



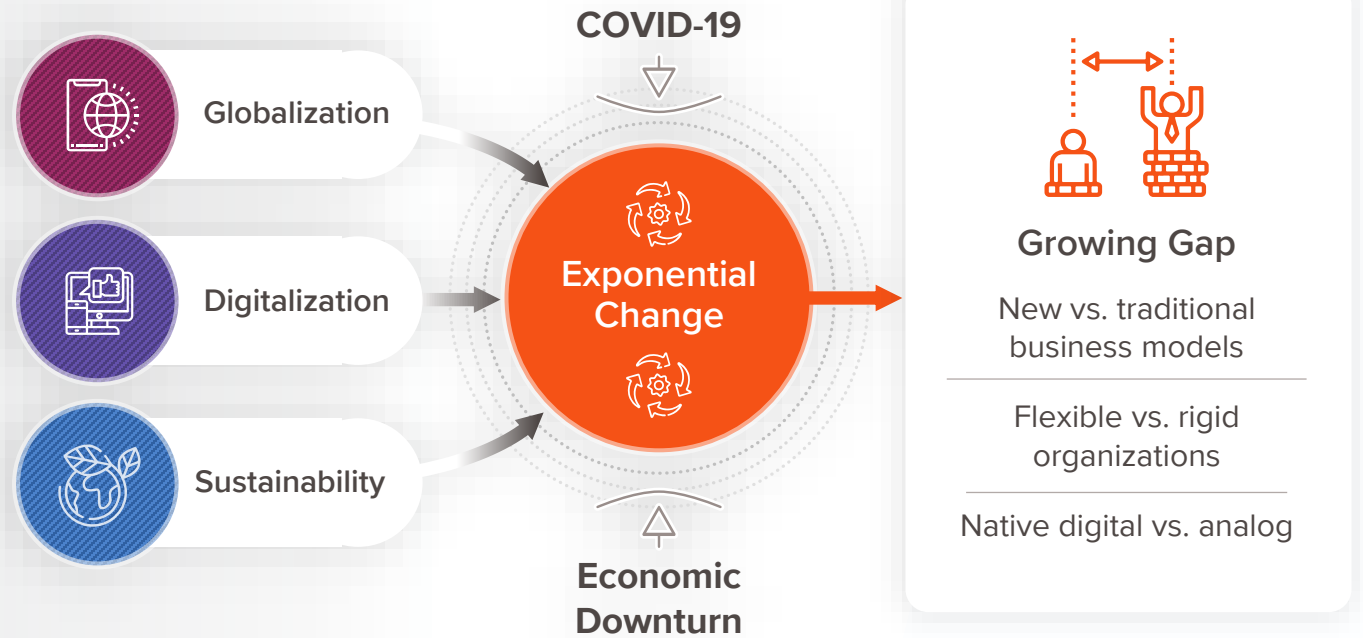
# BREAKTHROUGH INNOVATION

Address major challenges with a  
creative and entrepreneurial approach

## A New Context

# Embrace the new context to transform and thrive

Exponential change has been taken to the next level by the pandemic, creating an opportunity for bold leaders to define the new paradigm and come out faster and stronger.



