



THE 6 WAYS TO GROW

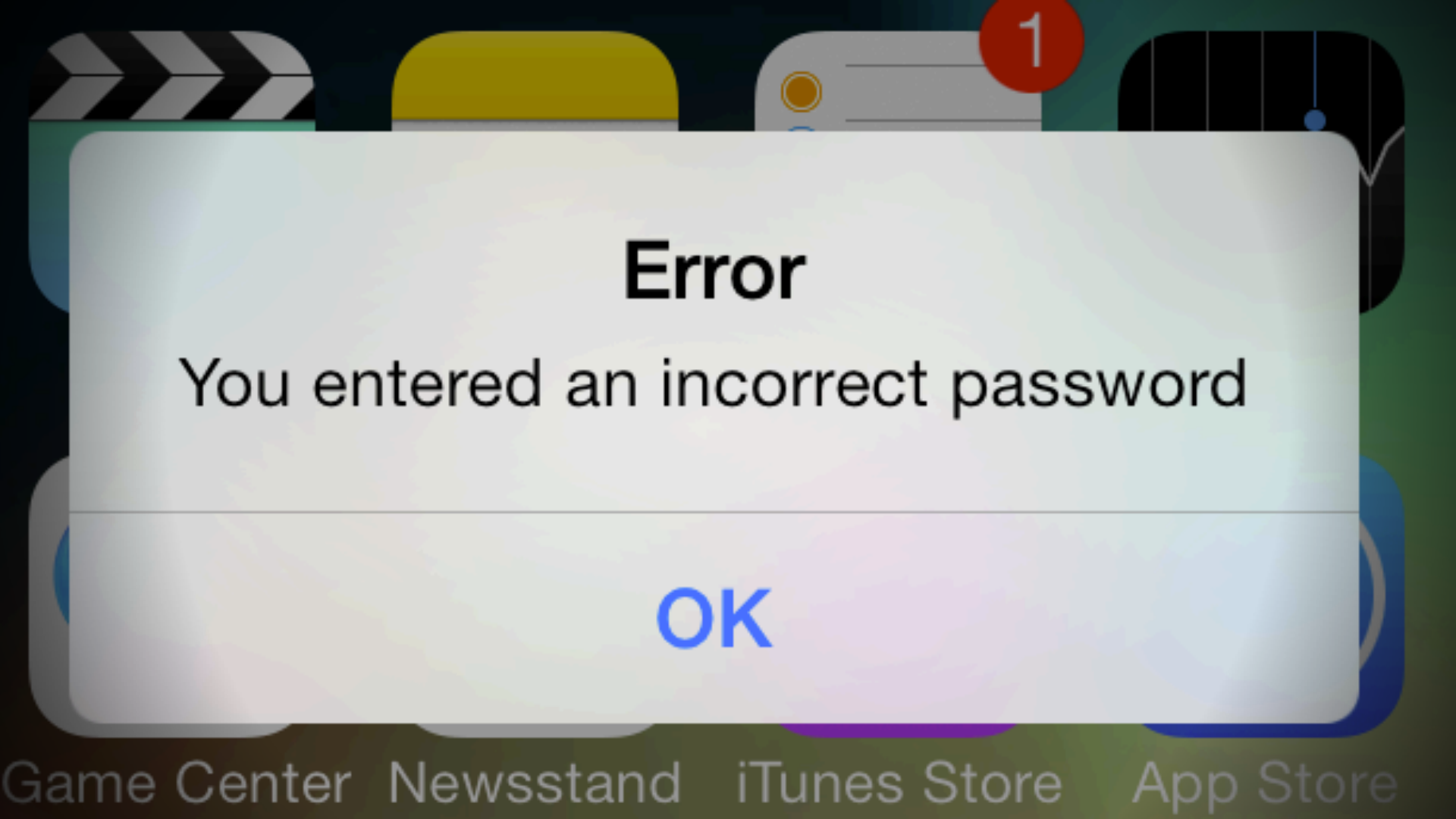
A SIMPLIFIED APPROACH



MD WEBINAR

The 6 Ways To Grow: A Simplified Approach for a Complex World

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Error

You entered an incorrect password

OK

Hawaii Missile Alert Update Delayed Because Governor Didn't Know His Twitter Password

David Ige said he couldn't alert citizens to a false alarm because he couldn't remember his social media passwords.



