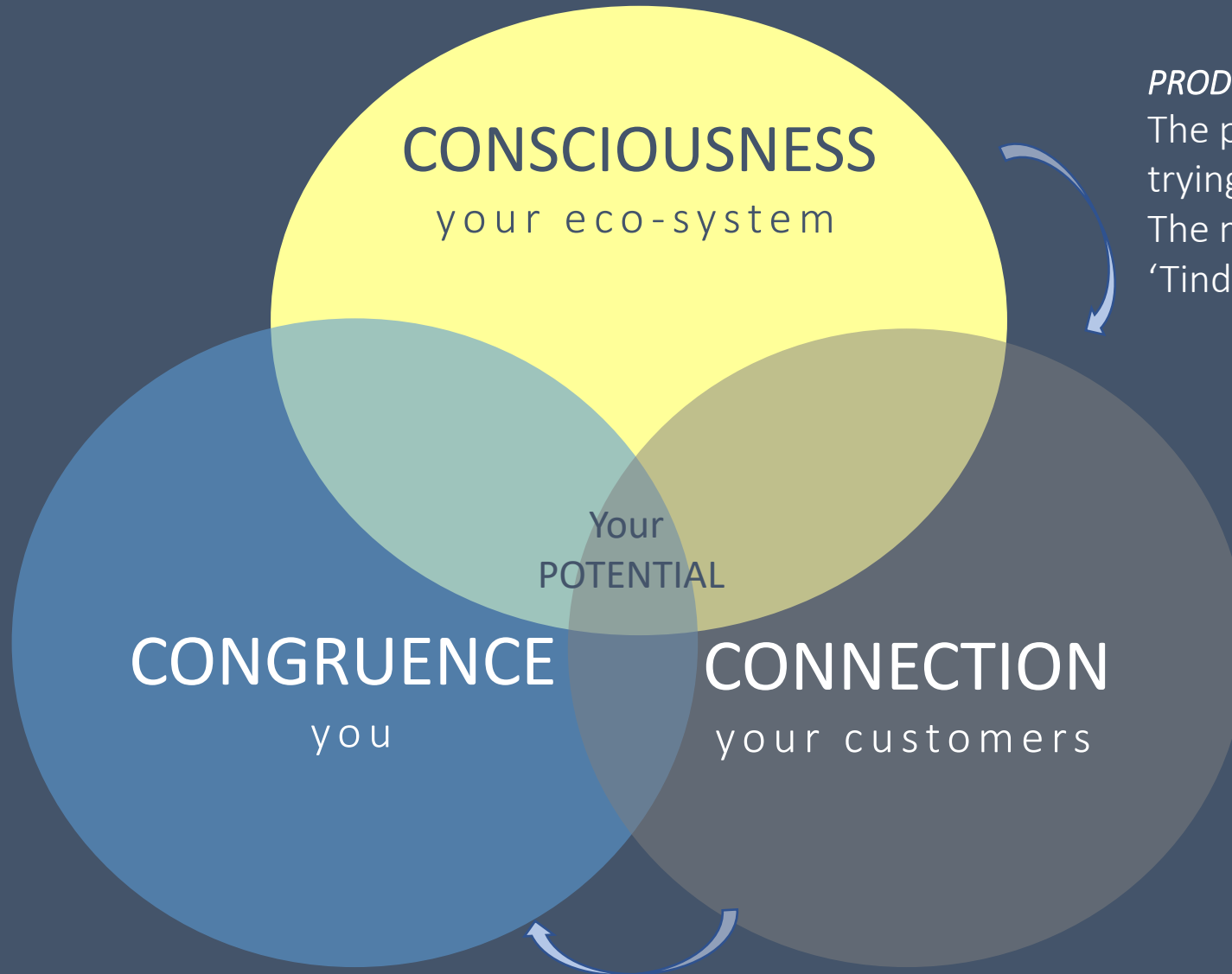
Realigning yourself in response

Deeply reconnecting with your customers' needs and worldview



Your WHO gives you clarity on....