## Why Innovation Breakthrough?

**Old mindset and dynamics are not sustainable and will get you disrupted**



Internal vs customer focus



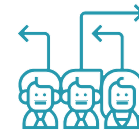
Hierarchy



Error punishment



Lack of alignment on innovation purpose



Inability to execute cross-functional projects



Focus on "process" vs. systemic change

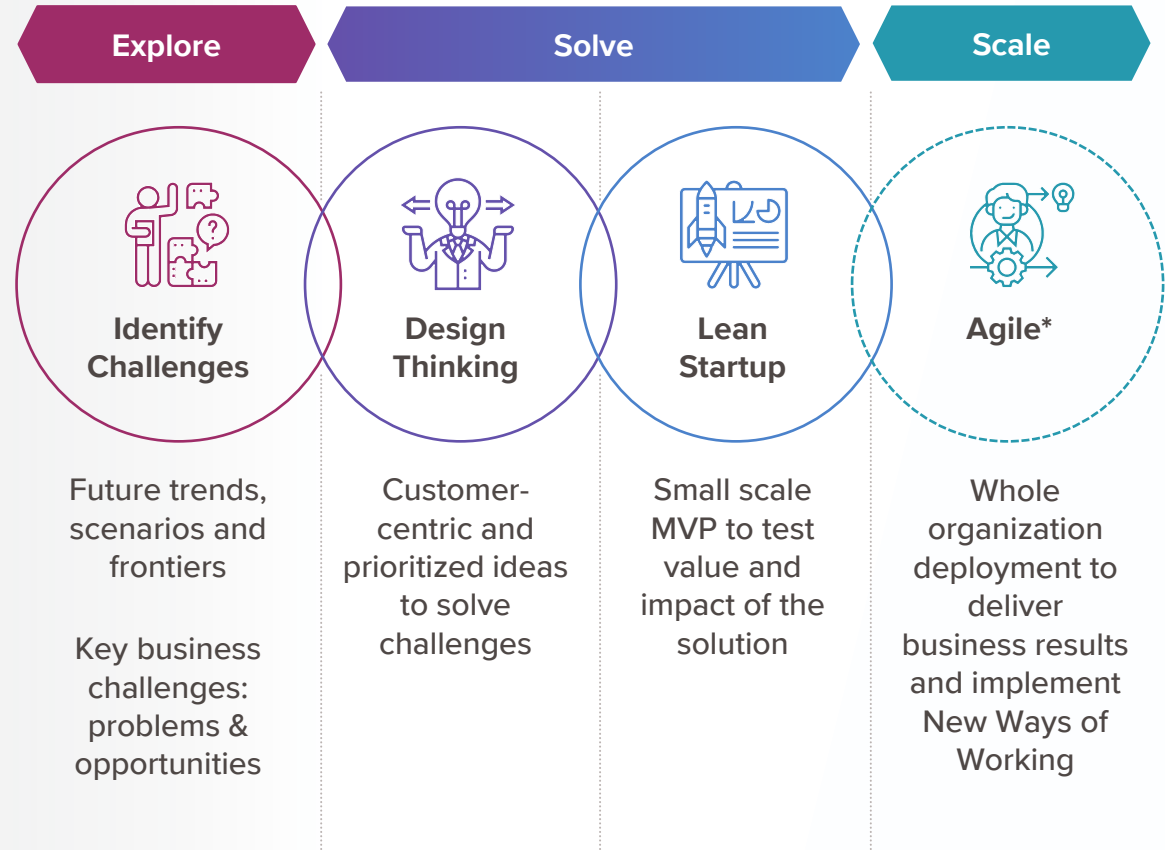


## Innovation Breakthrough Solution

# Unleash innovation and entrepreneurship across the organization

Ensure growth and sustainability by unleashing innovation and entrepreneurship within the organization to solve key business challenges.

