

Stages of Innovation

Business Growth Consultants

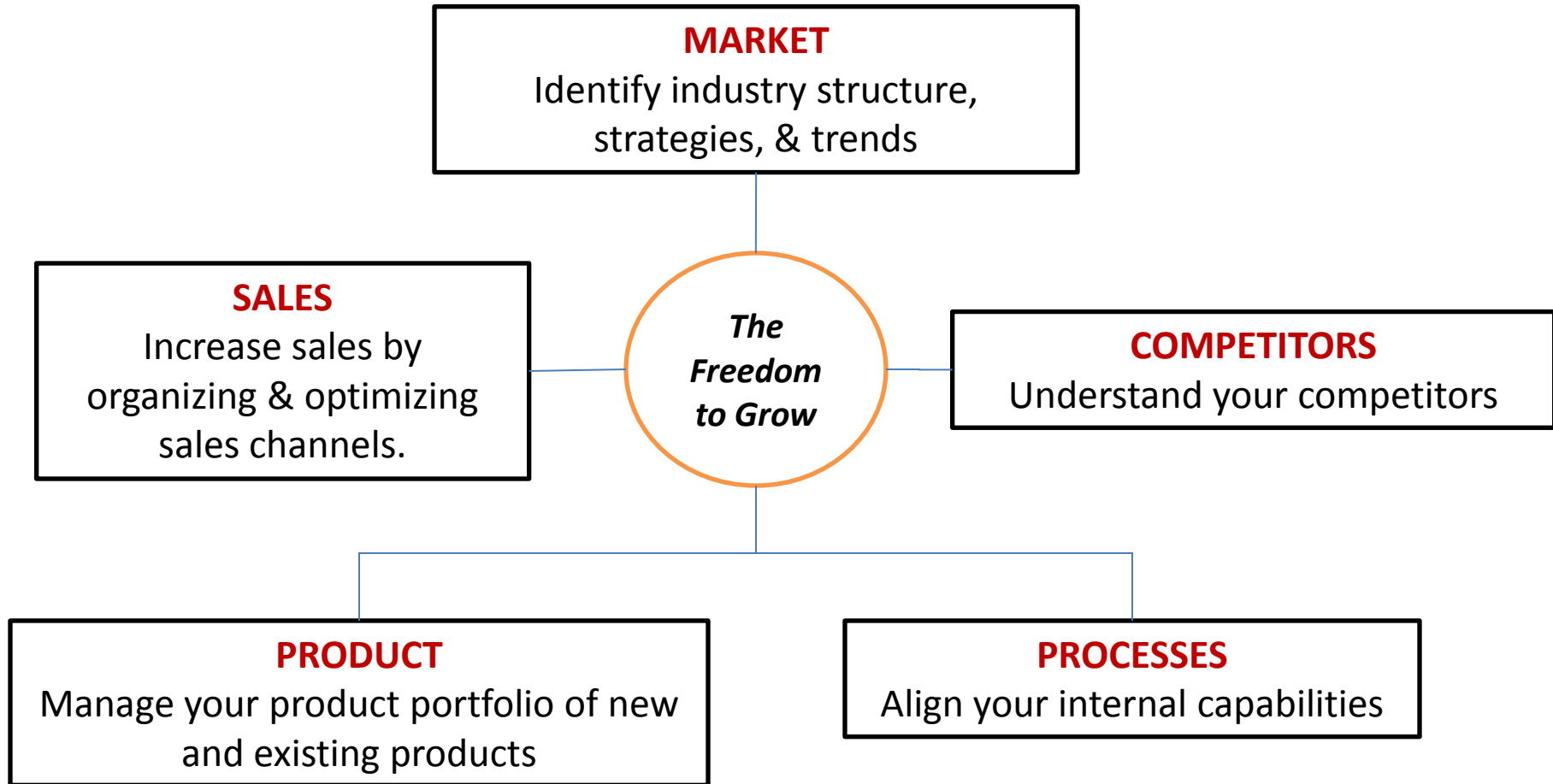
Giving companies the freedom to grow by reducing uncertainty

The **SOI** Uncertainty Principle

Today's business priority is all around growth. To grow, businesses thrive in uncertainty if they are able to make the right decisions quickly. A decision is right if it yields a success rate far greater than chance.

To keep pace with the velocity of change and to increase the probability of success, **SOI** has developed a model to reduce uncertainty, accelerate the decision making process and give your organization *the freedom to grow.*

The **SOI** Model



MARKET

Uncertain about the structure of your industry, latest trends that impact your growth or which markets to pursue? **SOI** gives your organization *the freedom to grow* by:

- Defining your industry and its competitors
- Describing industry direction and the factors that drive that direction (growth, profitability, entry barriers, technology substitution, etc)
- Defining competitive advantages essential for industry success

SALES

Uncertain about where your next sale is going to come from? **SOI** helps your organization understand how to determine, develop, and optimize the sales channel and gives your organization *the freedom to grow* by:

- Defining growth opportunities with existing and new customers
- Maximizing the use of alternative channels
- Determining new geographies for expansion
- Optimizing your positioning and messages
- Creating accurate sales forecasts by establishing disciplined processes and tools for the sales organization

COMPETITORS

Uncertain about the moves your competitors are making? **SOI** gives your organization *the freedom to grow* by:

- Identifying your competitors including their strategies ,practices and culture
- Positioning you against your competitors' moves to ensure you win

PRODUCT

Uncertain about which products will win and which ones to phase out or stop? **SOI** gives your organization *the freedom to grow* by:

- Determining which products to bring to market
- Helping you manage your product portfolio and lifecycle management
- Analysis of product and customer profitability

PROCESSES

Uncertain how to create efficiencies with key sales, marketing, and strategy processes? **SOI** gives your organization *the freedom to grow* by:

- Installing processes and training your staff in:
 - Product Development
 - Product Lifecycle Management
 - Strategic Planning
 - Sales Forecasting

The Freedom to Grow

Uncertain about the future of your company?
Let **SOI** give you *the freedom to grow*.

Visit us at

<http://www.stagesofinnovation.com/freedomtogrow.html>

