

STRAT 7


Winning at change

Making Breakthroughs in Breakthrough Innovation

8 June 2023

 Strategy

 Insight

 Analytics

 Data



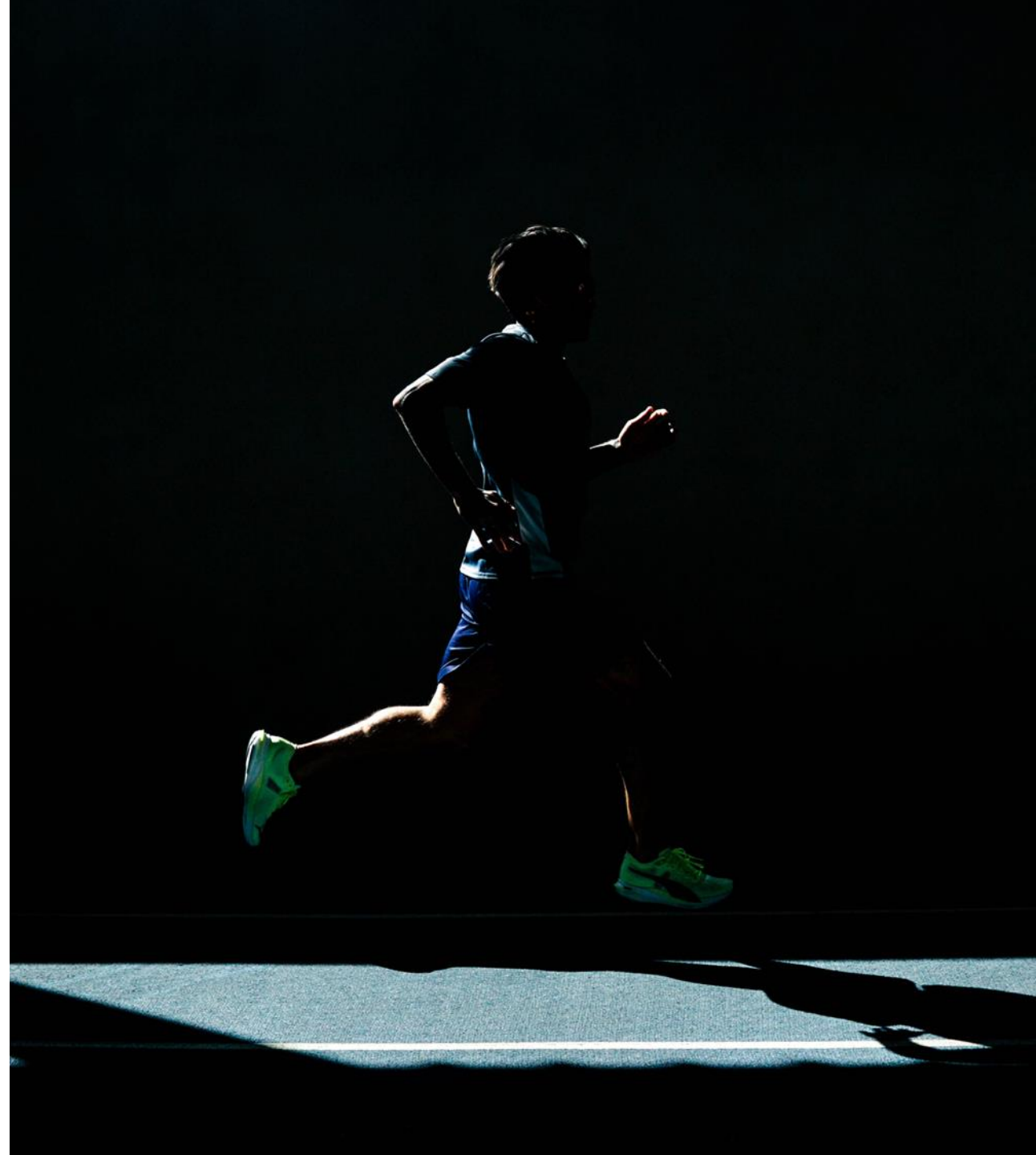
Hello!

