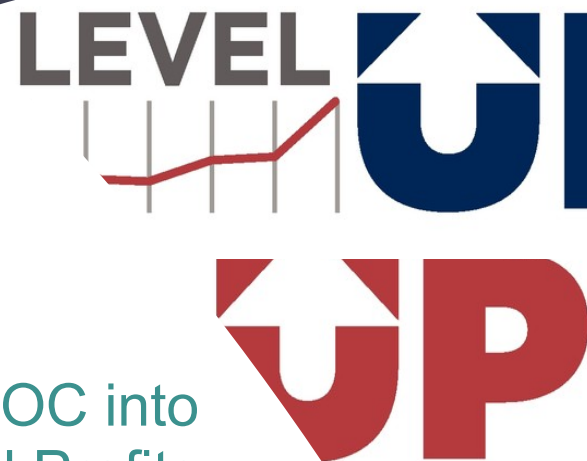


Market Powered Growth Level-Up Workshop



Turn Your VOC into Innovative Solutions and Profits

You have collected the Voice of Customer Data. Now what? Has that data been turned into actionable insight? Is there a plan to turn the VOC into a differentiable, profitable offering? All too often, the VOC data is not leveraged into profits. This workshop will help you develop the plans that act on VOC.

DELIVER HIGH VALUE SOLUTIONS TO CUSTOMERS

Understanding shifting customer perceptions and unmet needs is the foundation of successful innovation. But that understanding must be complemented with a clearly defined process to efficiently turn the data into actionable information that will drive new business value. Market Powered Growth is a proven way to drive and sustain customer focused innovation.

An innovation strategy must be purposeful and planned. Organizations can drive customer focused innovation by creating an environment in which it can flourish. Most important are visible commitment, clear expectations and a well understood process.

THE MARKET POWERED GROWTH (MPG) PROCESS

Align: Organizational alignment on quantifiable and aspirational goals and guardrails as well as voice of business are established.

Discover: Through structured VOC, capture key insights, analyze feedback in real-time, and deliver clear and actionable insight to the right stakeholders.

Pilot: Based on VOC regarding pain points and potential solution offerings, prepare a set of minimal viable offerings which can test the market value of new solutions.

Scale: With the tangible sales and adoption rate data provided by the pilot offerings, targeted investment into the most valuable offerings enables scaling of the results to meet the defined goals in a risk reduced manner.

"Group Atlantic's guiding principle is to provide our customers exceptional quality and lasting value on every engagement."

J. Scott Stribrny
President & Founder

Workshop Objectives

Upon completion participants will be able to:

- ❖ Articulate the critical elements of a technical strategy plan.
- ❖ Develop a technical strategy plan based on an industry accepted template.
- ❖ Evaluate existing VOC
- ❖ Classify effective VOC
- ❖ Interpret VOC into technical strategy which is "How to Win."
- ❖ Implement an actionable plan for innovation based on the proven MPG template.

Workshop Outline

❖ **Technical Strategy**

- What are the critical elements of technical strategy?
- What are the critical elements of technical strategy.
- How does the Market Powered Growth (MPG) process lead to effective technical strategy and effective growth.

❖ **Market Powered Growth Process**

- Introduction to the MPG 4 phase and 8 step process.
- MPG process steps and deliverables.
- MPG templates.

❖ **Align Phase Methods & Deliverables**

- Aspirational goals.
- Measurable objectives.
- Process and deliverables to achieve.

❖ **Evaluation of VOC**

- Buying Journey template.
- Characterize effective VOC.
- Evaluate current VOC.
- Perform VOC gap analysis.
- Scorecard

❖ **Evaluation of VOC outputs**

- Minimal Viable Solution Development.
- Business Case Template.
- Evaluation of VOC Output.
- Perform VOC Output Gap Analysis

❖ **Post VOC Steps**

- Gap Analysis Action Plan
- Hypothesis Development
- Solution scorecard
- Business Case Development

❖ **Pilot and Scale**

- Pilot Steps and Minimal Viable Offering
- Scale steps
- Go To Market Plan
- Measurement methods
- Corporate Capabilities

❖ **Planning Your MPG Journey**

- Appropriate Topics
- Plan Template
- Scale steps
- Go To Market Plan
- Measurement methods
- Corporate Capabilities

