



Balancing SEARCH v. EXECUTION

INTRAPRENEUR CONFERENCE

STOCKHOLM

MAY 15, 2017

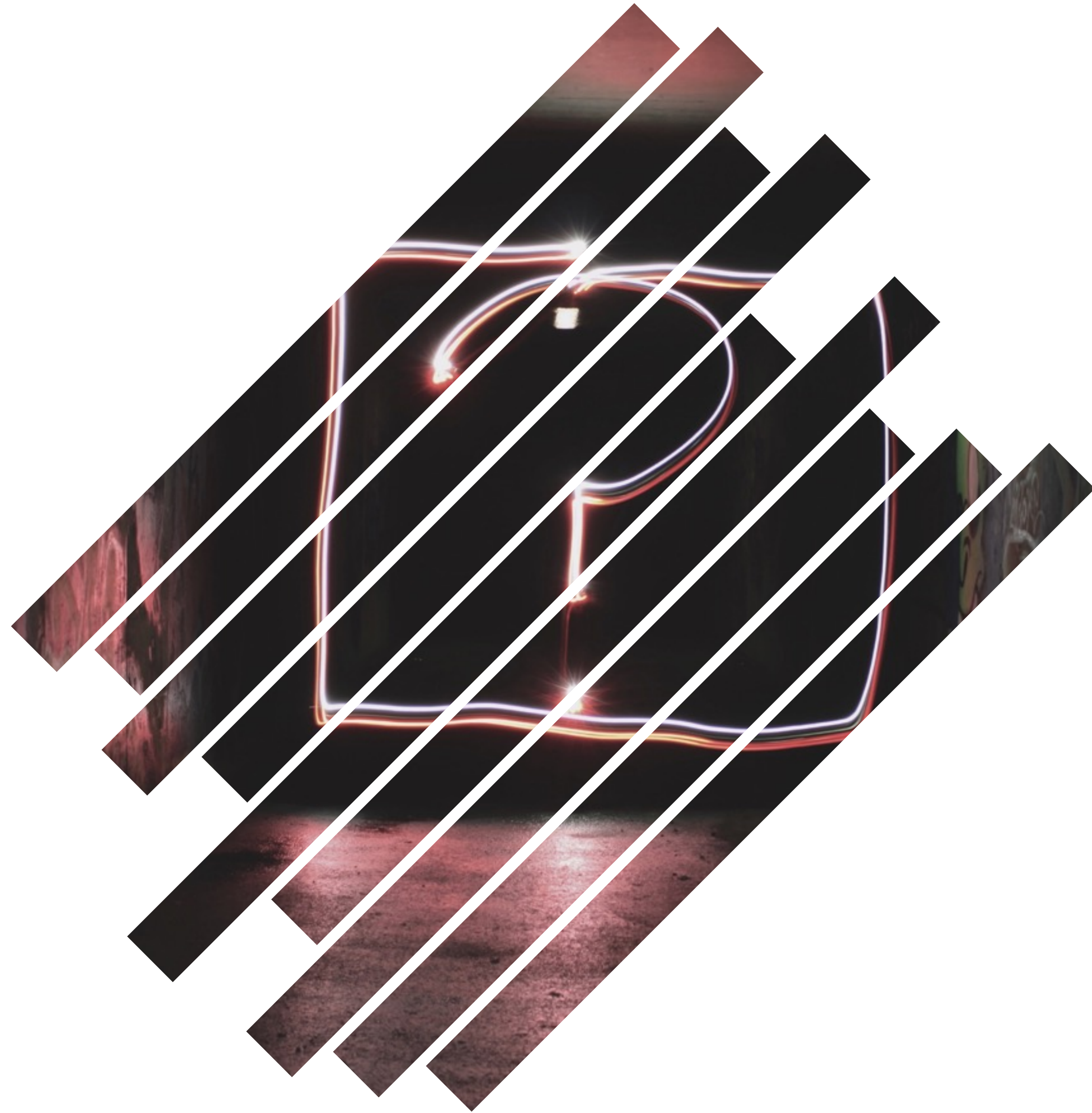
