



Executive

Board

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# The Dynamic Enterprise

TOOLS FOR TURNING  
CHAOS INTO STRATEGY  
AND STRATEGY INTO ACTION

**EDG**

Enterprise Development Group



# Member Strategy Session

## Online Future Resilient Strategy Workshop Creating the Future – Together



### Day 1: Looking out – *Signals and Opportunities*

- Innovating in a Transformational Moment
- The Innovation Blueprint
- Signals of the future / trends in the external environment and marketplace
- Key market and customer opportunities

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### Day 2: What territory do you want to claim – *Responses to Promising New Business Opportunities*

- Identify strategic areas of interest
- Identify promising areas for innovation

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### Day 3: From Strategy to Action – *Innovating New Offerings*

- Practices driving an Innovation Culture: *Innovation Everywhere*
- Innovation architecture & shared innovation practices and tools

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## Day 4: Building the Innovation Ecosystem – *Unleashing Collective Intelligence & Action*

- Building the ecosystem for collective intelligence to strengthen value propositions
- Engaging the “wisdom of the crowd” using an online innovation platform
- Running innovation campaigns

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## Day 5: Organizing for Impact – *Building the Organization that Delivers the Future*

- Refine value propositions based on input from the innovation platform
- Clarify the organization design required for the innovations envisioned
- Identify opportunities for synergy and collaboration across the ecosystem

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## Day 6: Leading the Way Forward – *The 3 Drivers of Enduring Innovation: Leadership Commitment, Stakeholder Engagement, and Performance Support*

- Innovation Leadership
- Predictable “Leadership Tests” and how to pass them to move their enterprise forward
- Engaging key Stakeholders and planning necessary Performance Support activities

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### **The Dynamic Enterprise: The Three Drivers and their Tests**

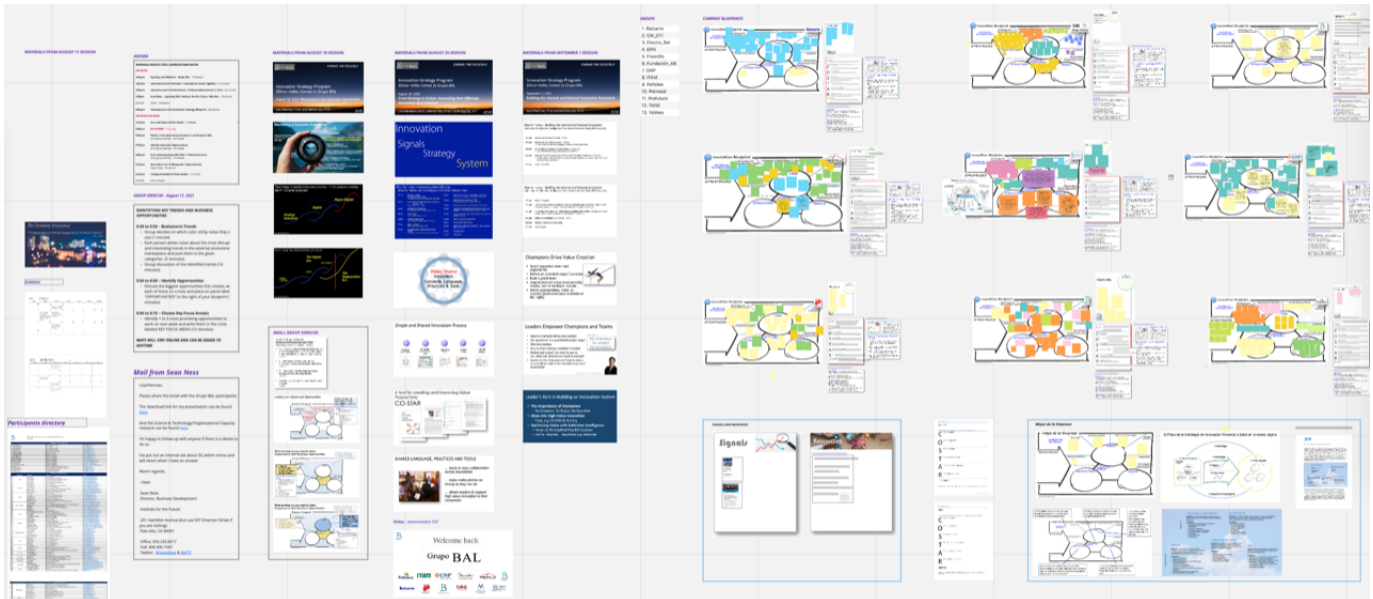
#### **Lightning Talk – *Leading Transformation***

#### **Leadership, Stakeholder and Performance Support Tests**

#### **Takeaways from the 6 sessions**



## The Dynamic Enterprise: The Outcomes Listed Through Discussions



At the end of the workshop the intended future has been clarified, specific commitments can be made:

- What leadership actions will be required to reach this future?
- How will we best engage our stakeholders?
- What support do we need to provide our people so they will be capable to build this envisioned future together?