

Where are your Blue Waters? - Mastering Market Transformation

June 29, 2021 10:00 AM CET [10:00] (Brussels), 04:00 PM SGT [16:00] (Singapore)

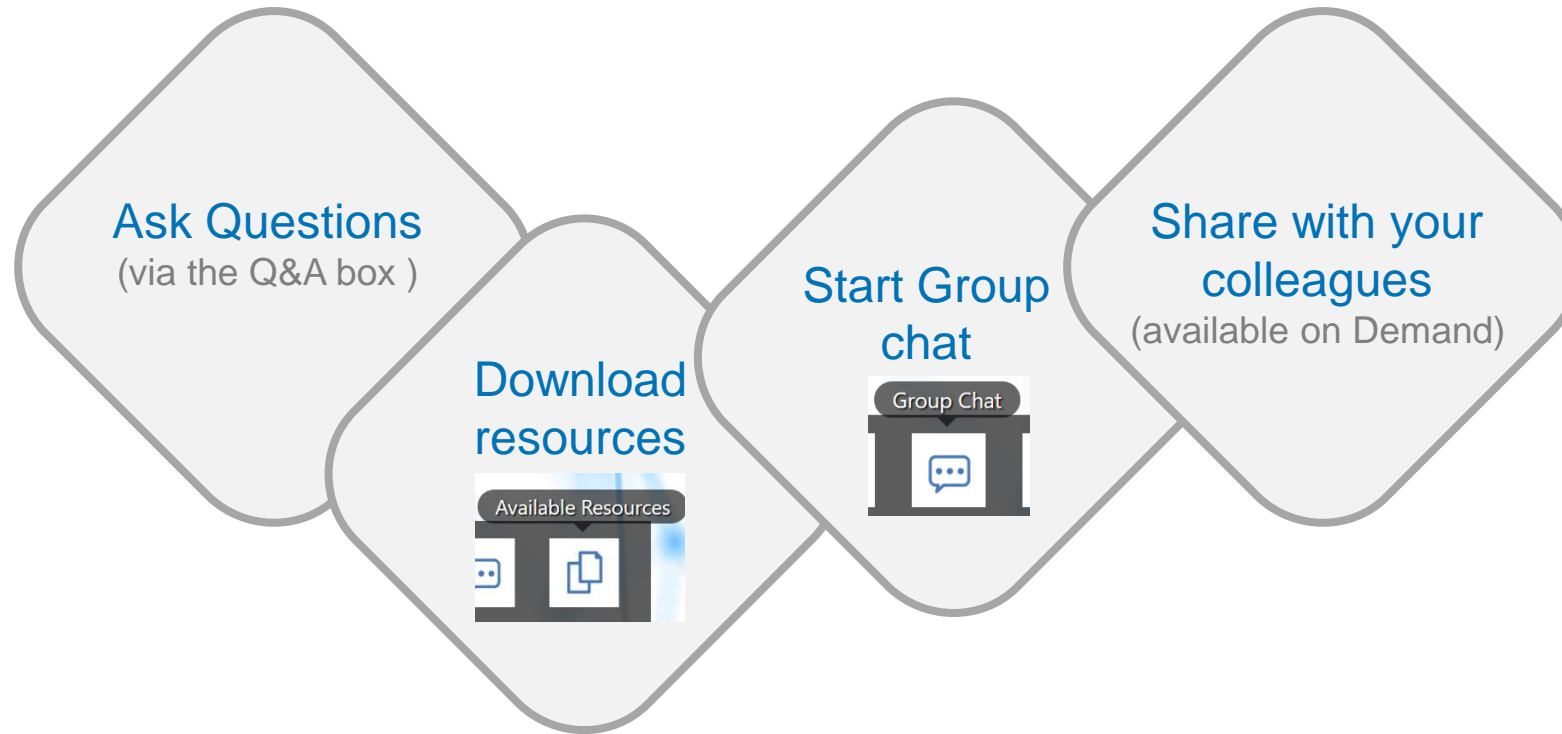


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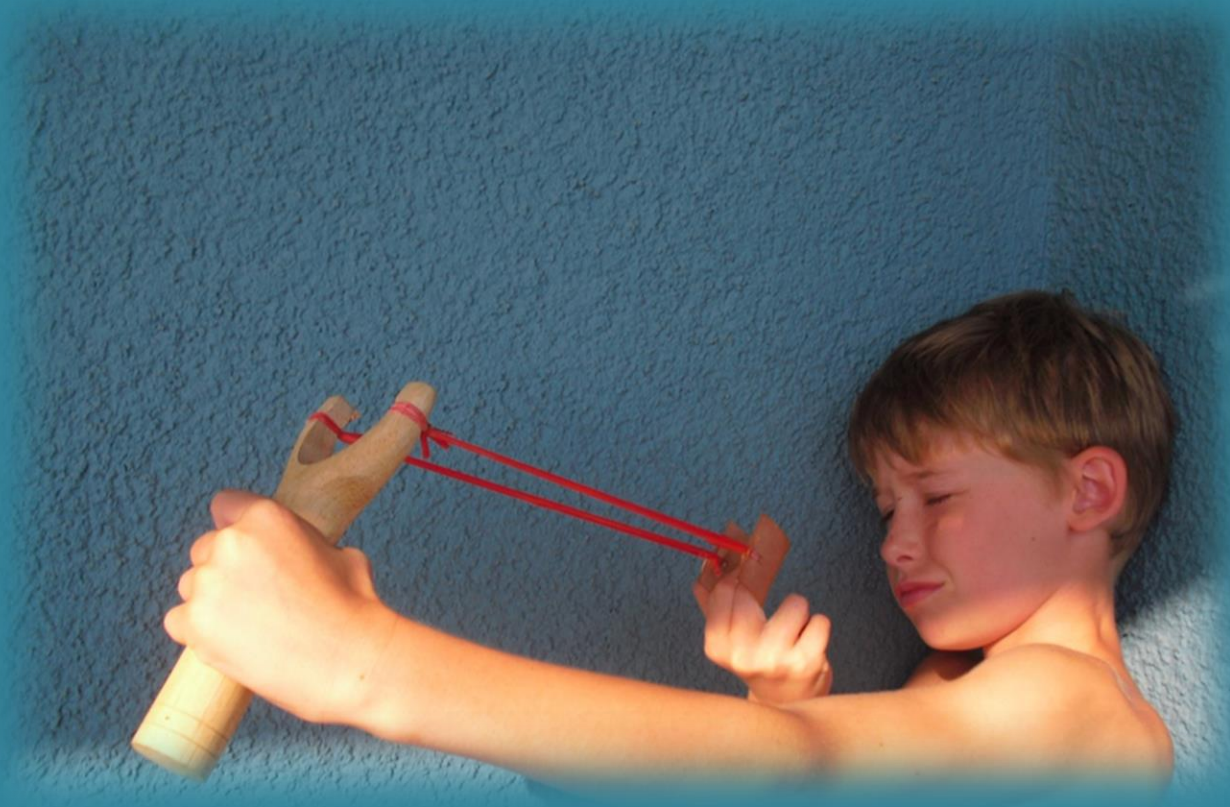
Panelists:



Gabor George Burt
Founder
The Slingshot Group
[Bio](#)



John Metselaar
(Moderator)
Co-Leader Innovation & Digital Transformation
Institute
The Conference Board
[Bio](#)



Re-Imagining Boundaries:
Creative Transformation of
Your Business

Two thirds of global investors consider today's CEOs unfit to handle future challenges.