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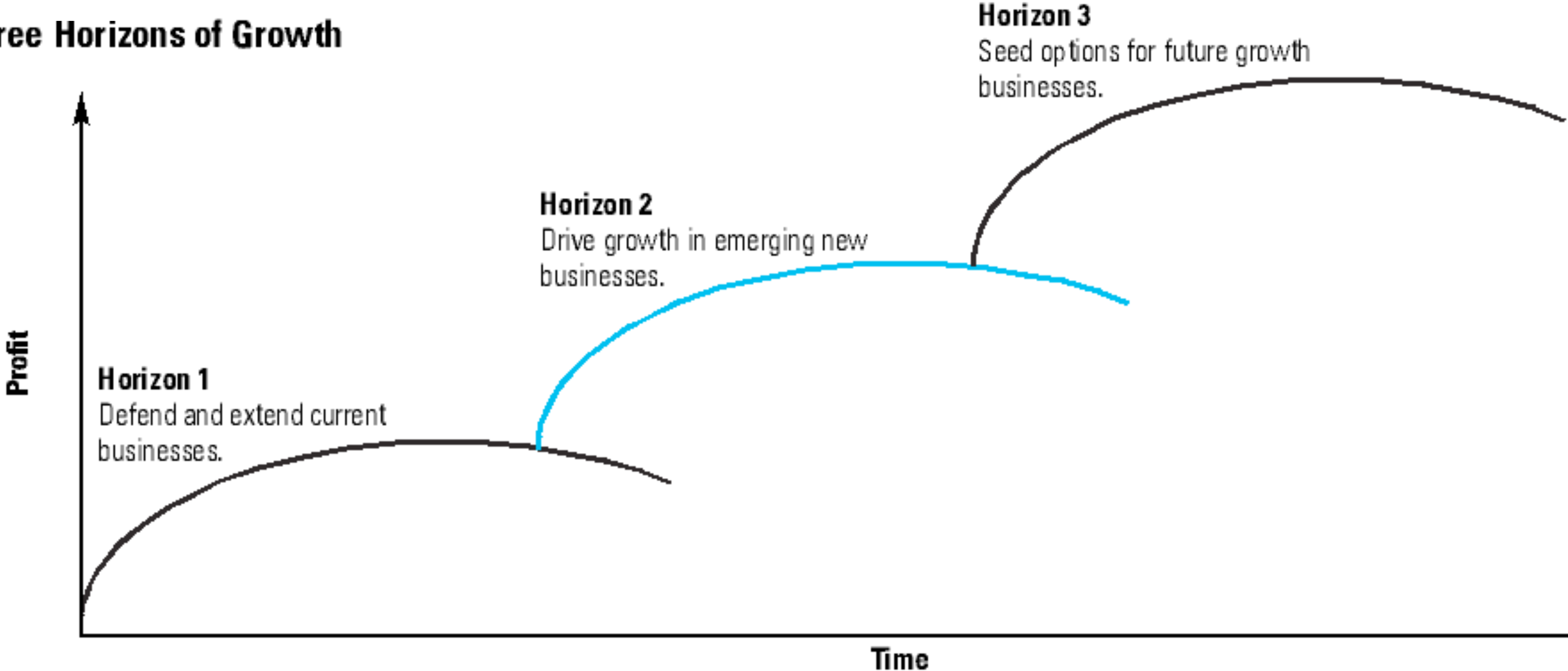


