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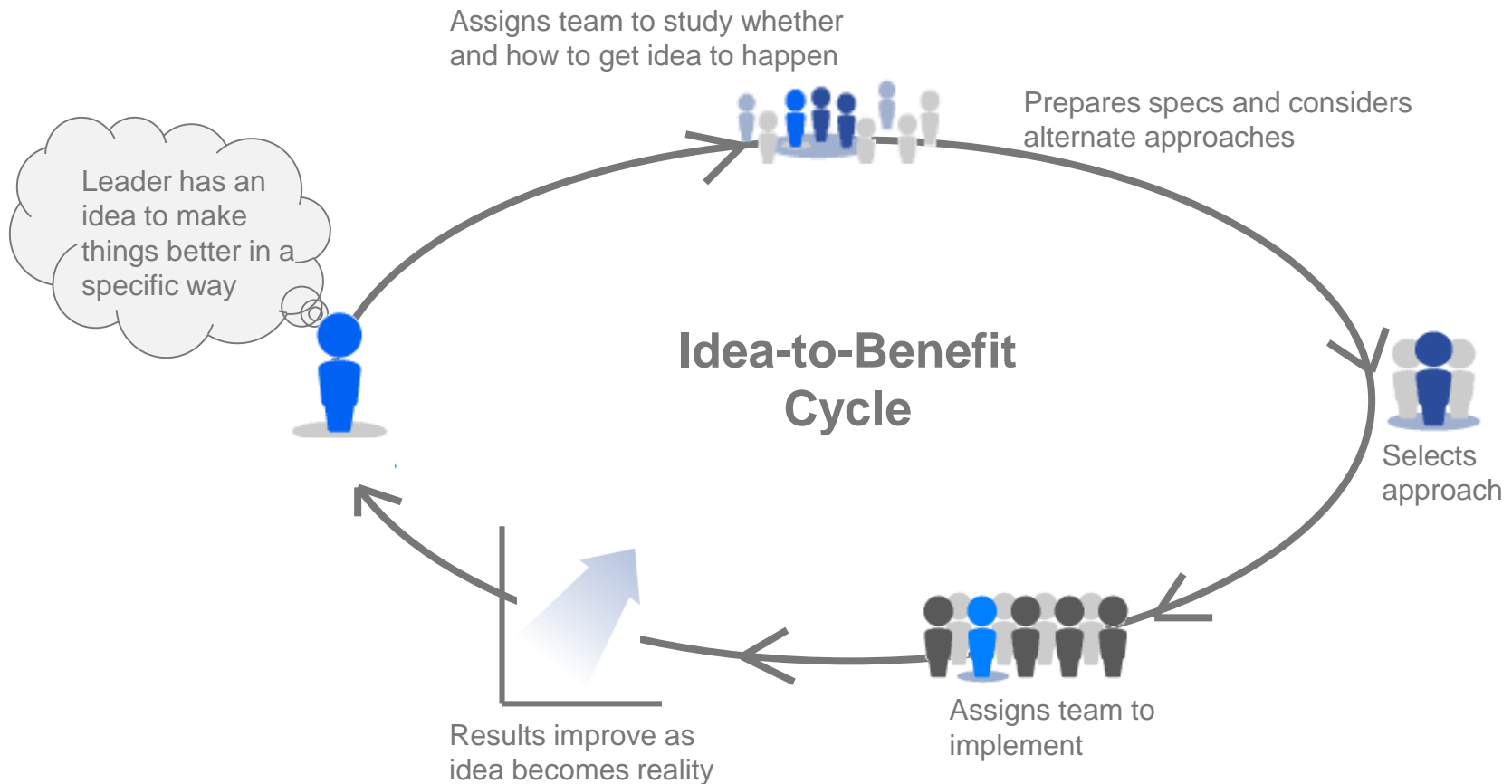
Intelligent Ventures. Successful Strategies.

How services firms should think about what they do to help leaders turn ideas into benefits.