STRATEGIC DIRECTION
Your strategic blueprint



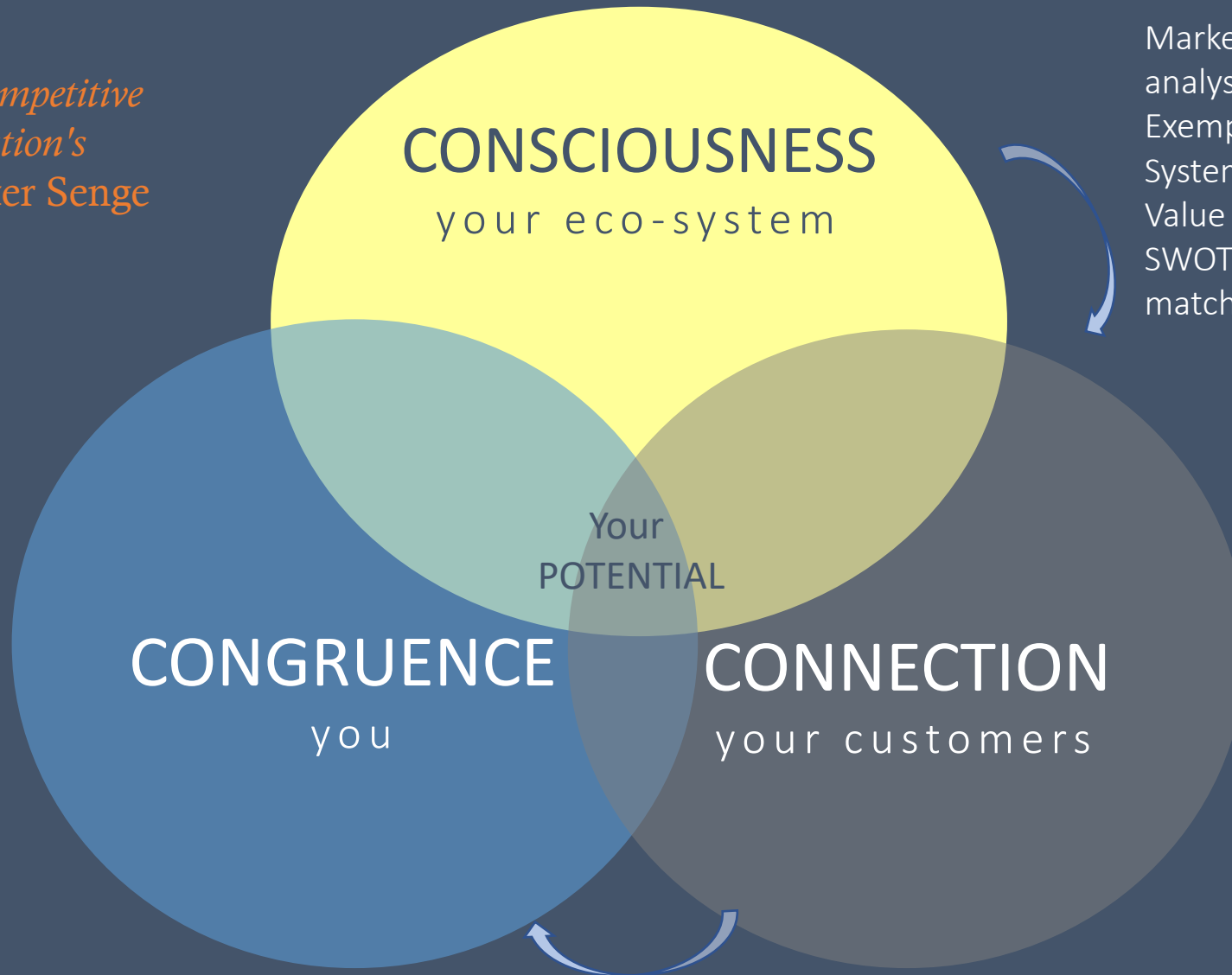
PRODUCT/SOLUTION FIT
The problems you're trying to solve +
The market you're in +
'Tinder' matches

PRODUCT/MARKET FIT
The un-met market need/s you're meeting +
The size of the market opportunity



You need to do your homework

“The only sustainable competitive advantage is an organization's ability to learn fast” Peter Senge



Market, competitors & macro analysis & trends.
 Exemplar analysis.
 Systems mapping.
 Value chain and Lifecycle analysis.
 SWOT analysis. Pivot 'Tinder' matching.