MAKE CHANGE AN OPPORTUNITY

STRAT7 Advisory

In times of uncertainty and disruption, putting the customer at the heart of your business is essential to navigate change. But it's simpler said than done...

We elevate and embed customer understanding into all aspects of decision-making, helping organisations to understand, predict and act on change at pace and scale.



What do we mean by breakthrough innovation?



Incremental Innovation

Breakthrough Innovation

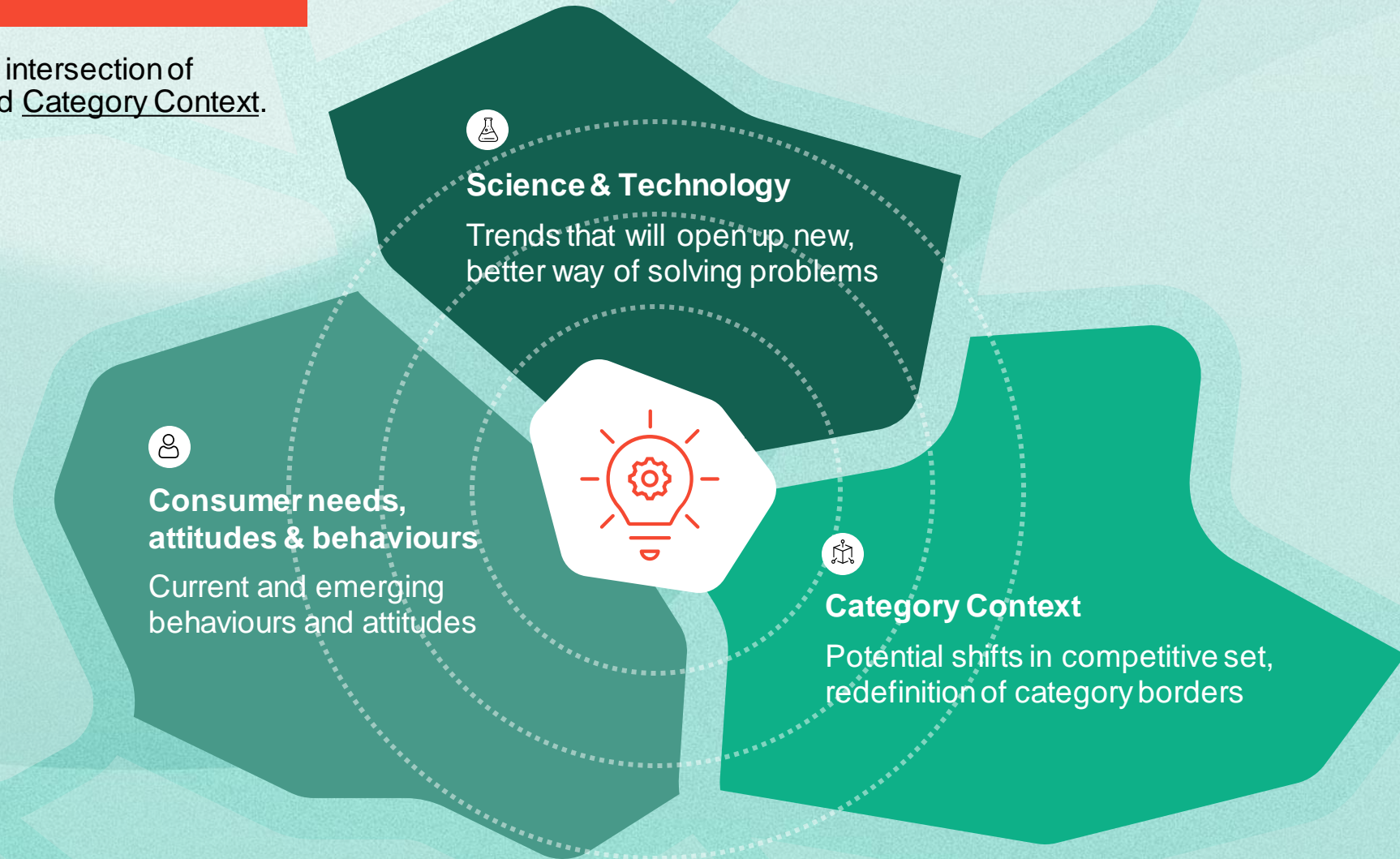
	Incremental Innovation	Breakthrough Innovation
Risk		
Investment		
Reward		
Difficulty		