maybe we should stop talking about
innovation

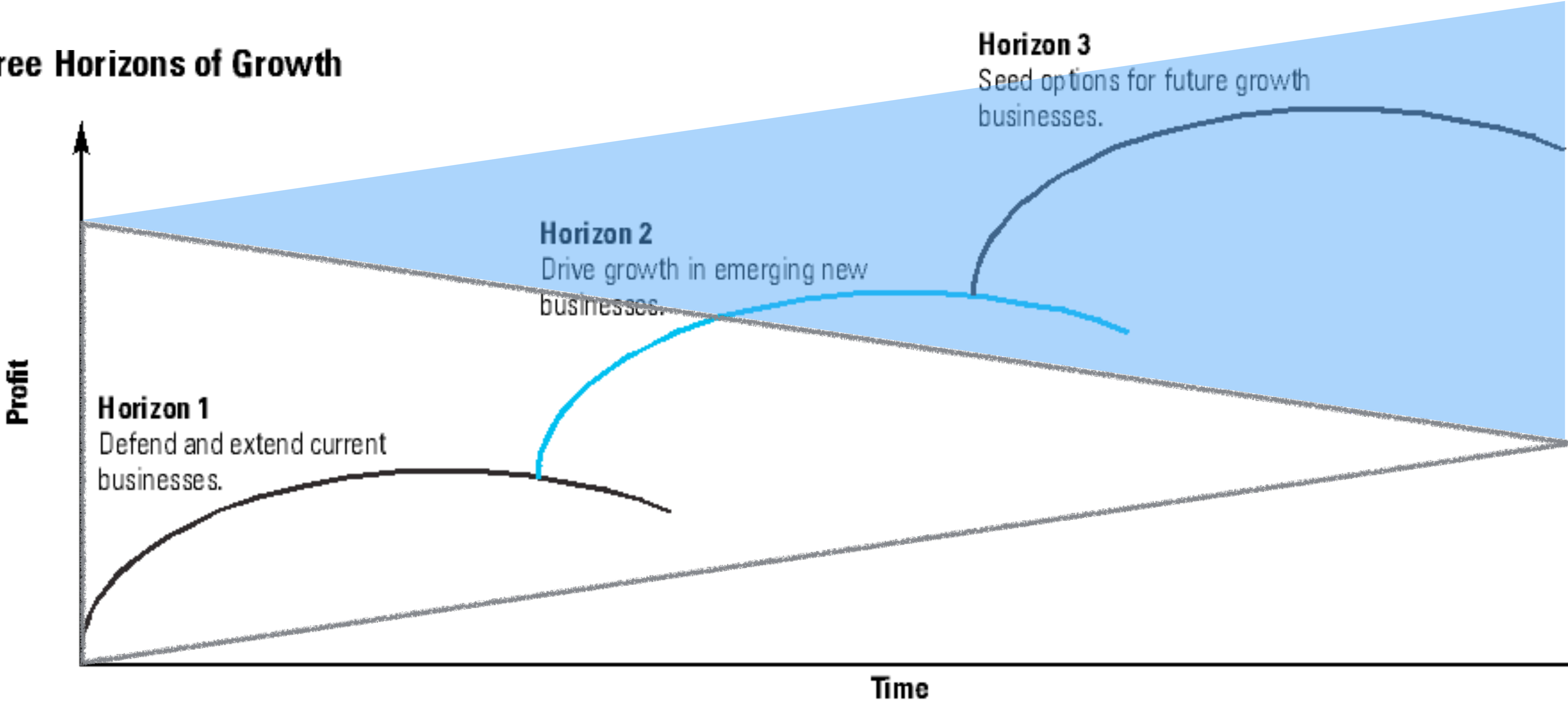


instead, let's think about uncertainty

Three Horizons of Growth



Three Horizons of Growth



the challenge is not so much
creating breakthrough
innovation...

as innovating the business
itself.