### How



*\*Find more in the Agile Enterprise Solution*





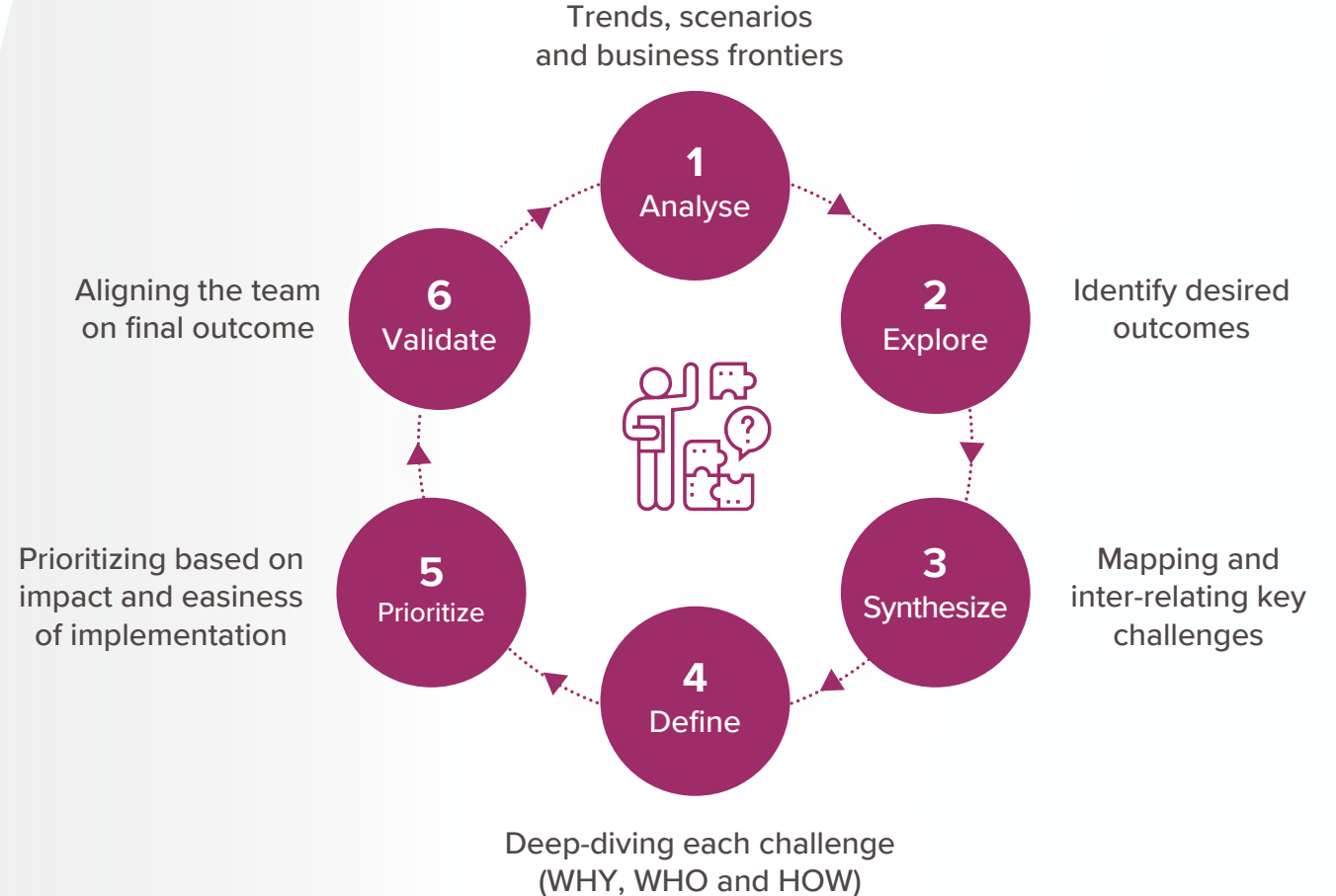
## Identify Challenges

# Explore challenges to align and focus the organization on the most pressing opportunities

Discriminate trends vs. fashions, focus challenges on customer value and ensure full alignment on outcome, to make the greatest difference.