SETTING THE RIGHT CONDITIONS

FOR GENERATING 'AHA' MOMENTS

Breakthrough innovation comes from a new intersection of Consumer Need, Science & Technology, and Category Context.

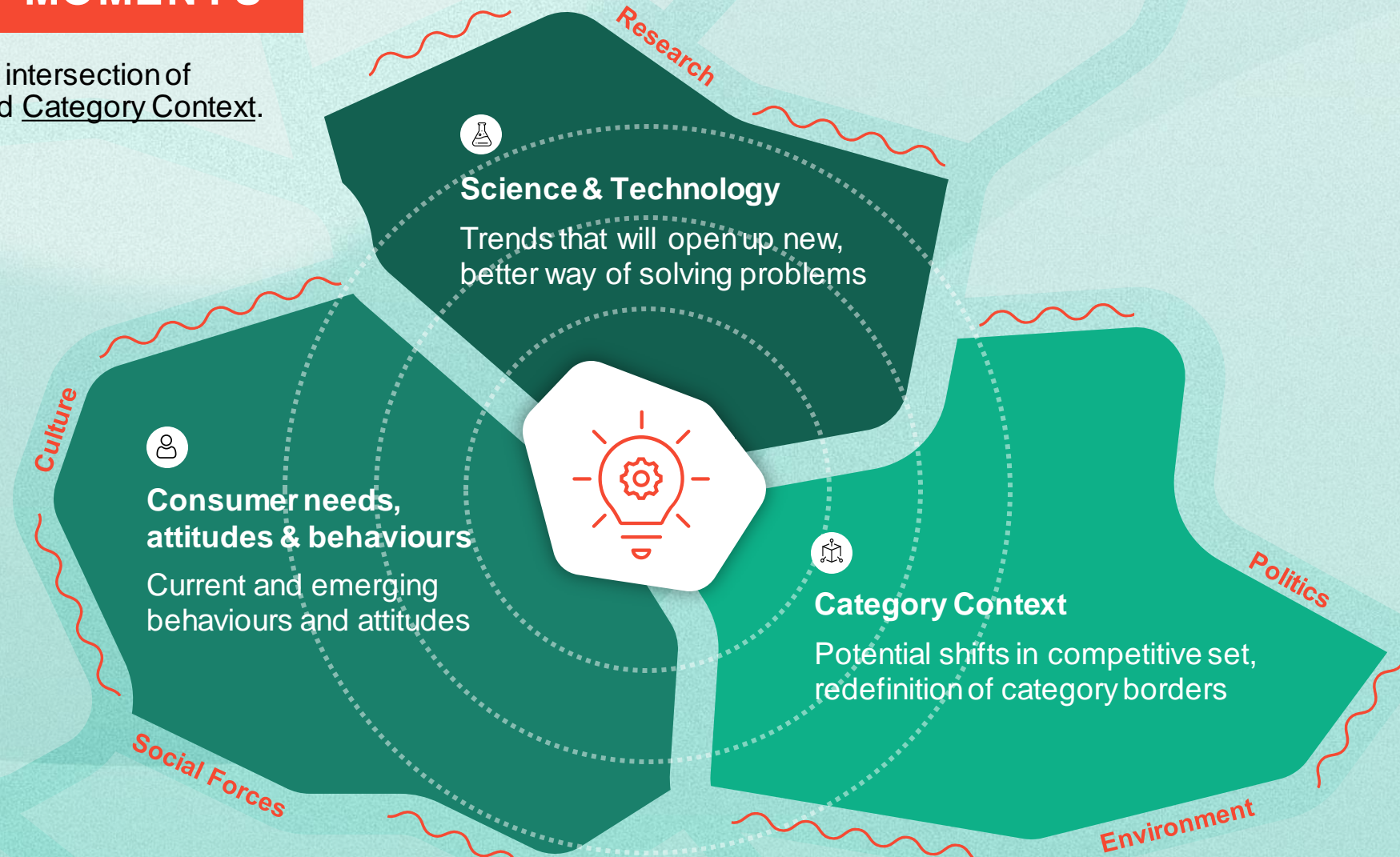


*These 3 elements are akin to **tectonic plates**: **shifting and developing constantly** - so new intersections can happen at any time*