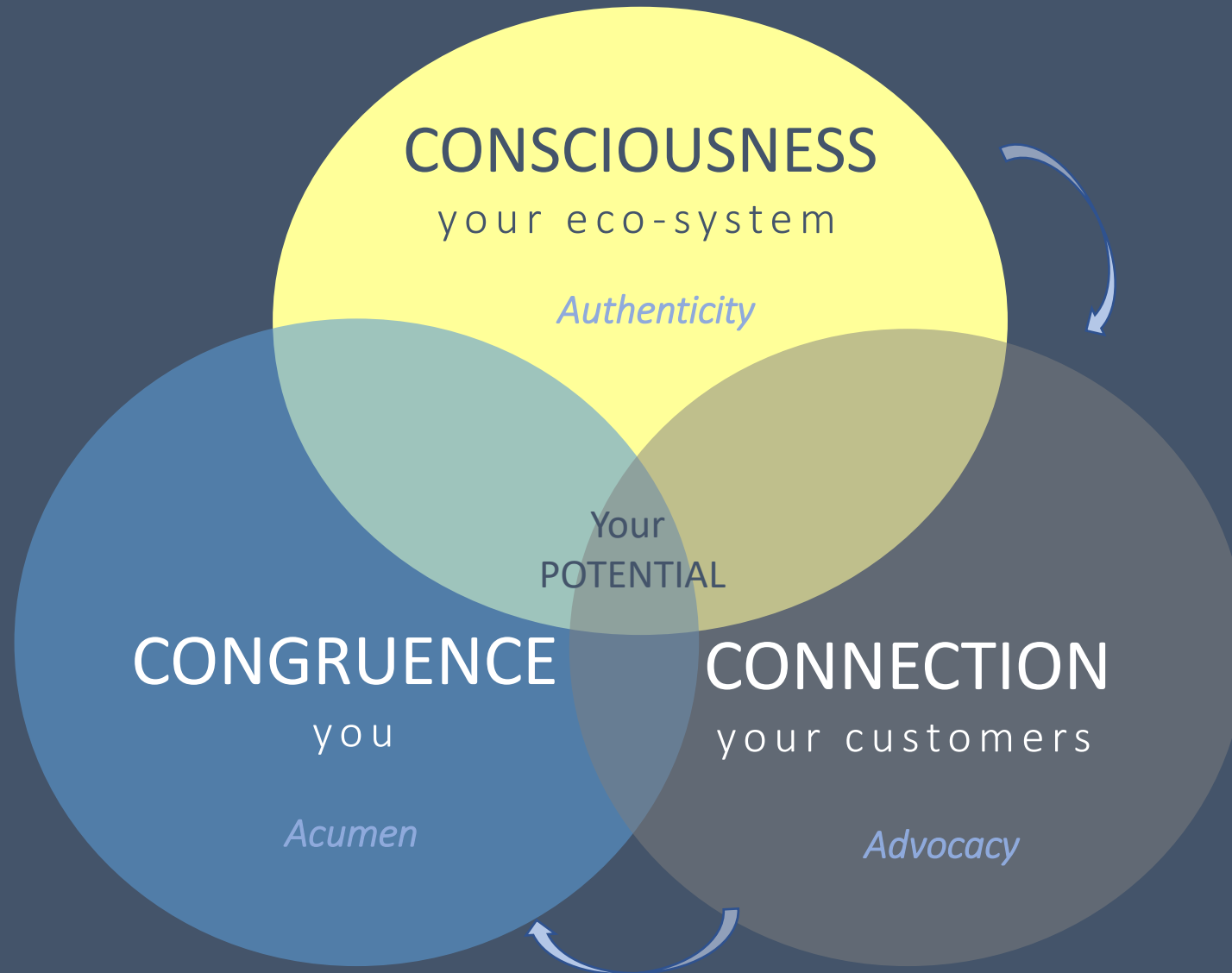
Purpose
 Vision and Values.
 Secret sauce.
 Pivoting assets.

Understand priority of needs, motivations, pain-points. All users.
 Explore thoughts, feelings, beliefs with empathy.

Survey to understand user segments, characteristics, size



In Marketing terms, your WHO enables....