## Methodology



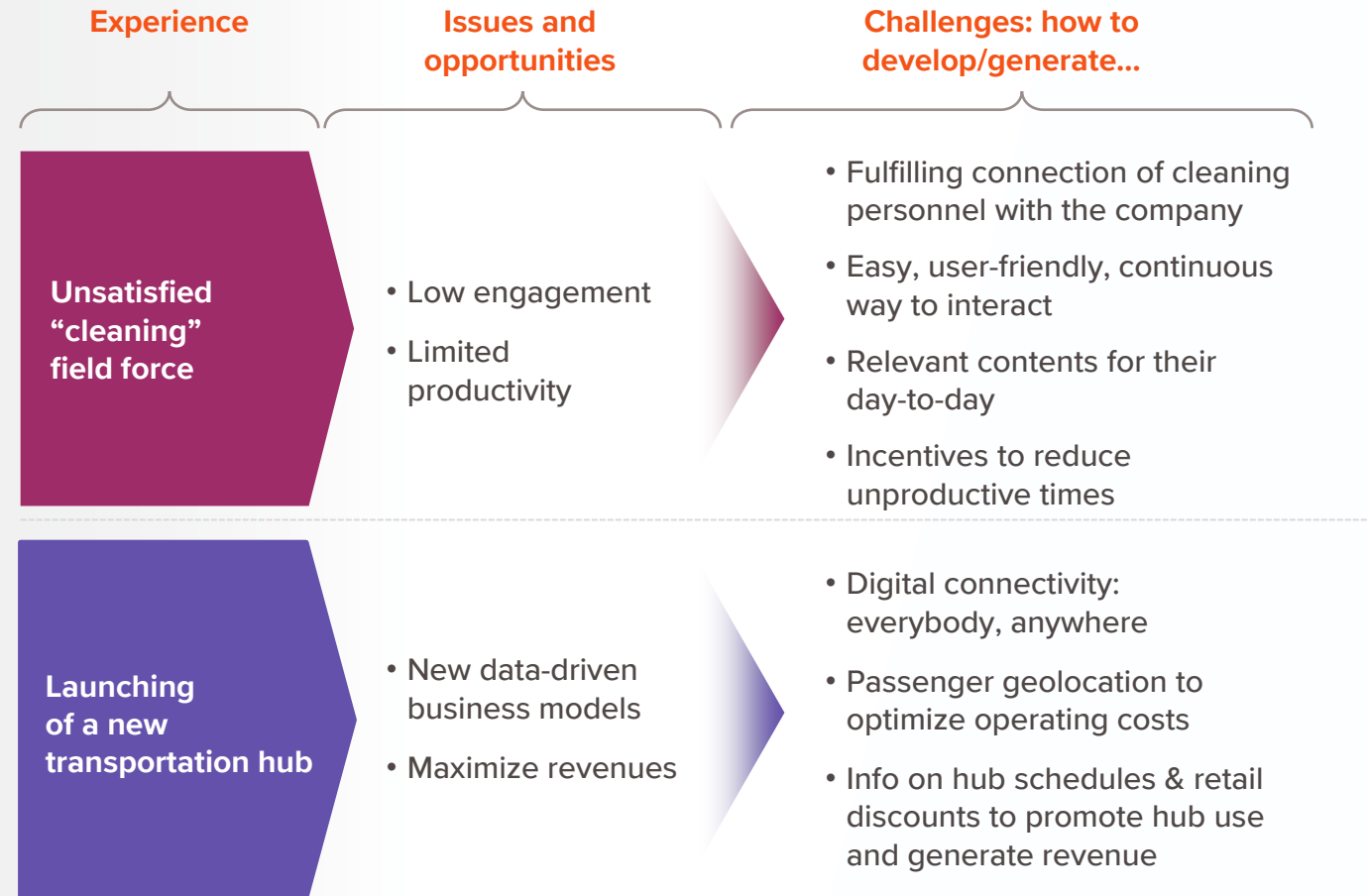


## Identify Challenges

# Visualize key business opportunities as an initial step to problem-solving

Challenges can be identified from unsatisfied customer needs, or from the application of new technology / business models to old operational problems.

## Example of outcomes: Concessions' company





## Design Thinking

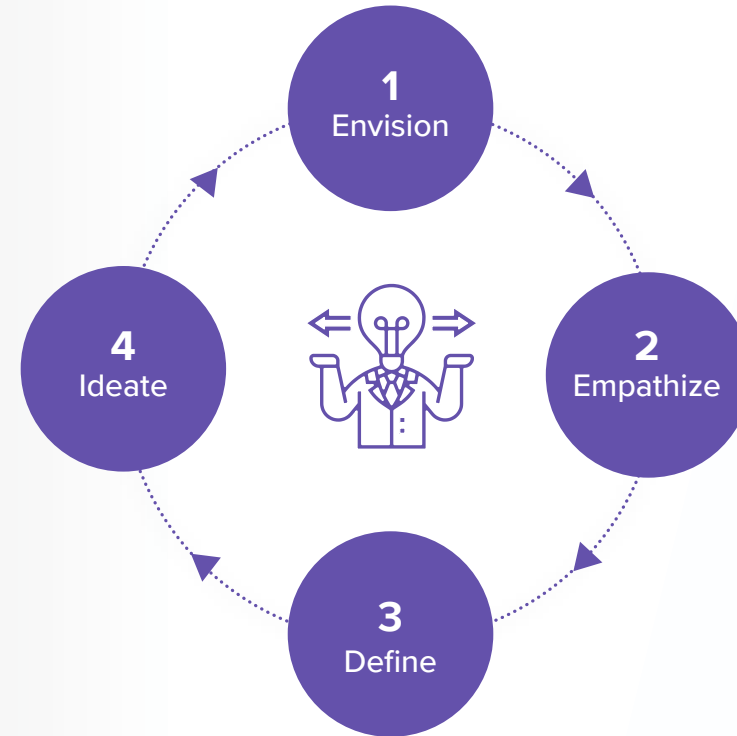
# Leverage Design Thinking to empathize with the client and generate bold ideas and solutions

