

Market Powered Growth (MPG) Workshop



Start Up!

Learn MPG for High Margin Revenue

Today it seems the only sustainable competitive advantage is for you to know your customers better than your competition. Successful organizations have a plan and structure in place to identify and analyze customer pain points to help systematically develop unique, innovative solutions that deliver quantifiable value.

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 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.
- ❖ Construct the technical strategy plan template with meaningful content.
- ❖ Develop the most important part of the 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?
- How the Market Powered Growth (MPG) process leads 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 and Deliverables**

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

❖ **Discover Phase Methods Deliverables**

- Buying Journey template
- VOC targets
- Research Objectives
- VOC methods and templates

❖ **Solution Development**

- Minimal Viable Offering (MVO) visual stimulus development
- Innovation development
- Solution Validation Methods
- Business Plan Development

❖ **Pilot Phase Methods & Deliverables**

- MVO solution development
- Pilot sales channel
- Solution scorecard
- Course correction

❖ **Scale Phase Methods & Deliverables**

- Scale steps
- Go-To-Market Plan
- Measurement Methods
- Corporate Capabilities

❖ **Planning Your MPG Journey**

- Target Businesses
- Plan Template
- Scale steps
- Go-To-Market Plan
- Measurement methods
- Corporate Capabilities

