



# Sphere 1: Empowering Strategic Innovation: the driving force of your company. Breakthrough Thinking for Business Reinvention and profitable Smart Growth.

*When the world stopped needing stagecoaches, the manufacturer of the best stagecoaches died in Total Quality. Instead of inventing the automobile.*

## We combine the Power of “Lateral Thinking” ® with the “Art of Strategy” to help you stay relevant in a completely new world.

Today, Strategy is really about creating the Future.

And creating a sustainable Future and growth implies to INNOVATE in fundamental ways.

Strategic Innovation is a **Fusion of Creativity and Strategy for a new breed of Strategic Thinking**. It is designed to imagine truly innovative approaches and new growth possibilities.

It is about **“Out-of-the-Box” and Breakthrough Thinking leading to game-changing Strategies and Breakthrough Performance**. It helps you reinvent your Business, your Strategies and also the way you build them in an unstable world, while your competitors are still busy repeating the Past or Managing the Present.

Strategic Innovation is the alternative to traditional strategic processes which are based on analysis and linear Thinking. These traditional processes generally lead to **incremental** Innovation, are usually repetitive, limited in their capacities to Envision and to generate value-creating fresh ideas, and to cope with the big problems and the uncertainties you face.

## We use a facilitated workshop-based approach.

We believe in working with cross-functional Senior Management teams and your primary Business partners to help build on each other’s ideas and reach your own solutions, while being provoked and stimulated by us. In our workshops, we weave together talents, ideas and a unique combination of methodologies (Business Strategy, Scenario Thinking, Creative Thinking and System Thinking) focused on a particular subject, project or strategy.

We put an emphasis not simply on ideation but on bringing ideas to life and putting strategy to work.

## Our Strategic Innovation workshops.

Taking you through a structured exploration process, each of our Strategic Innovation workshops is designed to **apply Creative Thinking to your most crucial and complex strategic issues**, such as for example:

- **FutureCasting:** Learning from the Future. A way to Envision and Shape the Future with Imagination to find new sources of growth.
- **Strategic Fit and Fits:** A way to find new differentiation strategies for success by creating maximum fit between your company and the context in movement.
- **Keep the Best, reinvent the Rest:** A way to balance short-term demands and long-term goals to ensure Sustainability and flows of income.
- **Business and Models:** A way to invent a more pertinent Business Model to succeed in a radically new world.
- **The Innovation Radar:** A way to use the full scope of Innovation opportunities to create sustainable new Value.
- **MOD: Major Opportunities Detection:** A way to detect emerging opportunities to create compelling difference and reach Sur/Petition ®
- **CRYSTAL: Meaning-led Vision and Directions:** A way to sharpen your strategic focus and crystallize your Vision while you prepare for Flexibility
- **Back from the Future:** A way to bring your Vision to life starting tomorrow
- **MotiVision:** A way to connect everybody to the Vision and turn it into a Shared Direction
- **Flow-Viewer:** A way to visualise how your company creates value and maximises everyone’s contribution.

## The results.

A profitable **renewal** of your approaches, strategies and Business Models and the **reinvention of your Business in Fundamental ways...** Your company reaches **Sur/Petition®**, the unique position a company reaches when it creates an exclusive competitive advantage or Value Monopolies.

**Important:** our workshops often serve as a **catalyst for change**.

*We have recast the work of Strategy as a living, Innovative and aspiration-centred, customer-centric, fast-paced and result-oriented activity. It helps teams experience the thrill and pleasure of inventing the Future, learning from it and making it happen. Starting the next day.*

*We are capable to make the Strategy “workable”, to turn it into a daily practice and help teams put all this together and implement it. Even if we think “long-term”, the deliverables are a set of easily understood actions to be executed - according to your choice and pace – (6 weeks, 3 months or 1 year later) each of which triggers another set of actions. Strategy is not just something you draft. It is something you bring to life.*