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**Leading
innovation
Accelerating
growth**

Leading Innovation Accelerating Growth is a three-day executive development program for business leaders who want to innovate and grow in a fast-changing world. It will be stretching and challenging, but also applied to your business and highly practical. It will be facilitated by Professor Peter Fisk, a global thought leader in strategy and innovation, author of the bestselling *Gamechangers*, and advisor to business leaders worldwide.

Markets are volatile and uncertain, winners rise and loser fall, competition intensifies and customer have a relentless desire for better. Of course biggest is not always best. Market share is rarely a measure of success today. Growth is typically found in profitable niches, where you can grow **further, focused and faster**.

The best organisations are **exponential** – they harness technology, but also new business and market models – physical and digital – to accelerate value creation. Think about how **WhatsApp** created \$19bn value in just three years, **Uber** \$60bn in 4 years, **Xiaomi** \$70bn in 5 years or **Alibaba** \$130bn in 11 years. At the same time, its about ensuring that revenues and profitability follow the valuations.

Finding **fast growth** means opening your eyes to new opportunities – to the fast growth markets of Asia, Africa and South America, or to the new consumers, such as women, millennials and boomers. It means redefining purpose in a way that is relevant, refocusing strategy on markets, and particular the new profit pools, and innovating business models and customer experiences for growth. It also means ensuring that growth is profitable – it is easy to be big, but to create profits, and sustained value, is much harder.

What are the **growth engines** of business today?

- **Markets** – finding the best spaces for growth in existing and new markets, for example in new geographies, in niche segments, in adjacent markets, or elsewhere – in the past we assuming that we continue to focus on the same domains, today growth starts with choice of markets.
- **Customers** – redefining your business around what your target customers seek to achieve, rather than what you do, gives you huge space to meet their needs better through more joined-up and relevant solutions – enabling them to achieve more, and you to create and capture more value.
- **Networks** – forget the old thinking about core capabilities where you had to produce and distribution everything, find the best opportunities and ideas, then bring together the right partners to exploit it. Similarly with customers, they trust each other more than brands and distributors. Networks have an exponential effect, on supply and demand.
- **Business models** – rethinking the way your business works, in particular the different revenues and cost streams. Consider alternative business models, such as freemium, subscription or time-based –to generate income, to engage customers in more distinctive ways, and drive more profitable sustainable growth in a dynamic world.

Leading in today's market requires new ideas, and new ways of working. Inspired by the world's most innovative companies right now, we explore what leaders do to drive innovation and growth - how to create the future in your own vision, to inspire your people and customers. and to ensure that it happens fast and effectively. Get ready to change your world. Find out more at theGeniusWorks.com or email peterfisk@peterfisk.com

Leading innovation Accelerating growth

Day 1: Growth Strategies

Fast-changing world

Making sense of fast and connected global and local markets

- Change drivers, global trends and new opportunities
- Emerging markets, powerful millennials, and new women
- Exploring the new customer expectations and aspirations
- Case studies include Airbnb and Xiaomi

Disruptive thinking

Inspired by the world's most disruptive businesses right now

- Thinking bigger, thinking different, 10 times not 10%
- Inspired by the world's most innovative companies now
- Ideas and networks – using the assets of a connected world
- Case studies include 23andMe and Tesla

Gamechanger vision

Shaping your business, and your market, to your advantage

- Creating a higher purpose, future vision and better brand
- Being digital and physical, to create reach and richness
- Exploring the future of banking, retail, tech and more
- Case studies include Emirates and Zespri

Growth opportunities

Exploring the best strategic choices for your business

- Changing the who, why, what and how of your business
- Blue oceans, adjacent markets and emerging trends
- Evaluating options for sustainable profitable growth
- Case studies include GE and Savola

Strategy roadmap

Defining your direction and priorities for growth

- Making the right choices of where and how to compete
- Horizon planning, mapping out the growth roadmap
- Defining the deliverables – short, medium and long-term
- Output from day 1: My strategy roadmap for growth



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Day 2: Business Innovation

Design thinking

Finding the best new insights to drive innovation

- What really matters to customers and consumers today
- Asking the right questions, in order to find better answers
- Exploring the deeper and more emotional aspirations
- Case studies include Corning Glass and LA Organic

Customer propositions

Engaging customers with more insightful concepts

- Understanding your customer's "job to be done"
- Focusing on the benefits that engage and enable people
- Inspiring by ideas and solutions from other sectors
- Case studies include Etisalat and Umpqua Bank

Rethinking your business

Driving innovation in every aspect of your business

- Exploring 10 different ways to innovate your business
- Starting outside in to design new products and services
- Developing a portfolio of innovations, big and small
- Case studies include Netflix and Tesla

Innovative ways of working

Exploring new ways to work, new ways to make money

- Defining your business model - from demand to supply
- Exploring new ways of working – the demand side
- Exploring new ways of working – the supply side
- Case studies include ARM and Nespresso

New business model

Defining the business model to deliver your growth

- Reflecting on your strategy, and what needs to change
- Developing a new business model for your business
- Aligning the components, to be practical and profitable
- Output from day 2: My business model for growth



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Day 3: Winning Leaders

Leading change

How to make change and innovation happen effectively

- The 4 roles of leaders in driving innovation and growth
- Change formula to deliver the strategy roadmap
- Making change happen, making the case, making it stick
- Case studies include Amazon and Virgin

Inspiring your people

Delivering innovation inside your business and partners

- Making change happen through the culture web
- Aligning structure, partners and processes to deliver
- Building agility to adapt to change, and pivot if needed
- Case studies include Pret a Manger and Tata

Engaging your customers

Delivering innovation in your market and customers worlds

- Engaging customers through active collaboration
- Delivering experiences which enable people to do more
- Working with social influencers to harness networks
- Case studies include Glossier and Rapha

Accelerating impact

Achieving better results faster, less risk, more impact

- Actively managing the business portfolio and performance
- Delivering revenue, profit and growth as value creation
- Accelerating growth, to achieve exponential impact
- Case studies include Dalian Wanda and Snap

Personal leadership

Being a bold, brave and brilliant business leader

- My business – how will I drive innovation and growth?
- My team – how will I amplify the potential of my people?
- My self – how will I change in order to change my world?
- Output from day 3: My personal action plan



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