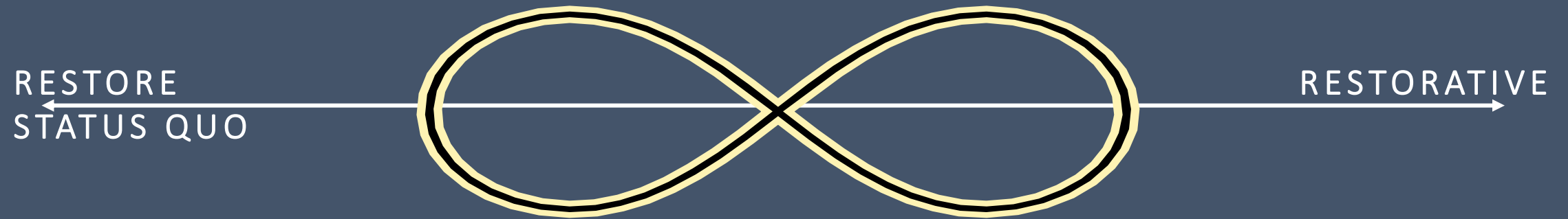
Find the tension point to pivot properly

RESTORE
← STATUS QUO

RESTORATIVE →

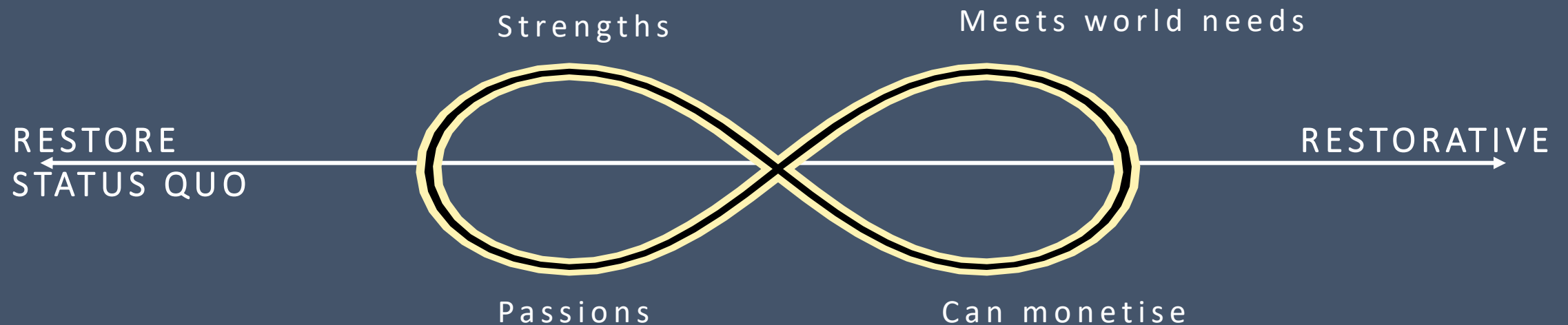


It's never a fixed point



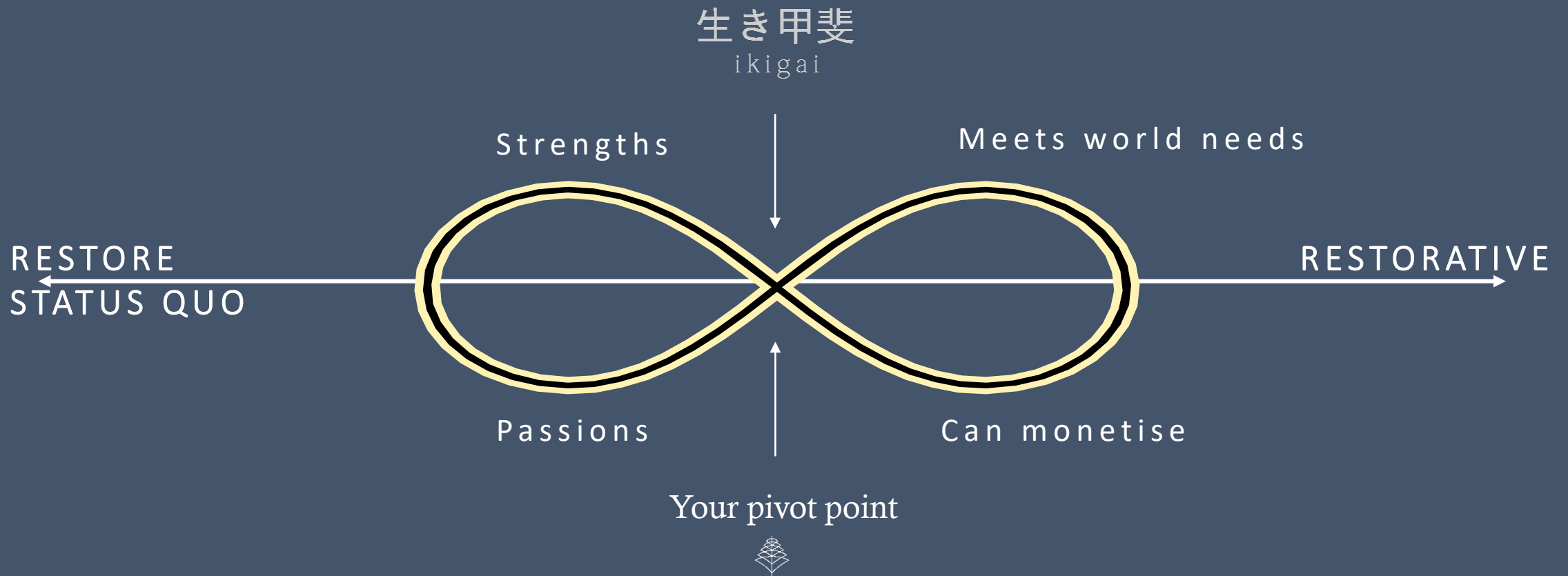