By Josh Butler



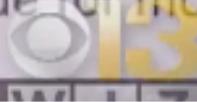
EMERGENCY ALERTS

now

Emergency Alert

BALLISTIC MISSILE THREAT INBOUND TO HAWAII. SEEK IMMEDIATE SHELTER. THIS IS NOT A DRILL.

Slide for more





COMPLEXITY





RELAXING?

A long-exposure photograph of a city at night, featuring a road with vibrant light trails from traffic in shades of blue, purple, and red. The background is filled with illuminated skyscrapers and a prominent white bridge structure. The word "SPEED" is overlaid in large, bold, white capital letters on a black rectangular background in the lower-left quadrant.

SPEED

APP STORE



SQUARE



COINBASE



S&P 500



A nighttime cityscape with tall buildings and light trails from traffic. The text is overlaid on a dark rectangular background.

”

THE END OF SUSTAINABLE COMPETITIVE ADVANTAGE

————— *Rita Gunther McGrath* —————



FRAGMENTATION



BUZZWORD

BINGO

**Crunch
the
numbers**

**Reach
out**

**Circle
back**

**Low
hanging
fruit**

**Scope
it out**

**Deep
dive**

**Across
the
piece**

**Hard
stop**

Synergy

**Ping
me**

INNOVATION

CULTURE

DISRUPTION

