

# Wendy Mahoney



It's tough when markets change and your people don't

- Are you seeing sales stagnating ?
- Is it becoming tougher to differentiate yourself in the market ?
- Are you challenged with transforming for innovation and profit ?
- Do you want to know the latest cutting edge techniques used

to unlock Innovation ?

- The only certainty of a lack of change in the Exponential Age is decline

Welcome to the 4th Industrial Revolution. The Exponential Age.

Software will disrupt most traditional industries in the next 5-10 years.

Uber is just a software tool, they don't own any cars, and are now the biggest taxi company in the world.

Airbnb is now the biggest hotel company in the world, although they don't own any properties.

Artificial Intelligence: In the US, young lawyers already don't get jobs. With IBM Watson, you can get legal advice within seconds, with 90% accuracy compared with 70% accuracy when done by humans.

Autonomous Cars: In 2018 the first self-driving cars will appear for public. 2020, the industry will start to be disrupted.

Kids will never get a driver's license.

Insurance Companies will have massive trouble because without accidents.

Real estate will change. People will move further away.

Last year, more solar energy was installed worldwide than fossil. (Due to solar) all coal companies will be out of business by 2025.....Robert M.

Goldman MD, PhD, DO, FAASP

'business as usual' of bygone years is no longer an option.

With the major challenges facing our country and indeed, our planet, companies have had to innovate and take on more risk if they wish to remain competitive.

Innovative companies recognize that it is imperative for them to relook at their training and capacity building initiatives to ensure they're designed to empower, strengthen and develop their human capital.

Innovation is change that unlocks new value. It refers to changing processes or creating more effective processes, products and ideas. For businesses, this could mean implementing new ideas, creating dynamic products or improving your existing services.

Some of the benefits will include

- Increased profitability and stakeholder return
- Cross-functional support for cultural change
- Stronger employee buy-in and commitment to company goals and objectives
- Conflict mediation and resolution
- Bespoke strategy for business acceleration and alignment to company core values
- Maximising human capital and potential

- Business Innovation strategies
- Full utilisation of all resources

Innovation is key. Only those who have the agility to change with the market and innovate quickly will survive in a rapidly changing economic environment.

Organisational Values and Beliefs result in Principles of Innovation which are unpacked into practises of Innovation and a physical environment for Innovation, supported by a structure for Innovation and Internal Branding for Innovation. This in turn creates a culture that enables Innovation. This culture is largely influenced by Leadership who need to communicate, assess and re-align the correct Organisation Values and Beliefs.

To Innovate a company must be clear on and authentically communicate their values and beliefs to all stakeholders and ensure continual steps are taken for value alignment. We specialises in Business Value alignment, the key to unlocking a culture of and platform for Innovation.

On successful business value alignment a company is geared to identify opportunities for innovation and profitable outcomes using divergent thinking. This inspiration is converted into ideas through idea generation processes and interventions using diversity, collaboration, systemic and convergent thinking. The final stage of successful innovation is implementation or failing fast as the path to innovation and success is paved with failing, the key is to mitigate risk through a simpler rapid prototype, test and adjust process.

Unique Business Value Alignment Process:

1. Set outcomes with Initiator (Measurements of success)
2. Full assessment: Internal of all staff with attention to the elicitation of individual meta programs and individual, team and company values; External of Business Climate
3. Present phases of value re-alignment plan
4. Executive think tank
5. Build content for bespoke strategy and roll out of Values and Innovation Strategy for all Stakeholders

6. Negotiation and Mediation for conflict resolution and buy in for Values and Innovation Strategy
7. Implement roll out plan through career breakthroughs, value workshops and innovation strategy
8. Mediate and negotiate if necessary unresolved human potential and any innovation strategy blockages
9. Review and adjust plan as required
10. Ongoing support on conclusion to include monthly key player meetings to review measurements reports

**TRANSFORM INNOVATE PROFIT - WITH NEUROSCIENCE**

**Your Innovation Questions Answered**

What is Innovation ?	Why do Company's Fail to Innovate ?
What is the Theory behind Innovation ?	What is an Environment for Innovation ?
What are the Types of Innovation ?	What is a Structure for Innovation
Who are the Innovators ?	What are Company Values for Innovation ?

**Your Real World Tools**

**Business Consulting**

Culture  
Value Proposition  
Business Model  
Business Structure

**Sales Consulting**

Sales Model  
Sales Structure  
Remuneration  
Recruitment

**Corporate Training**

Sales  
Leadership  
Innovation  
Change

**Executive Coaching**

Insights & Tools  
Strategy  
Succession Planning  
Restructuring

**Thought Leadership**

Global Shifts  
Future Gearing  
Generation Gaps  
Neuro-Linguistics

**Conference Speaking**

Inspiration  
Transformation  
Innovation  
Leadership



## UNIQUE BUSINESS BREAKTHROUGH PACKAGE PROCESS



1. Outcomes



2. Assessment



3. Re-alignment



4. Think-tank



5. Strategise



6. Negotiation



7. Implementation



8. Mediation



9. Review



10. Support



### Business Benefits

Enhanced individual and organisational performance.

New tools for goal setting and value alignment.

Better leadership capabilities.

Better equipped to drive innovation and lead change

Supports the creation of an organisational culture that values learning and continuous improvement and adaptation.

Higher engagement levels.

Cross-functional support for culture change.

Stronger employee buy-in and commitment to goals and objectives.

### Personal benefits

Greater self awareness.

Increased confidence.

Better inter and intra- personal skills.

Assertiveness skills.

Increased EQ skills.

