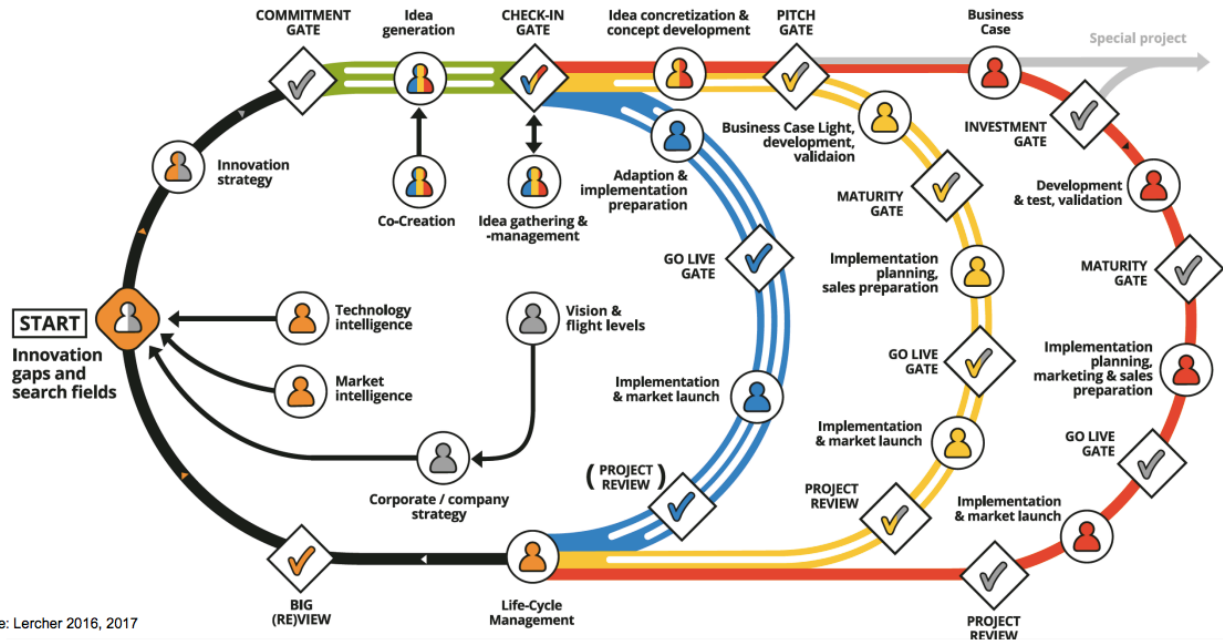


Business Strategy Consulting

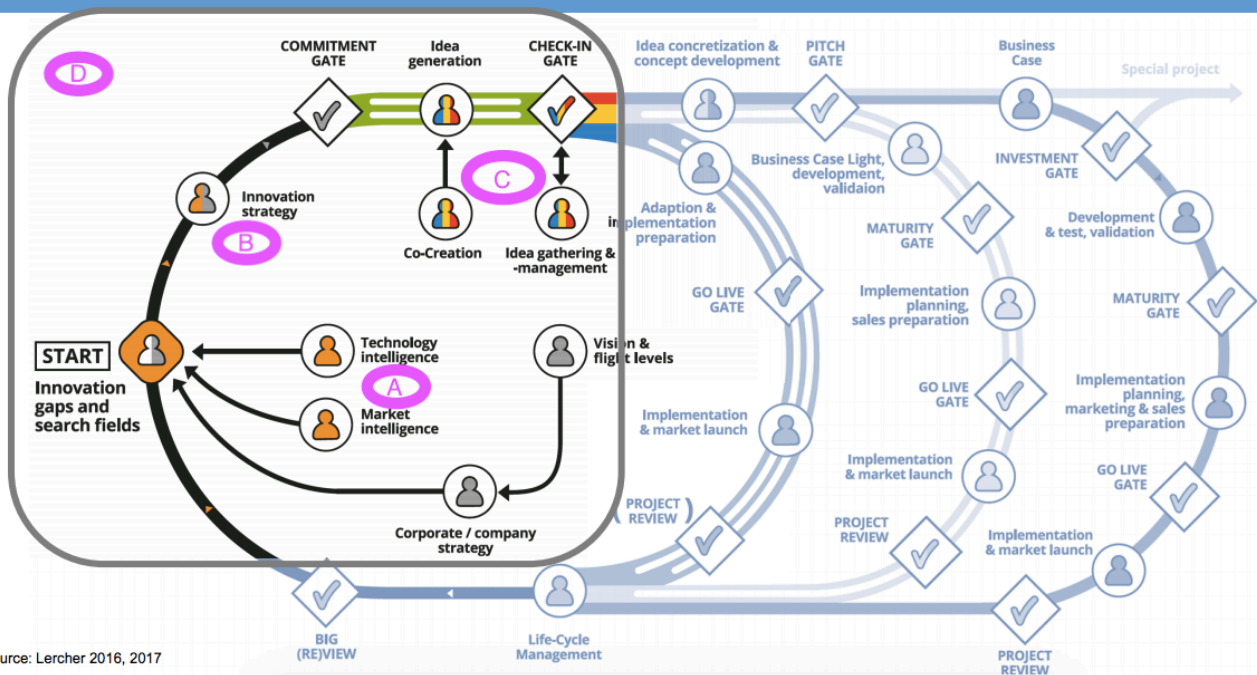
The Big Picture



Source: Lercher 2016, 2017

Our Focus Area:

The Frontend of Innovation (FEI)



Source: Lercher 2016, 2017

A**Technology Intelligence & Market Intelligence**

1. Discover relevance of Artificial Intelligence (AI) to Business
2. Discover relevance of Deep Learning to Business
3. Discover relevance of Internet of Things (IoT) to Business
(As an enabler for Data Sciences & Analytics)
4. Discover relevance of Distributed Ledger Technologies (BlockChain) to Business

B**Innovation Strategy**

1. Customer Centric Innovation (Front End of Innovation – FEI)
2. Customer Centric Marketing
3. Business Model Innovation
4. Product Management with Lean, Agile, and System Design Thinking
(ABCD of Digital Product Management – Analytics, Business Model, Co-ordination, Design Thinking)
5. Managing Disruptive Change
6. Entrepreneur style:
'Who is my Customer' 'What can I do for my Customer' "Show me the Money"

C**Idea Generation, Co-Creation, Idea Gathering & Management**

1. Innovation Generation: How to be creative
2. Innovation and Creativity Management
3. Thinking and Acting like an Entrepreneur

D**General**

1. Data, Models and Decisions in Business Strategy Analytics
2. Causal Diagrams – Draw Your Assumptions Before Your Conclusions
3. Policy Analysis using Interrupted Time Series
4. Digital Transformation Strategy (for Healthcare related Organizations)

The Big Picture: Four Project Types