Korn Ferry Survey

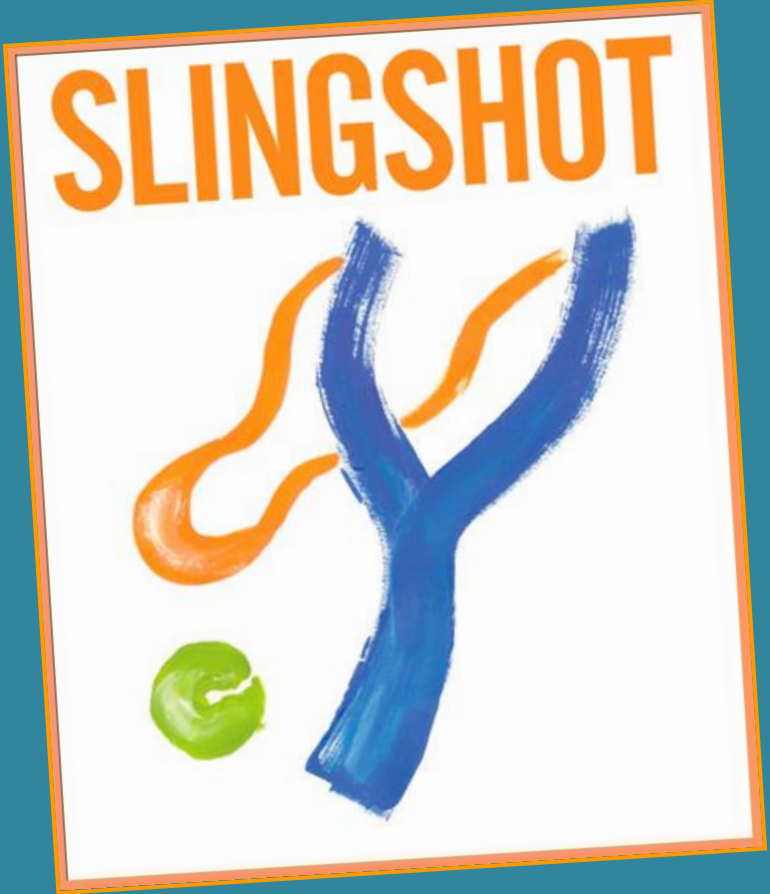
March, 2019





Quick Test for You

- What animal would you pick to represent your business?
- What business are you really in?
- Who are your most important competitors?
- What is the starting and stopping point of a typical customer's experience cycle with your offering?
- What should be the goal of innovation?
- On a scale of 1 to 10, how closely linked is customer satisfaction to your future success?

