

Day in a life of or how:

The Strategic Alignment, Value Innovation and Innovative Intent value offers provide our clients with a significant competitive advantage.

Strategic Innovative Intent

Context: As we strive for future growth and to maximise shareholder value at the same time, we tend to set the priority for short term revenue at the expense of long term growth and future revenue.

Objective: The objective of the **Strategic Innovative Intent** proposition is to generate hypothesis for growth and provide due diligence to evaluate risk in order to provide partners with potential business opportunities on a short, middle and long term basis to lever on internal initiatives, prompt innovation and validate future and initiated actions.

Audience: **Innovation Directors, Innovation (Business) Sponsors, Senior Management**

Result: **Innovation Directors** - As Innovation director I appreciate the support of the **Strategic Innovative Intent** service offer as it permit to draw blue prints for future growth through the identification of potential growth portfolio strategical opportunities.

As we identify projects that suit the criteria for this category we preposition the market team in order to validate the potential opportunity, the business sponsor to confirm delivery capability and preposition resources in order to significantly diminish time to market.

Innovation (Business) Sponsors - As business sponsor (manager), I need to anticipate the next significant growth opportunity in order to develop revenue. As strategic innovative intent propose hypothesis for growth we have the possibility to focus on short middle and long term growth to pursue a durable economical development. As direction is designated we focus on how to achieve the set objectives (how to go there), rather than on where to go (find the direction), facilitated by an established roadmap.

As we meet objectives (delivery, cost) we can accord ourselves the right to focus on future growth opportunities.