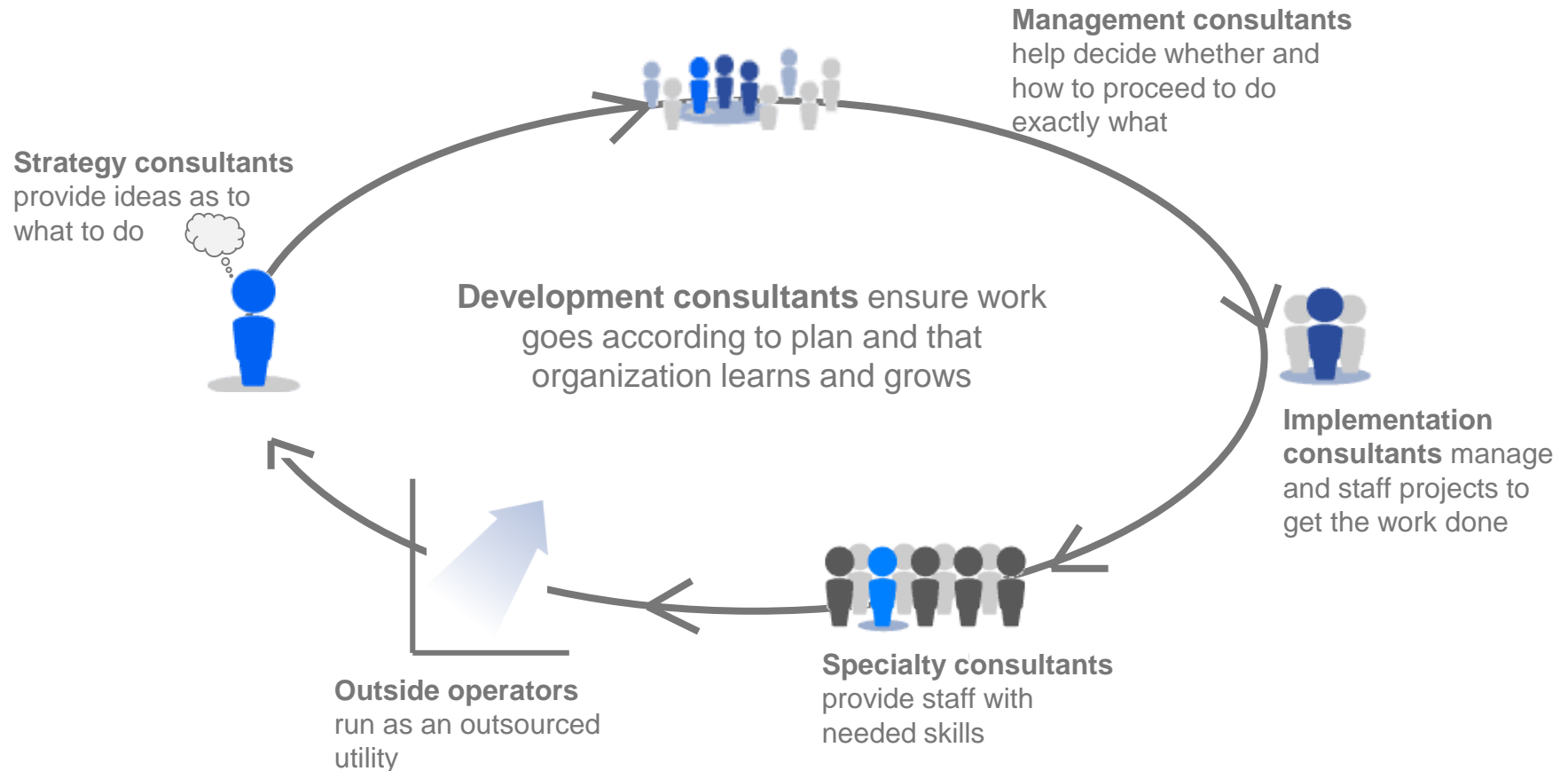


Idea-to-Benefit Cycle

A leader with an idea to make things better decides whether and how to do it and then does it.