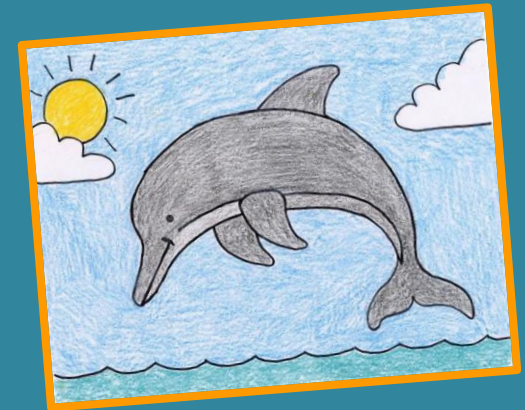


Re-Imagining Boundaries on 3 levels



Blue Lake : Refresh & optimize your current value proposition

Blue Sea : Expand your value proposition for broader relevance



Blue Ocean : Create new value proposition

SLINGSHOT

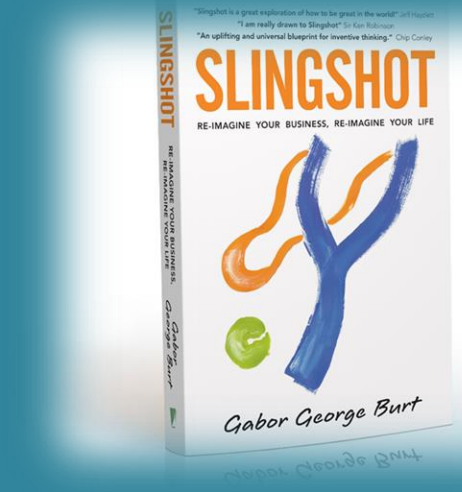


3 key Slingshot components for Re-Imagining Boundaries

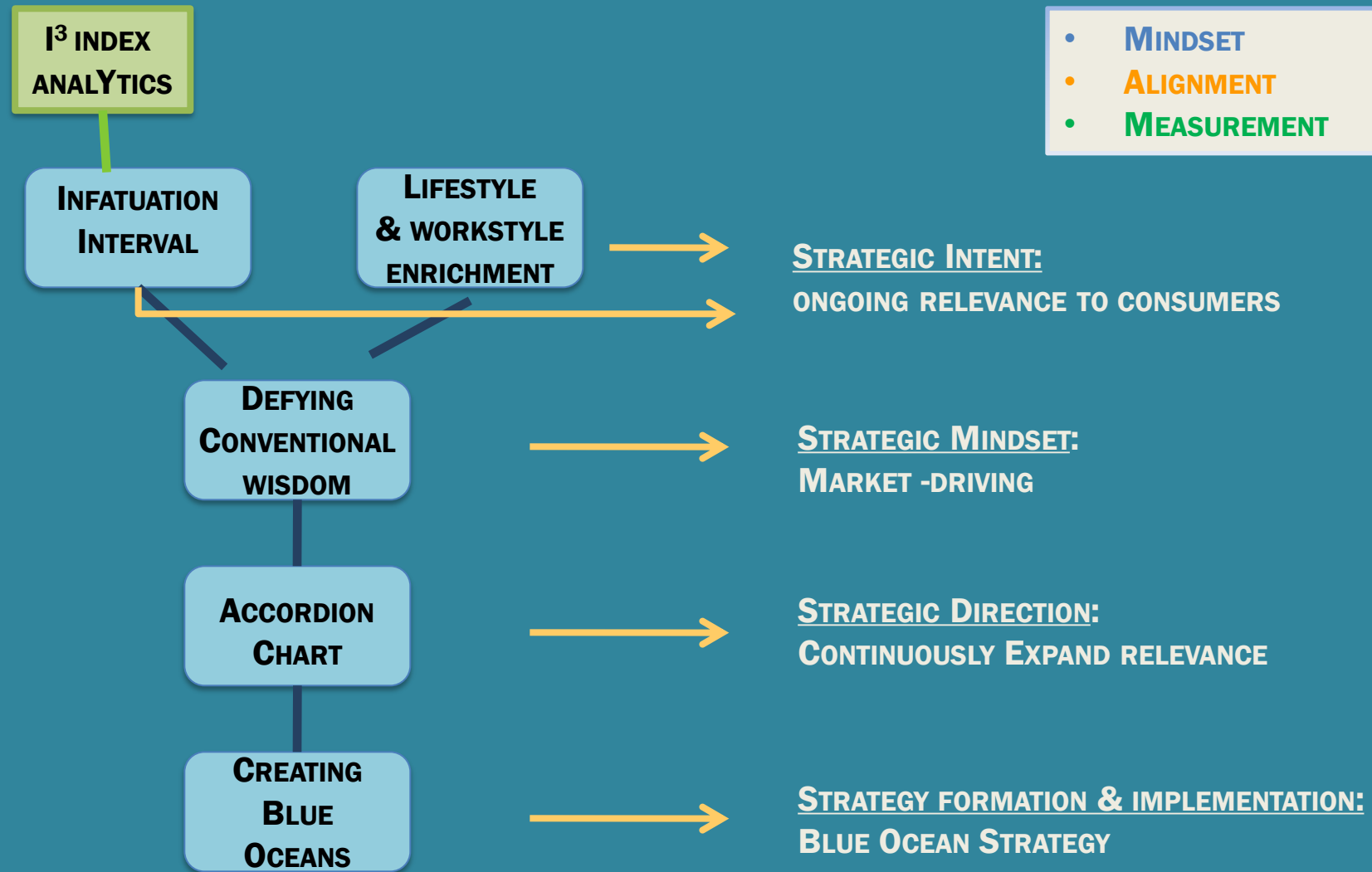
- Learn to identify customer **'pain points'** and to turn them into **'points of delight & infatuation'**
- **Continuously stretch the definition of** what you do in order to discover new market spaces of expanded relevance
- **Embrace the innovation shortcut:** Instead of outright invention, you can simply unlock powerful, new combinations of existing components

Slingshot Application - Case Studies

- [American Express](#) – Launched new business ‘Bluebird’ with Walmart in 13 months
- [McDonald’s](#) – Strategic transformation of restaurants to entertainment destinations
- [Coca-Cola](#) – Formulation of unique strategy for Chinese market
- [Idex Corp](#) – Introduced new low-flow pump as industry disruptor
- [ScotForge](#) – Launched strategic initiative with Caterpillar and new cust. exp. program
- [Akzo Nobel](#) – 14% growth in first year, following years of zero growth
- [Grupo Pellas](#) – Introduced uniform innovation process across group of 16 companies
- [Landslide](#) – Successful market entrance in crowded CRM space, acquired by j2 Global
- [Perry Ness](#) – Increased occupancy rate from 70% to over 100% in 3 months
- [Greenies](#) – Led mission to grow co. from \$100M to \$500M – acquired by Mars
- [Mission U](#) – Brought to market disruptive education concept – acquired by WeGrow
- [Slingshot Health](#) – Uber of healthcare start-up



Slingshot: Creative Transformation Alignment



Join our brand-new Peer Networks:

Asia Innovation Council

The Council brings together innovation leaders from many different industries. These are the leaders responsible for business development, innovation, research and technology, and strategic marketing. They include executives who oversee technical innovation outside the research function. We meet to optimize ways in which innovation can be harnessed to meet stakeholder goals from across the enterprise. Recent transformational changes in technology and business practices make it increasingly important to share experience with colleagues facing similar challenges in other industries. Council membership provides a regular opportunity for this vital exchange with an international network of peers. Activities include formal presentations, site visits, workshops, and informal, confidential discussion.

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Gulf Innovation Council

The council is designed for the most Senior Executives in charge of Technology, R&D, Innovation or Digital Transformation, based in the Gulf spanning across different industries. This council gives members an opportunity to discuss technology and innovation transformation as well as burning issues, in a safe space which exposed them to cutting-edge insights, share challenges, and identify best practices by peers from other industries. The council is self-governed and provides a confidential, vendor-free environment.

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