

## 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 Value Innovation

**Context:** The **Strategic Value Innovation** programme ensures future growth through the identification of a strategic option portfolio that corresponds to the direction set by senior management.

**Objective:** To provide involved parties with a roadmap (action plan) and identify Key Performance Indicators for success.

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

**Result:** **Innovation Directors** - As Innovation Director I am responsible for business development and the identification of internal potential growth projects that meet the strategic direction set. The **Strategic Value Innovation** programme permits identification of Key Performance Indicators and as a result the development of an action plan (road map) and a blue print of how to identify and screen potential strategic growth portfolio projects.

**Innovation (Business) Sponsors** - As a Business Manager I have the capacity, the experience and the will to bring growth projects forward in order to create new markets and revenue. The opportunity to contribute to together with the Innovation Director contribute to the development of strategic growth portfolio projects is rewarding from a personal and revenue point of view.

**Senior Management** – The **Strategic Value Innovation** programme permit to set direction to grow potential strategic portfolio of growth projects internally where we previously where dependent on external acquisitions to achieve the same result.

**Talent** - As a specialist the (**Strategic Value Innovation** program) Innovation Director appreciates my quality as a specialist and solicits me in this quality to adhere to potential strategic portfolio projects. In addition I have the possibility to bring forward ideas and reflections that where not necessarily valued.