



To Win, We Must Innovate and Lead Strong

Stability breeds efficiency

and complacency

Instability breeds resilience

and innovation



Open Mind

Engage

Permission



Your Playbook:



Gain a competitive advantage



Drive a culture of innovative growth
in the new business landscape



Lead strong when times are
uncertain and uncharted.



Your Playbook:



4 Major Traps That Are Slowing or Sabotaging Your Business Efforts



5 Low-Cost, Immediately Actionable Tips To Ignite Innovation & Grow Your Business



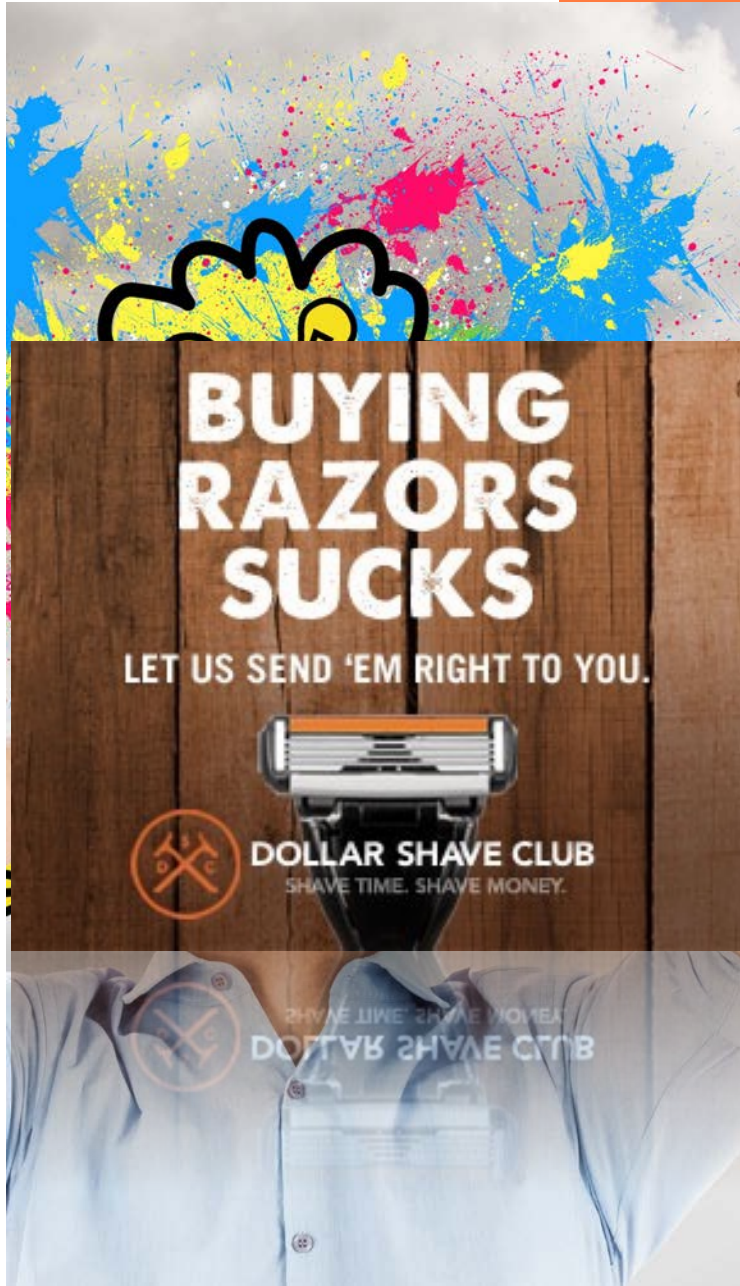
A large, dark metal trap with sharp teeth and a central circular plate, set against a teal background. The trap is made of dark metal and has a jagged, saw-tooth edge. A chain is attached to the top. The central part is a circular plate with a handle. The background is a solid teal color.

4 Major Traps that are Slowing or Sabotaging Your Business Efforts

Trap #1

Innovation has to be blue-skies, out-of-the-box, disruptive ideas

This simplest ideas that use what you have right in front of you are the most innovative