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Engineering the aha



What are you innovating for?

Ambition Statement

Objective (how we will achieve our vision)

To fund and support the delivery of our mission and vision through the growth of our paid combined customer base.

To recruit and retain more [audience x] as the audience with the greatest alignment with our offer and significant opportunity for growth.

Mission

To reduce the burden of [condition]

Vision

[Client] will be recognised as the leading authority for scientific and educational programmes which improve [condition] health.

Growth targets

- Drive 1% increase in uptake every year across key audience groups
- Maintain current levels of re-purchase

Things we can change to achieve our objective

Key levers that are in scope...

- Pricing;
- Positioning
- Product;
- Promotion;
- Flexibility;
- Partnerships;
- Networking;

Things we will never do to achieve our objective

- Undermine the quality of our Science and of our independence as an association
- Compromise brand values
- Devalue our proposition in a way that undermines brand perceptions

How will we know we have achieved our objective?

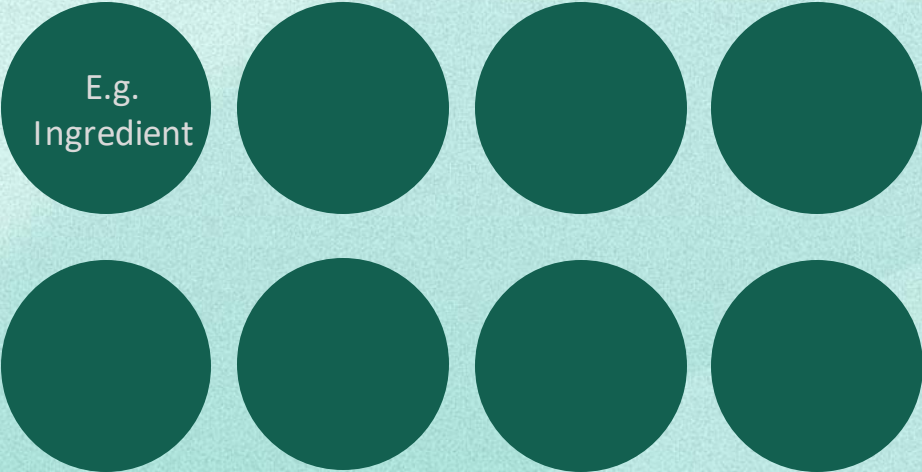
- Increase in awareness and purchase intent
- # of referrals
- Increase in conversion from 'free' to paid proposition