GAME-CHANGERS

REINVENTION

Low
hanging
fruit

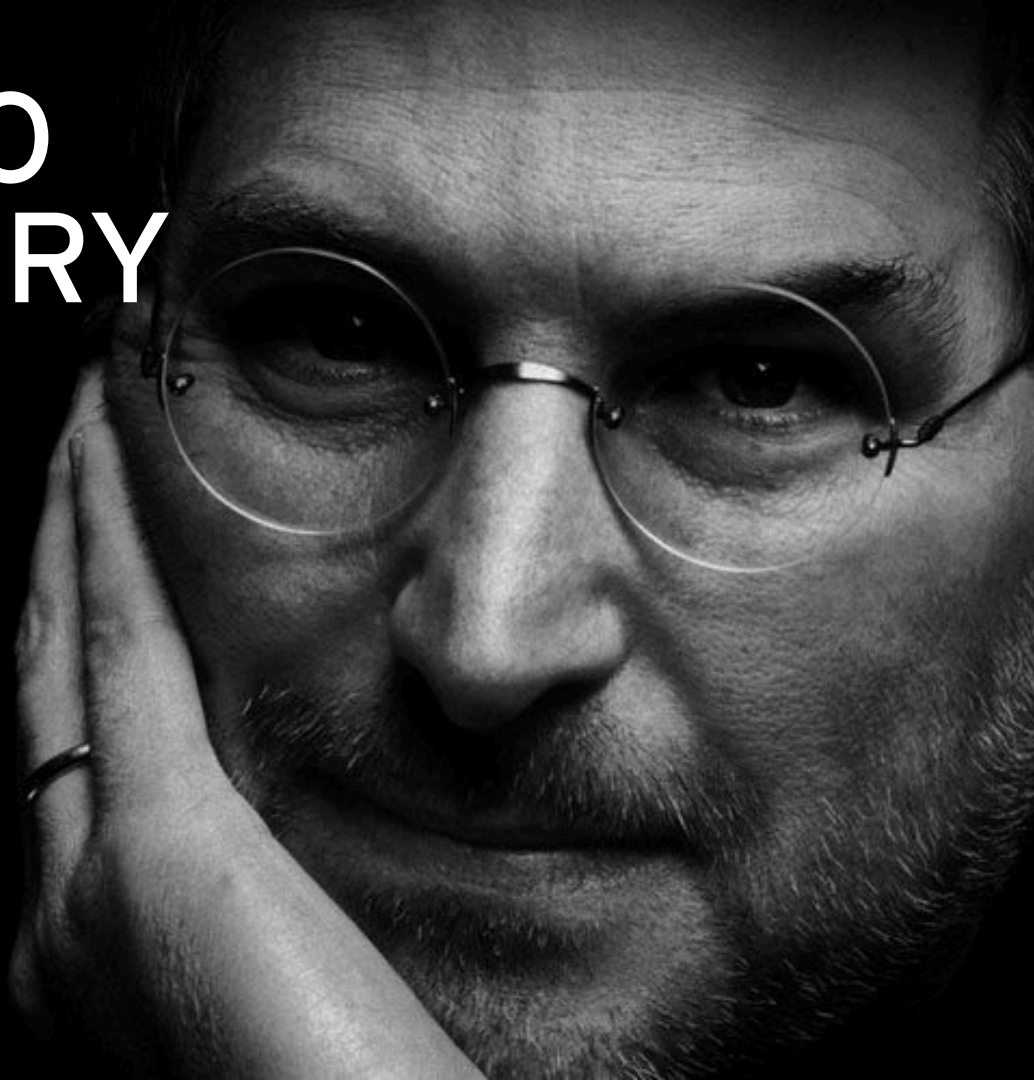
Scope
it out

Synergy

Ping
me

**"YOU NEED TO
BE A VISIONARY
GENIUS."**

MYTH





REALITY

**YOU NEED TO BE
RELENTLESSLY
PERSISTENT.**



**“INNOVATION IS
NEW & SEPARATE.”**

MYTH

REALITY

**IT'S GROWTH &
HAS TO CONNECT.**

MORE THAN ONE LENS

INCREMENTAL vs TRANSFORMATIONAL

Creative solutions to
BUSINESS CHALLENGES
OF TODAY

Solutions may involve
NEW WAYS TO DELIVER EXISTING
PRODUCTS AND SERVICES
EXPANDING CURRENT OFFERINGS

This means
BABY STEPS
CONTINUOUS IMPROVEMENT
NEAR-TERM FOCUS

Creative solutions to
BUSINESS CHALLENGES
OF TOMORROW

Solutions may involve
BUILDING NEW CAPABILITIES
REACHING NEW MARKETS
ACQUISITIONS FROM OUTSIDE

This means
LEAPING FORWARD
NEW OFFERINGS/MODELS
LONG-TERM FOCUS

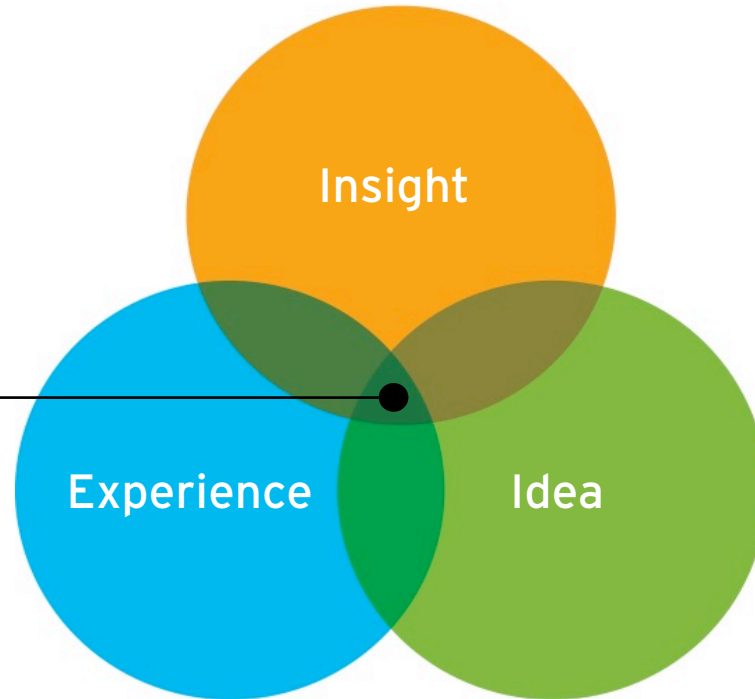
INNOVATION

OUR DEFINITION

Innovation lives here.

Innovation is the synchronized intersection between an unmet need, an idea that solves it, and a great experience designed to bring it to market effectively.

If one of these elements is missing, it's just an invention.



