

# Innovation Strategy & Training

We support innovation strategy and planning, including institutional design and policy development, and tailored innovation workshops.

## **Important Customer and Market Needs**

Drive innovation value by solving significant problems

## **Iterative Innovation Journey**

Continuously refine tech, uses, and business models

## **Sources of Customer Value**

Consider every aspect of customer value

## **Value Creation Forum**

Exploit multiple voices to increase value

## **Purposeful Value Proposition**

Tailor each value proposition to its audience

## **Elevator Pitch**

Communicate value quickly and cogently

## **Competition**

Never ignore or oversimplify the competition

## **Innovation Champions**

Never fund an idea that has no champion

## **Teams and Process**

Create the right team and processes for innovation