Think, feel, and like the client, keep a correct balance on WHATs and HOWs, unleash collective intelligence, and trust the process to obtain significant results.



Pour solutions through creative thinking and focus

- Lateral thinking
- 365 method
- ...



Ensure alignment and understanding of challenges:

- Mental and stakeholder maps
- Benchmarking

Connect with client, identify hidden needs

- Shadowing
- Mystery shopping

Synthesize insights and articulate the right problem

- Empathy map
- Customer journey



## Design Thinking

# Solve challenges by putting customer at the centre

Deeply understanding needs implies direct observation and synthesis of behaviors in all relevant aspects of client's life.



### AVERAGE PROFILE

Marta – 52 Yrs

- Immigrant
- No education
- Divorced
- 2 sons

### Insights from direct observation: Cleaning field force

- Always same journey
- Only speaks to supervisor
- Company is only a logo in the paycheck
- Worried about “filling the fridge”; no time for anything else
- Part-time job (during afternoons)
- Intensive social network activity (mainly photos)
- Uses smartphone for conversations with friends while working

### Solutions to challenges

- Easy, continuous way to interact: Engage through a company APP installed in the cellphone
- Fulfilling connection: Develop relevant content for them, e.g.:
  - ✓ Job opportunities (for 2nd job or for relatives/friend)
  - ✓ Products' discounts and promotions
  - ✓ Grants for the children