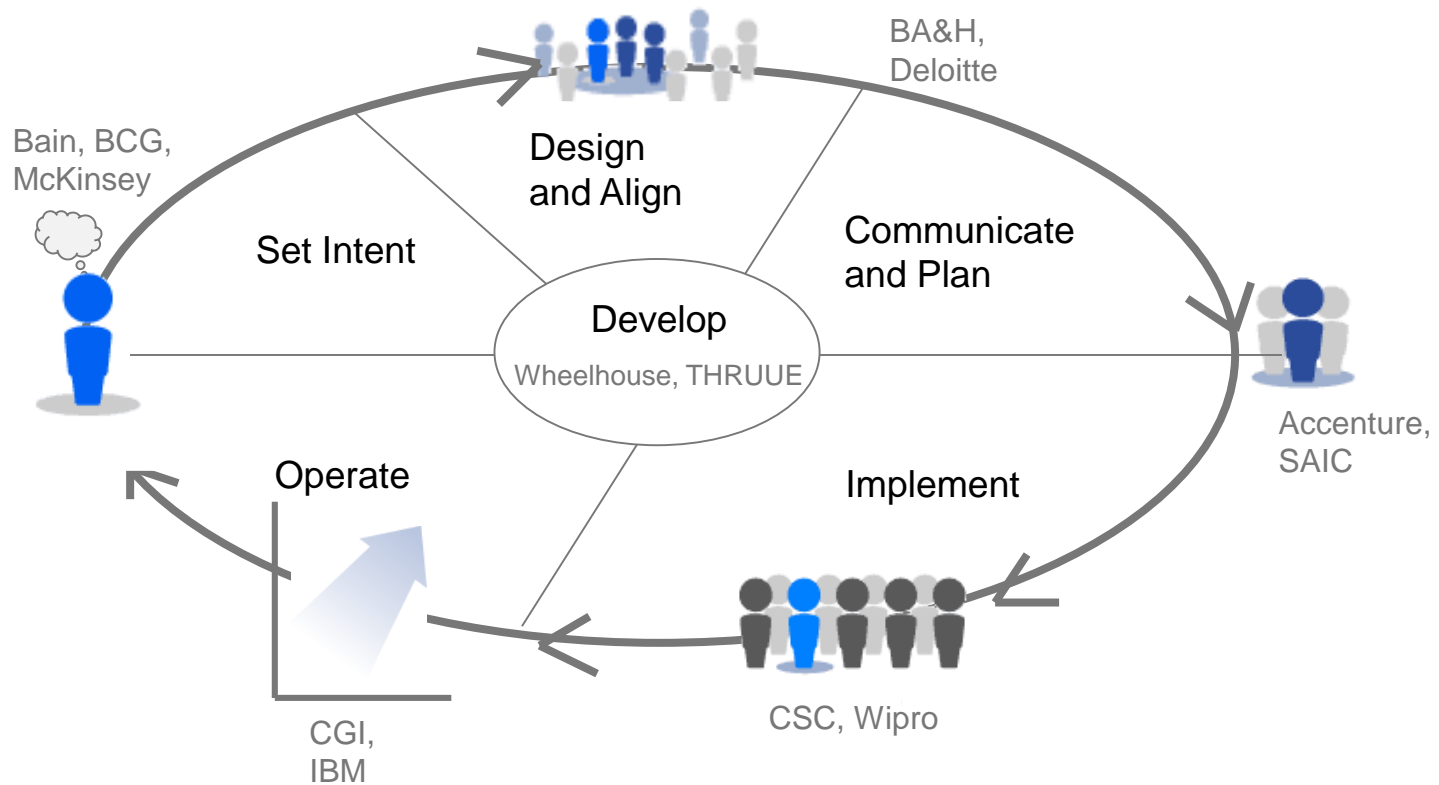
Leaders seek different kinds of outside help along the Idea-to-Benefit Cycle.



Four Kinds of Help

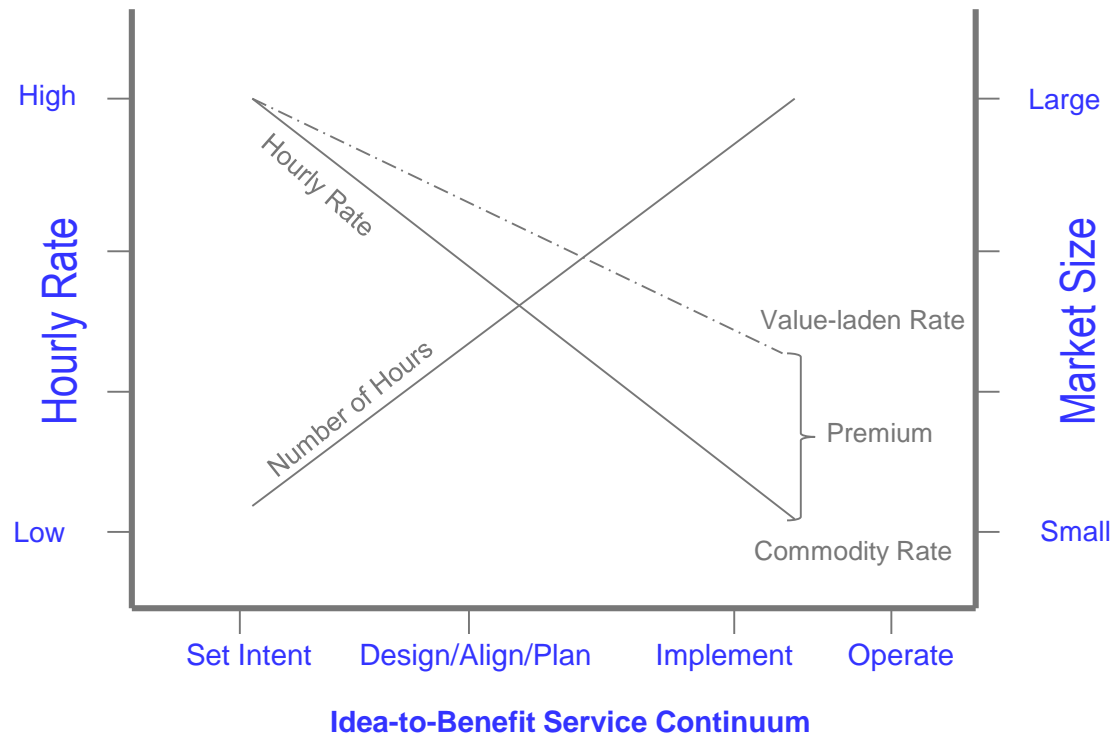
Helper	1. Strategy Consultant	2. Implementation Consultant	3. Operator	4. Development Consultant
Where the Answer Comes From	<i>"We <u>find</u> the answer."</i>	<i>"We <u>have</u> the answer."</i>	<i>"We <u>are</u> the answer."</i>	<i>"The answer <u>lies within</u>."</i>
Implementation Approach	<i>"You change your world."</i>	<i>"We change your world."</i>	<i>"We are your world."</i>	<i>"We help you change your world."</i>
Leader's Conclusion	<i>"What do we do now?"</i>	<i>"What do we do next time?"</i>	<i>"We don't even think about it."</i>	<i>"We did it ourselves and we can do it again!"</i>