Staying in flow is key to both pivoting and ongoing agility



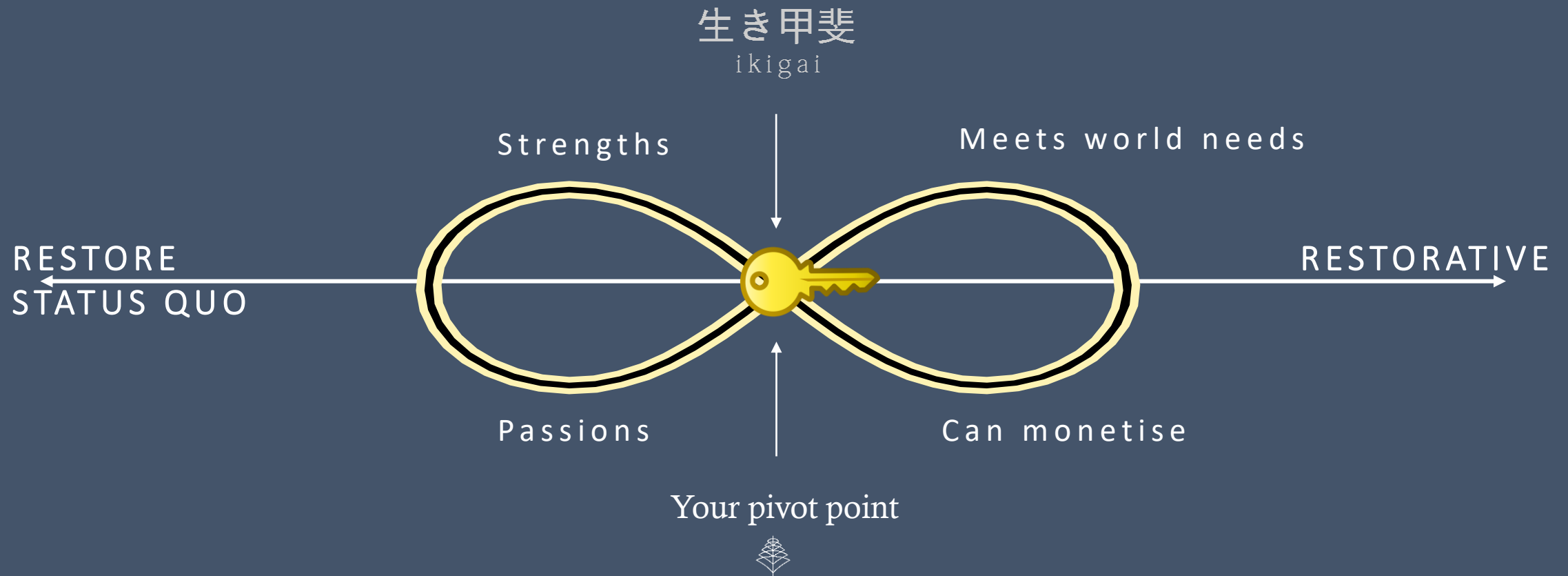


Your pivot point is the point of tension





The turnkey is listening, *ongoing*



There's never been a better time.....