Innovation

**[Think differently about
what's right in front of you
to create an advantage]**

INNOVATION



Trap #2

Your customers will tell you when they aren't satisfied, even when you don't ask

Not only will they not tell you, they'll buy elsewhere

Trap #3

Innovation only applies to sales and marketing

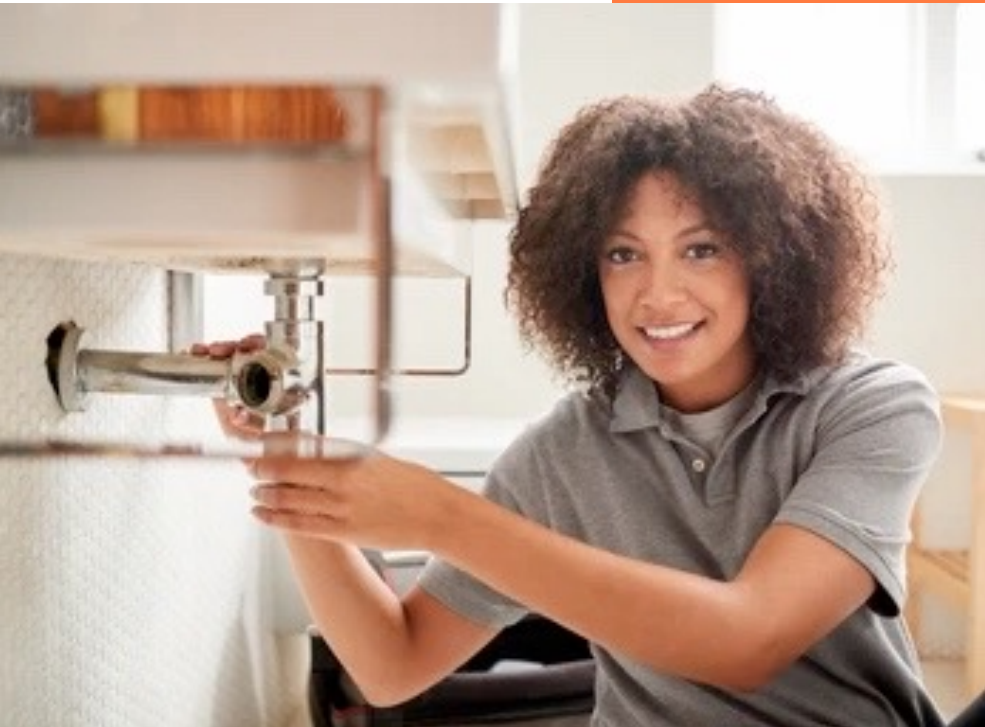
Owners that apply and expect innovation across their entire business win



Trap #4

Price is the only competitive advantage

Value beats price; the real question is, what does your customer value?





Trap #5

Innovation is solely the responsibility of the owner or senior leadership

Innovation is everybody's business



5 Low-Cost, Immediately
Actionable Tips
To Ignite Innovation &
Grow Your Business

#1 Solve Your Customers' New Problems



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If you don't know, ask your best customers to tell you

- What are the biggest challenges you face today, that didn't exist 6 months ago?
- If I could do one thing to improve your experience with us, what would I do?

#1 Solve Your Customer's New Problems

Be a customer of your own business for a day

- Experience your business from your customer's shoes
- Why would you choose to work with your business?
- Why would you choose NOT to work with your business?

#2 Add Value Where Your Customer Least Expects It

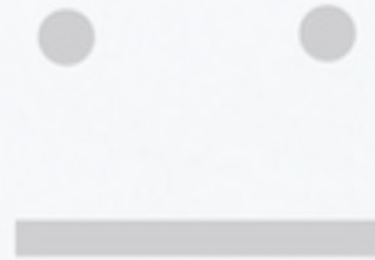
Turned Customers into
Greatest Sales Force



#2 Add Value Where Your Customer Least Expects It

Add value in surprising ways.

- during the bidding process
- before the work starts
- after the work is complete



#2 Add Value Where Your Customer Least Expects It

Make it easy for your customers to refer you.

- Make sure they know your ideal customer
- Have a post work referral conversation
- Keep your contact information front and center

#3 Speak the Language of Your Customer, Not Your Product



#4 Innovate The Internal Process



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#4 Innovate The Internal Process

#1 Map out your workflow or process from start to finish

#2 Circle where you have break-downs:

- Delays
- Employee frustrations
- Customer frustrations
- Internal or external pressures

#3 Brainstorm three innovative ways to do the break-downs differently

#4 Innovate The Internal Process

Map out what happens before and after your work

- What happens upstream and downstream?
 - Are there breaking points?
 - Places to add value?

#5 Drive Sales by Not Answering Their Questions



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Tell Me More....

That's a great question, tell me more about what makes you ask.

That deadline sounds important, tell me more...

Your budget seems top priority, tell me more...

#5 Drive Sales by Not Answering Their Questions

BONUS: GUIDED QUESTION

What didn't work *then*
and what would you change
to make it work *now*?



OK team, let's ignite innovation and drive growth



6 Disruptive Questions to get to Innovative Answers

- #1 If we didn't do what we usually do, how would we tackle this?
- #2 If our customers solved this problem, what would they do?
- #3 If our biggest competitor solved this problem, what would they do?
- #4 What's the smallest possible change we could make that would have a big impact?
- #5 How can we add value without adding cost?
- #6 What's the problem that caused the problem? Now solve that problem?

ACTION PLAN



- ✓ Don't fall into the 5 traps
- ✓ Solve your customers' new problems – asking and being a customer
- ✓ Add value where they least expect it – before/after
- ✓ Speak the language of your customer, not your product
- ✓ Innovate the internal process – identify breakdowns/sticking points
- ✓ Don't answer immediately – say "tell me more" or guided questions
- ✓ Ask your team 6 disruptive questions

Q & A



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