MARGIN



VOLUME



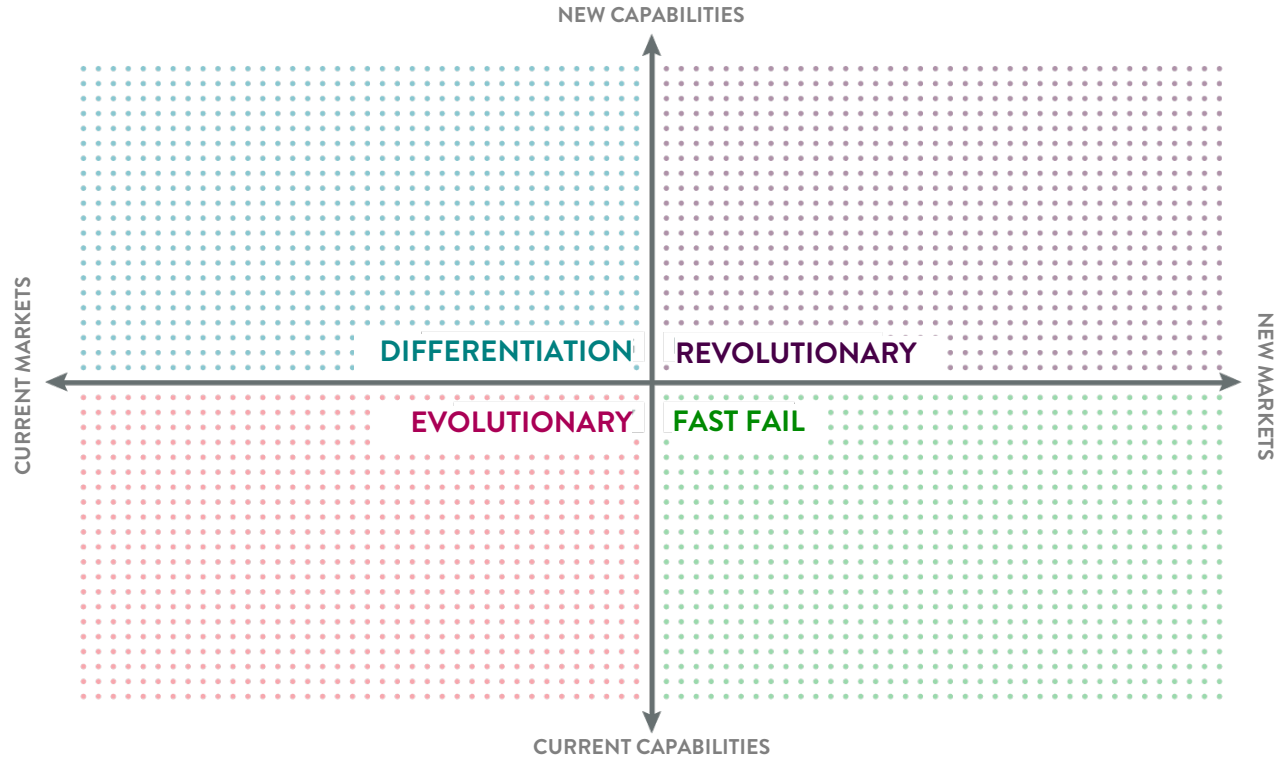
NEW



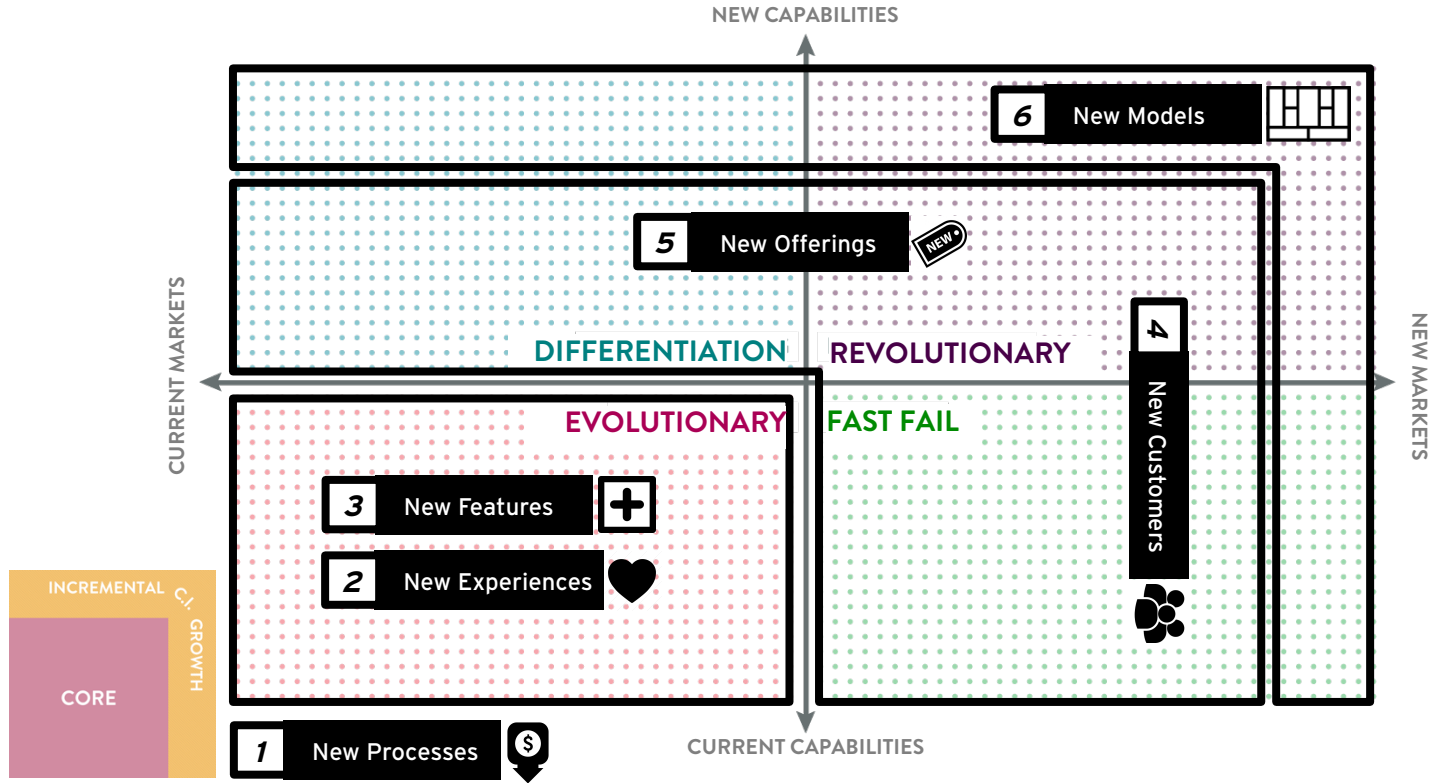
The background is a dark, star-filled space. In the lower right, a bright yellow star is surrounded by several concentric blue orbital paths. A small blue planet is on the innermost path, and a yellow planet is on the next path. In the upper left, a blue planet and a white planet with a prominent ring system are shown. The word "ALIGNMENT" is written in large, white, bold, sans-serif capital letters across the center of the image, overlaid on a dark horizontal band.