EXPLORE THE TERRITORY



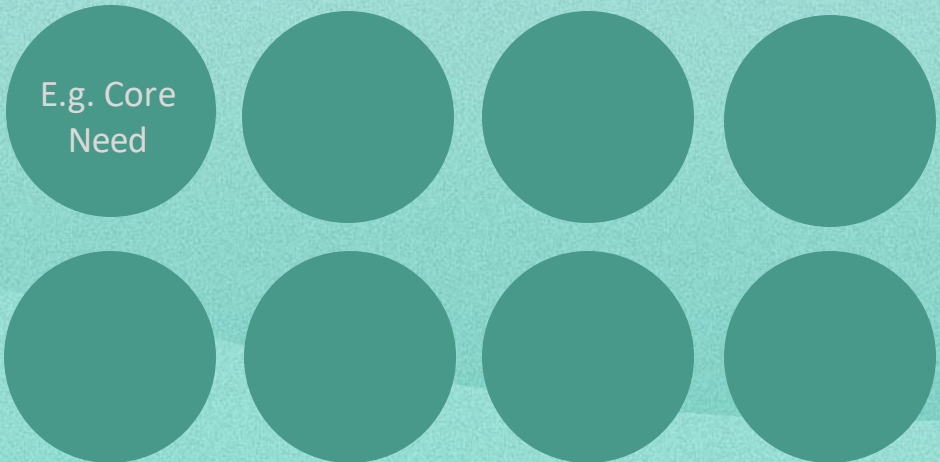
Science & Technology

Trends that will open up new, better way of solving problems



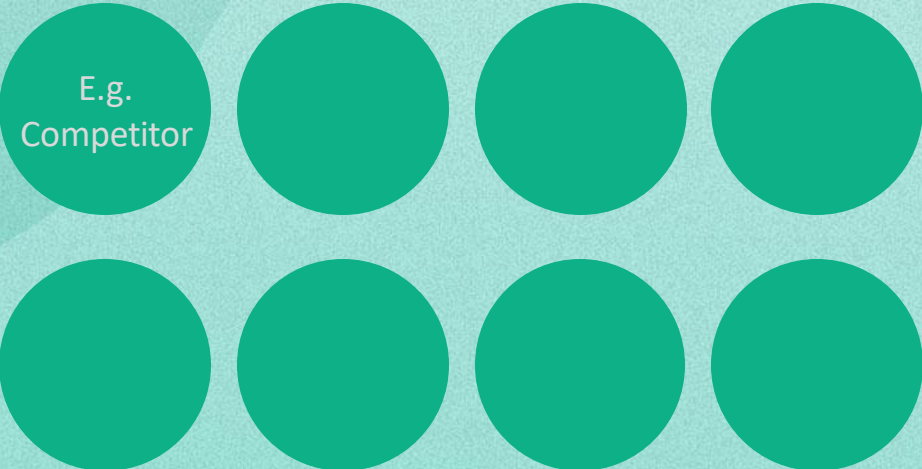
Consumer needs, attitudes & behaviours

Current and emerging behaviours and attitudes



Category Context

Potential shifts in competitive set, redefinition of category borders



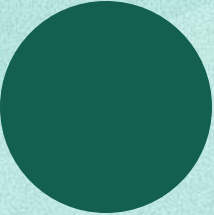
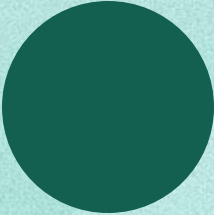
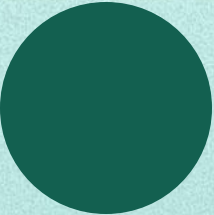
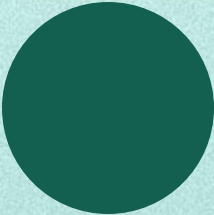
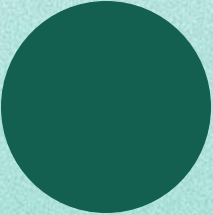
FILTER THE POSSIBILITIES



Science & Technology

Trends that will open up new, better way of solving problems

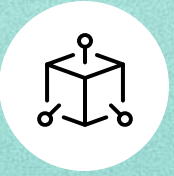
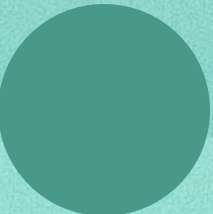
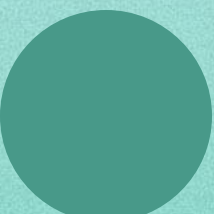
E.g. Ingredient



