

OFFER #3 ————— IMPLEMENTING NEW STRATEGY

* Numbers are estimates for large-scale strategies used in multi-national corporations with global marketing & sale of products

Situation:
A technology company is aiming to sharpen its profile and therefore decides to implement a new corporate strategy represented by a new slogan. Unfortunately, only a small percentage of the company's internal and external stakeholders seem to understand the slogan and its intended strategy change. The company therefore seeks for a pragmatic way to translate the strategy change to its stakeholders making it accessible for implementation so it can generate real results.

Actions:
Using our identity-centered approach, we will
1. Transform the new strategy into a compelling innovation identity
2. Translate this identity into executable business processes
3. Transpose these processes into successful innovation to maximize opportunities & minimize risks by balancing business & innovation goals