ALIGNMENT

INNOVATION PORTFOLIO



THE 6 WAYS TO GROW





PROCESSES



2

EXPERIENCES

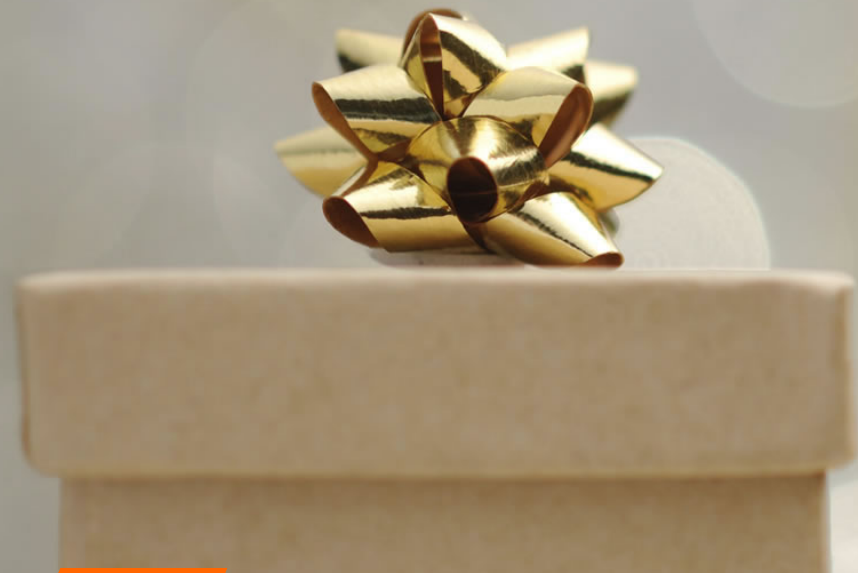


3

FEATURES



4 CUSTOMERS

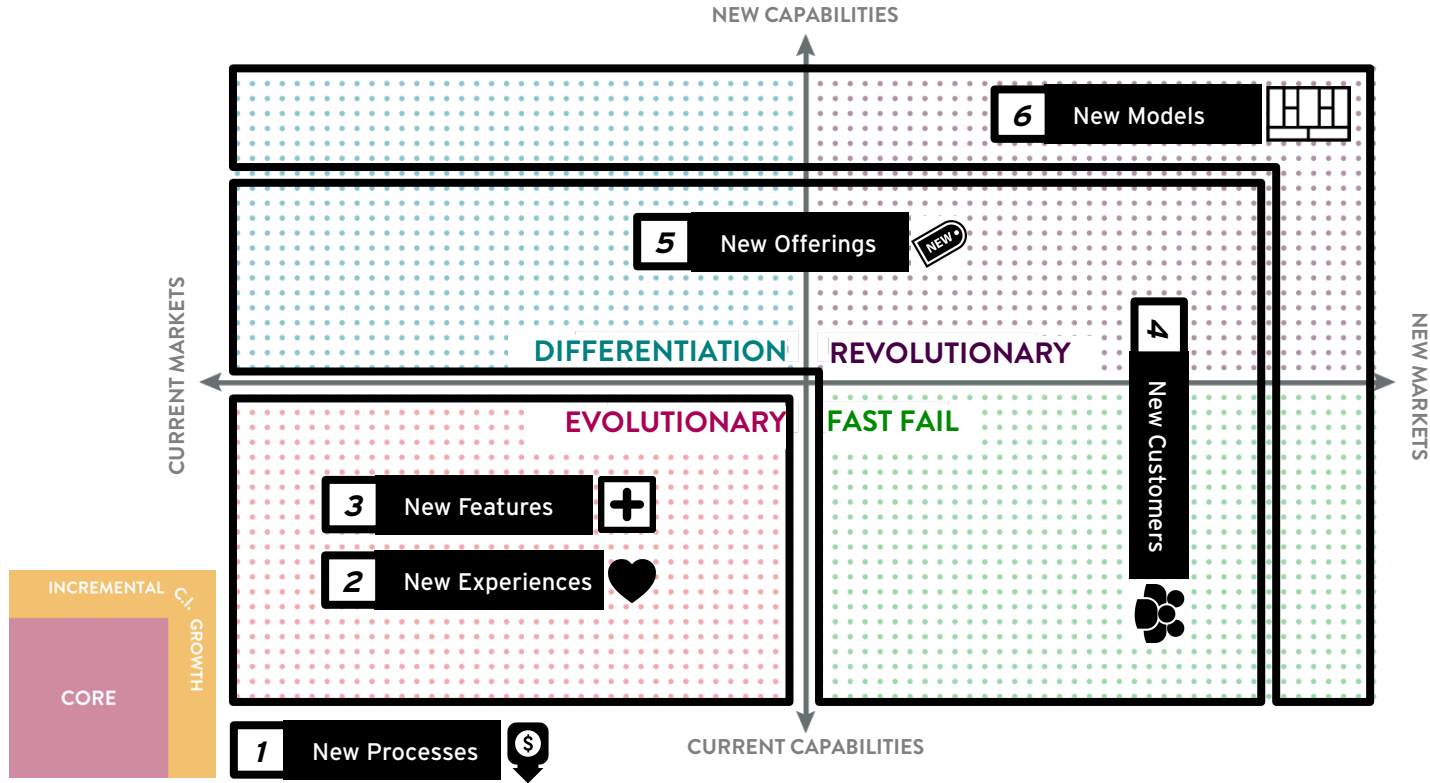


5 OFFERINGS



MODELS

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