Examples of firms that provide different kinds of help by stage.

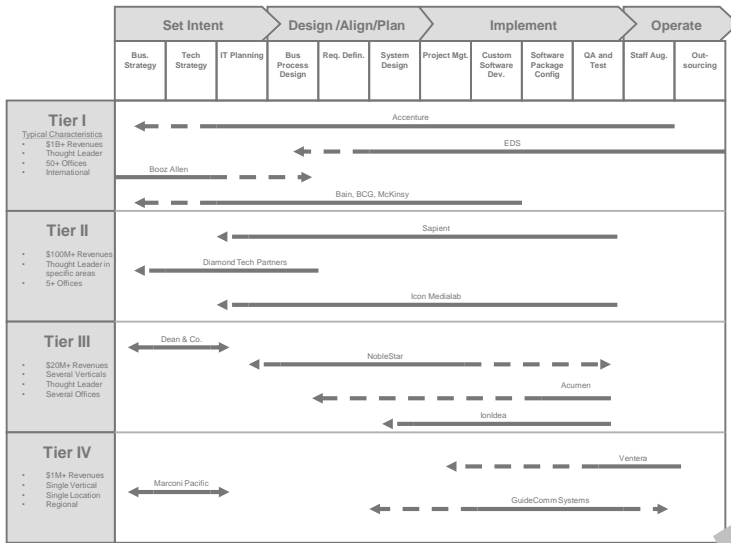


Different skills, methods, economics, and focus are required to perform and grow well by stage.

- Strategy work is high priced because few do it well; but the market for it is small.
- Implementation and operations are large markets but rates are low because many do it well.
- Commodity implementation and operations services provided by those who help set intent command premium prices because, while the work is the same, they **build castles** rather than **lay bricks**.

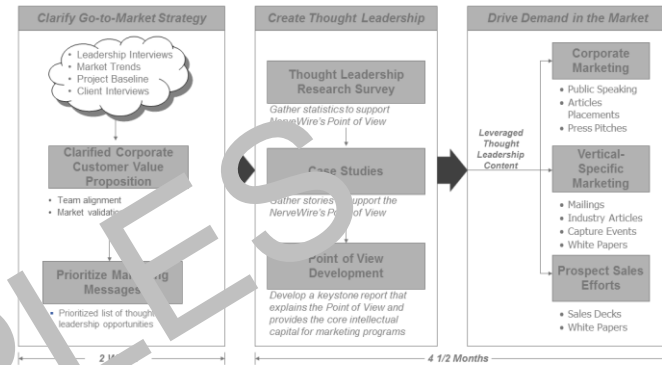


Decide where to play, position accordingly, and ensure *Do, Sell,* and *Grow* efforts are aligned accordingly.



Marketing Strategy and the CVP

Guiding thought leadership research and marketing activities



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Change Framework

Core leaders, the management team, and future leaders can use the Change Framework to determine what to change next.

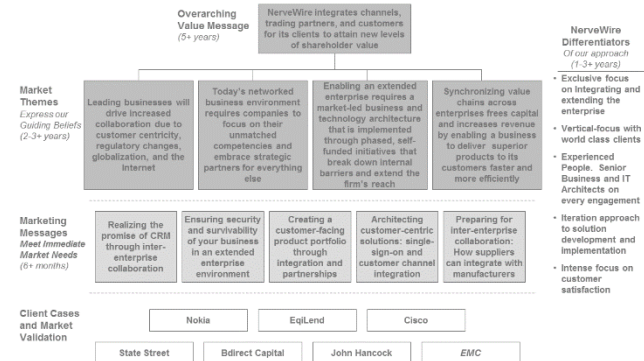
Current State How things are now.	Case for Change What really good things happen if I change? What really bad things happen if I do not change?	Target State How things will be after the change.
	What must be done to achieve the Target State.	
	Barriers What will be hard about implementing the actions needed to achieve the target state?	

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NerveWire's Customer Value Proposition (DRAFT)

Based on our interviews with your team and market validation



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