



ADAM HARTUNG

### ***Innovation Implementation Workshop***

#### **LEARNINGS FROM THIS WORKSHOP INCLUDE:**

- How to use trends to open new markets
- The importance of building scenarios to uncover future growth opportunities
- You can control your future vs. being a victim to market shifts

#### **The practice of building scenarios will put you on the offence vs. defense**

Too frequently when we look to see what external influences might impact our business we only look at our immediate circle of influence versus a more global and macro viewpoint. Now more than ever, our businesses are impacted by global activities and market shifts. The ***Innovation Implementation*** workshop provides a brief exercise on how to identify global trends that we can use to build “what if” scenarios from in order to pro-actively uncover new market opportunities.

### **Become a “Game-Changer”**

When you understand how market shifts will impact your business, you can begin to strategically be the first person to market with a new product or service that will provide an unmet need before your competitors. Following the example of Apple, Amazon, Virgin and many more, first-to-market means you are not competing on price, not competing on better faster cheaper expectations.

Making scenario planning and trends analysis an ongoing part of your strategic planning process will enable you to build a portfolio of new business opportunities that are on the wave of a trend. Just like any wise investor has a mixed portfolio of investments, your business should have a nice portfolio of market opportunities in the works to help you make the shift at the appropriate time to minimize your risk in “investments” that are not providing a solid return or suitable margin.

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