Useful Tips to put in practice

Being adaptable is your biggest asset right now so.....

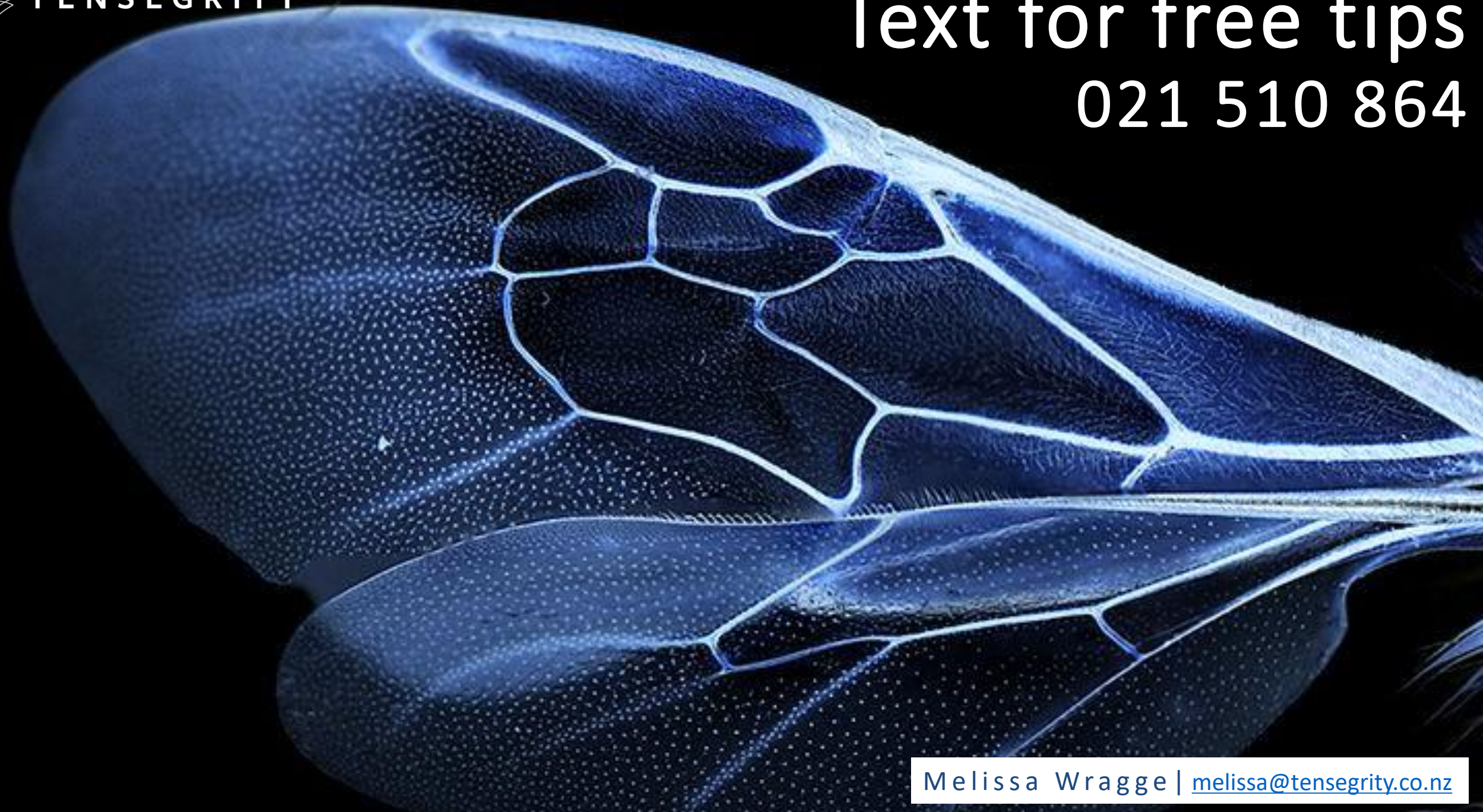
1. Find space to work on your business – guard that space religiously. Hold that space for your team to do the same.
2. Set up ‘listening posts’ – to listen ongoing to the market, your customers, your business eco-system
3. Hold a weekly review – what’s new, what’s changed, what’s stopped, started, changed – how does that impact us? What new things have we learnt? What have we reflected on?
4. Be visual – build a Pivot wall. Less hui, more do-i



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Text for free tips

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