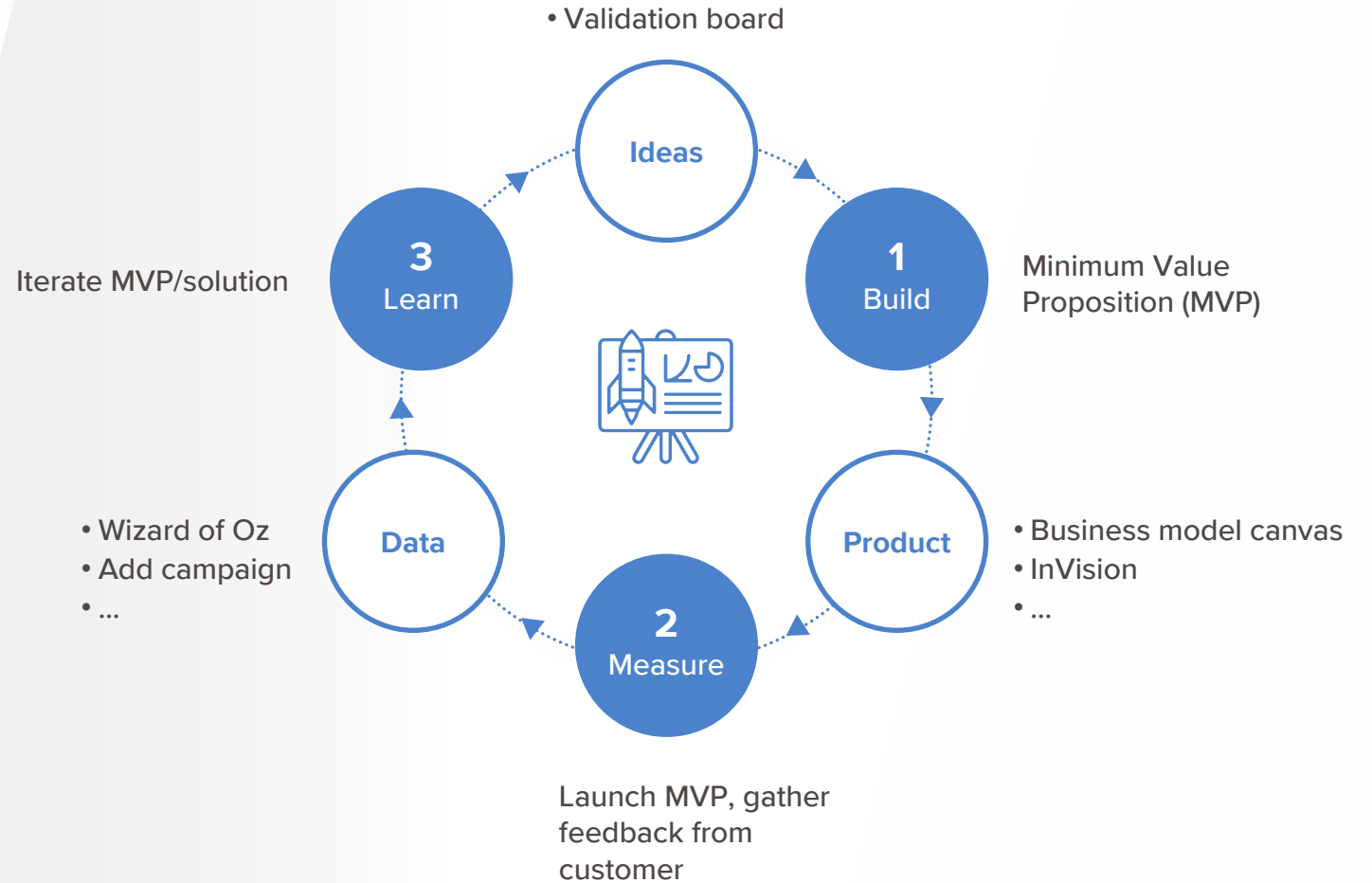




## Lean Startup

# Transform ideas into scalable and business-proof solutions

Keep a “good enough” and early adopters focus, stick to validated evidence and not to beliefs, and consider mistakes as a learning experience.



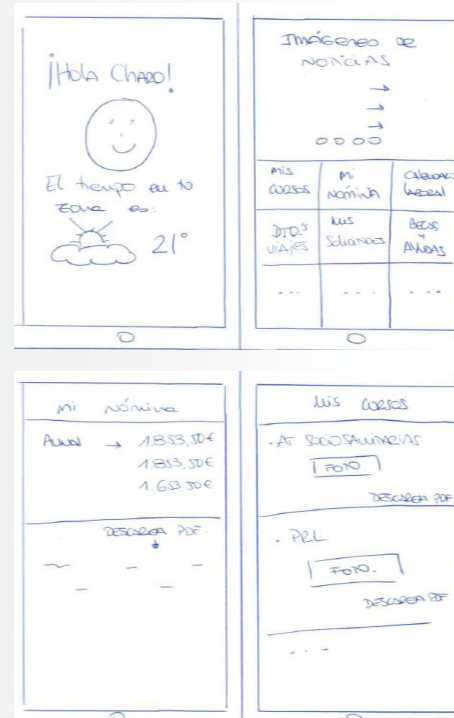


## Lean Startup

# Rapidly translate innovative ideas into experimental models

Lean Startup begins with a very pragmatic draft of the solution and evolves in shorts sprints leveraging customer feedback to final solution.

### MVP draft developed by user



### Several iterations:

- Users having access to subsequent MVPs
- Innovation team registering user feedback and redesigning

### Final solution

#### Mobile version



#### Web version



# Meaningful Transformation. Together.

[www.walkleadership.com](http://www.walkleadership.com)



For more information contact [info@walkleadership.com](mailto:info@walkleadership.com)

## WALK

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