EXECUTE

On the known

Measure tasks

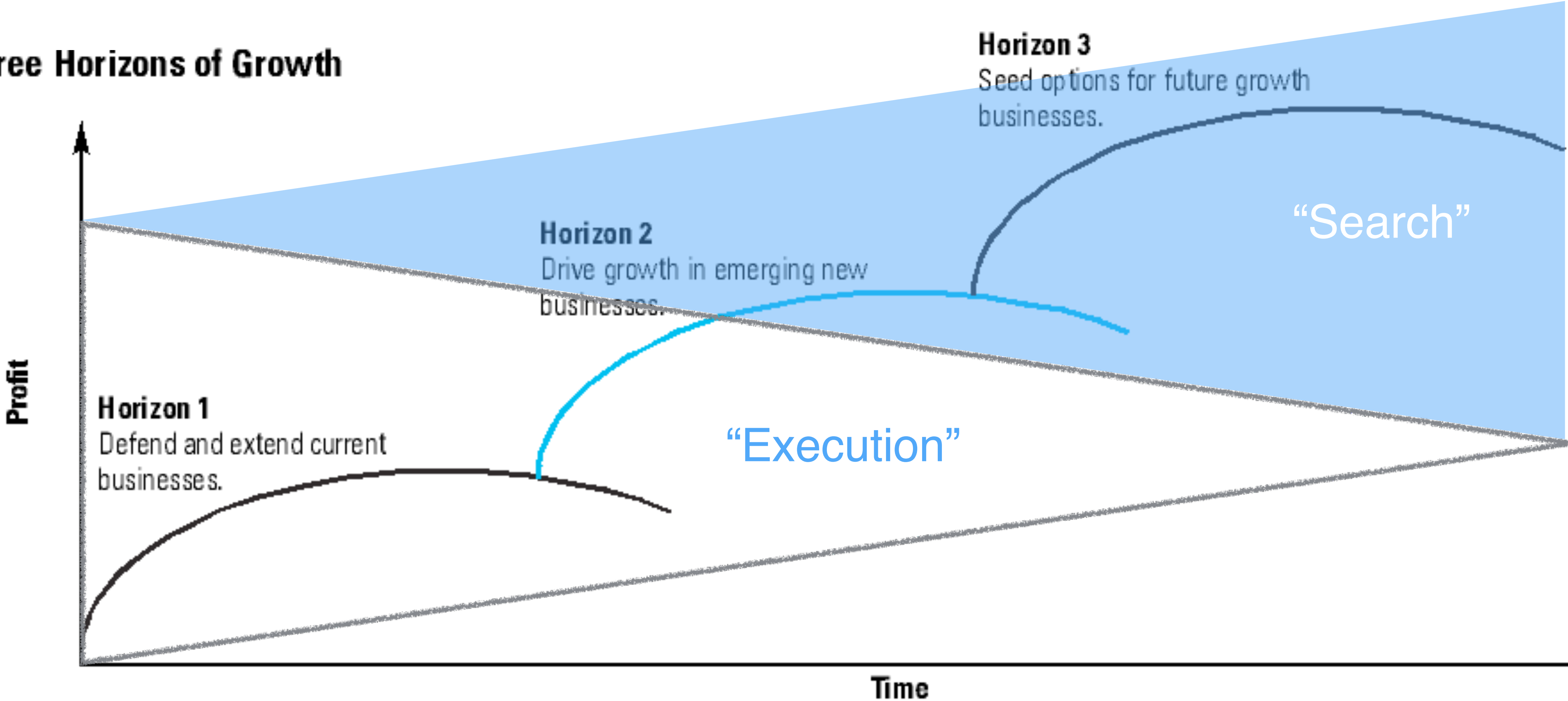


SEARCH

In the unknown

Measure impact

Three Horizons of Growth



STRATEGIC PRIORITIES

Document the top strategic priorities this leader is focused on.

ex: Maintaining a pipeline of new projects	ex: To increase revenue by 10% annually	ex: Improve internal communications

PAIN POINTS

Document what gets in the way of executing on those top strategic priorities.

ex: C-Suite projects skipping in line	ex: Budget constraints	ex: Zombie product

ZOOM

Zoom in on specific projects.

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Job 3 - choose
challenges
strategically

WHAT CHALLENGES ELICIT SUPPORT?

- face uncertainty
- but not large risk
- don't require 5+ years for ROI
- don't require high investment
- align with leadership's priorities

We are Innovation Transformation Architects. We provide the blueprint to *innovating the way you do business.*





THANK YOU!

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