

Composing for Innovation

THINK BIG
IDENTIFY



That's an amazing melody - I think we could build it into a phenomenal symphony!

IDEATE
PROTOTYPE

Let's play with some arrangements ...



Just the flutes

Just the brass



EXPERIMENTATION



Co-create within your ecosystem to iron out the kinks



Bring in different technologies and ideas as necessary

Scale to manage

Which ecosystem partners should we bring in?

Where and when would they be most effective?

What would it take to scale this into a full "symphony", and how will it affect everyone else?

My role has changed - I have to understand & evaluate new technologies, but also understand the impact of the disruption to our organisation.

Create a culture that values INNOVATION & IDEAS

SCALE

Achieve scale decisively

EXECUTE



Now that we understand all of the parts and how they can work together, we can see what we need to do to **SCALE ...**

Scale demands rigour and discipline to succeed