



Using Value Innovation we *simultaneously* lower costs while driving up customer value. We compliment your existing strategic orientation by expanding your thinking from:

- customers to noncustomers
- competition to alternatives

Using Tipping Point Leadership we mobilise teams to achieve high performance when time, money and motivation are scarce.

Using Fair Process and its three E principles we help you turn compliance into commitment.

- Engagement: involving individuals in strategic decisions
- Explanation: gaining understanding of why final strategic decisions are made.
- Expectation: communicating clearly the new rules.



Compete in existing market space

Beat the competition

Exploit existing demand

Make the value-cost trade-off

Align the whole system of a firm's activities with its strategic choice of differentiation

**“Defend Current Position”**  
*Perspective*



Create uncontested market space

Make the competition irrelevant

Create and capture new demand

Break the value-cost trade-off

Align the whole system of a firm's activities in pursuit of differentiation *and* low cost

**“Innovate & Pursue new opportunities”**  
*Perspective*