Consumer needs, attitudes & behaviours

Current and emerging behaviours and attitudes

E.g. Core Need



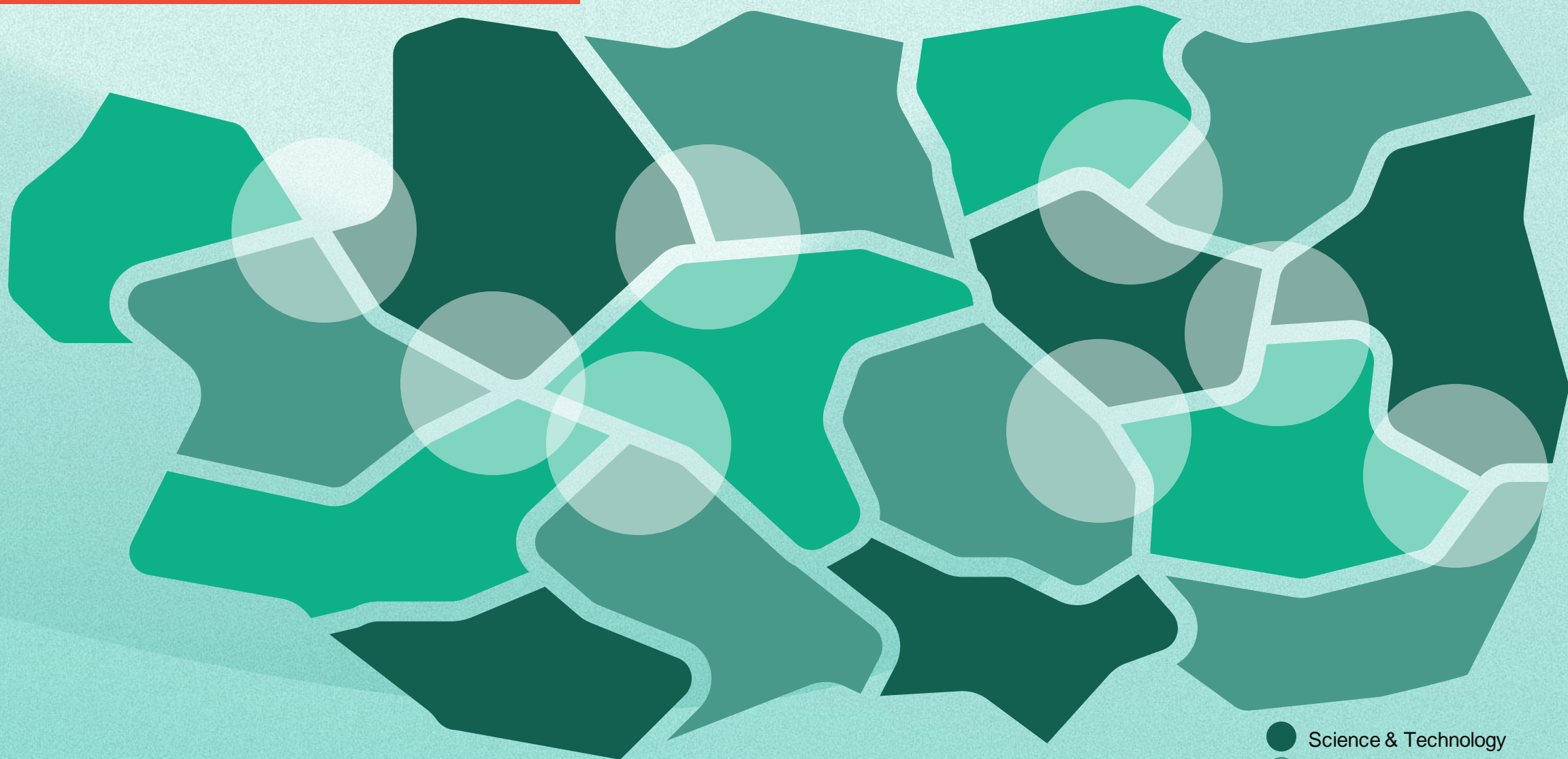
Category Context

Potential shifts in competitive set, redefinition of category borders

E.g. Competitor



FIND THE INTERSECTIONS



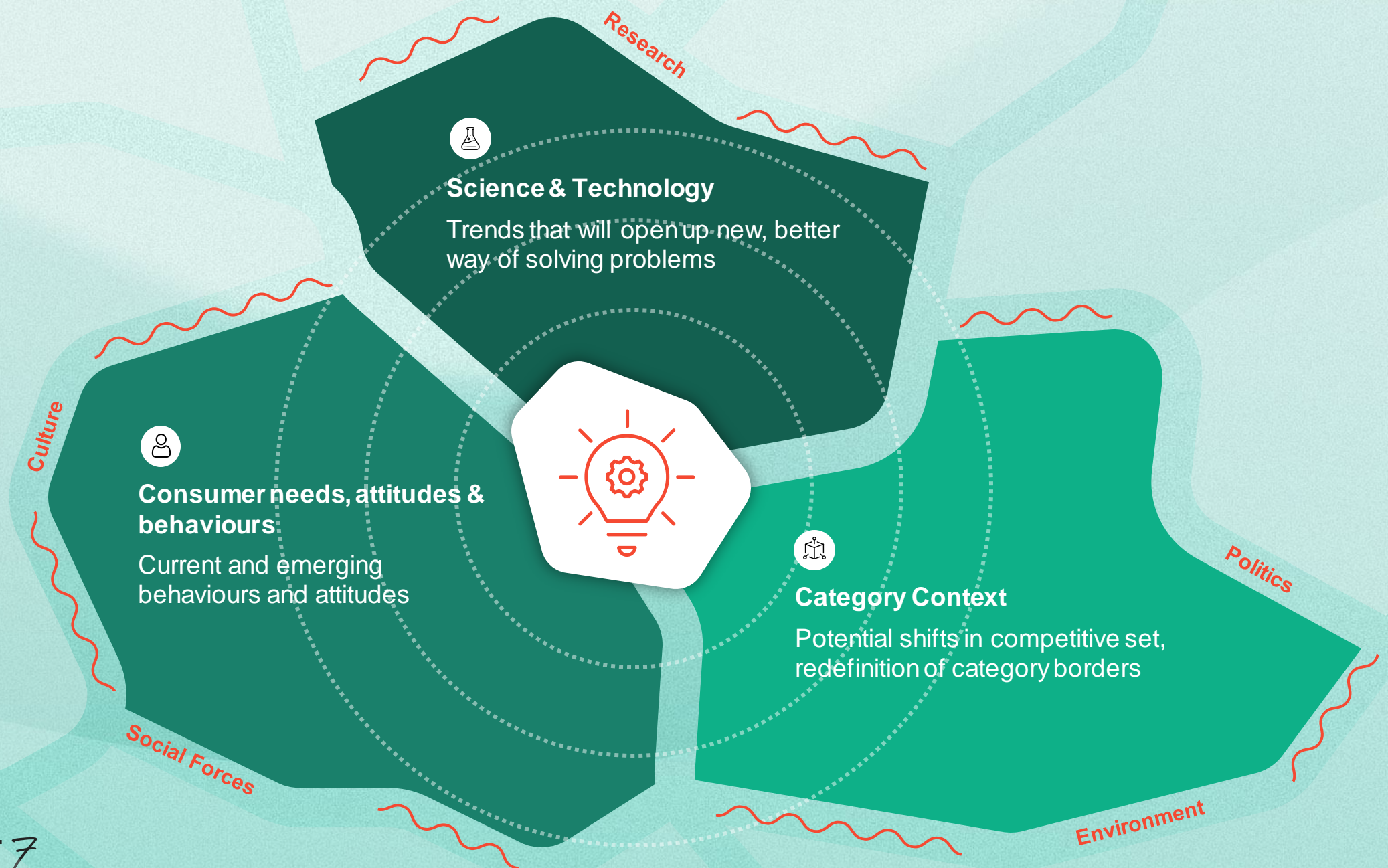
- Science & Technology
- Consumer needs, attitudes & behaviours
- Category Context

GENERATE THE COLLECTIVE AHA

If a tree falls in a forest and no-one is around to hear it, does it make a sound?



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Science & Technology

Trends that will open up new, better way of solving problems



Consumer needs, attitudes & behaviours

Current and emerging behaviours and attitudes



Category Context

Potential shifts in competitive set, redefinition of category borders

Culture

Research

Social Forces

Politics

Environment



Thank you!

Any questions?

Thank you

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