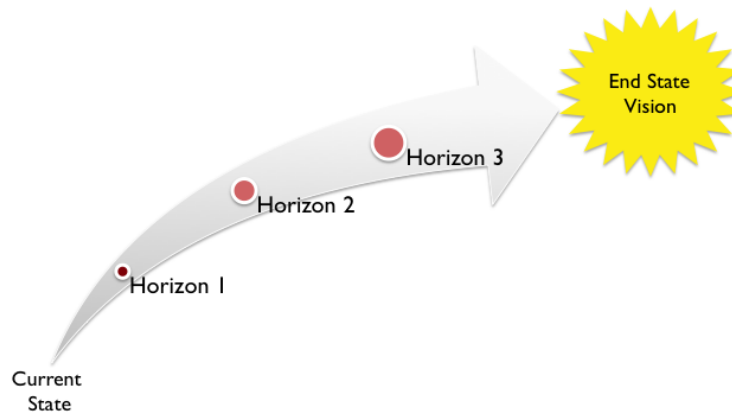


## Strategic Visioning and Roadmapping



When you want to move quickly it's important to align your stakeholders towards a common objective. Often, it's hard, if not impossible, to start from your current state and move with purpose towards a compelling and differentiated vision. More importantly, if the vision doesn't inspire the organization you won't have the will, funding, or resources to make the necessary changes. With Spearfish Innovation's collaborative process your cross-functional team will unite on a compelling future vision, identify priorities and define the tactical steps towards delivering breakthrough value.

### What It Is

In collaborative working sessions, your team will align on a strategic long-term vision based on emerging customer priorities and future opportunities. Working together we help you:

- Identify value creation/value capture and strategic control opportunities
- Articulate a value proposition and customer priorities based upon a compelling future state
- Deliver an outline of the phased strategies for delivering on the vision within the desired time frame
- Identify the capabilities needed to lead the organization across the phases
- Strategies only succeed when they adjust to external realities. We help you anticipate and adapt your strategy as you implement it

### How It Works

We start with the end in mind. By initially focusing on the future vision, your team works unencumbered by current problems and issues. Then, working backwards in a series of

exercises towards the current state, the group develops an understanding of what immediate actions are required. Thus, the giant leap of faith a vision usually instills in people becomes a short first step in a longer journey.

The foundation for our model lies in identifying and then solving for customer needs and problems over time. When you tie this knowledge back to your business you identify targeted customer solutions that align the organization around its vision, value proposition, and enabling strategies.

Strategic boundaries are defined as part of this process. These boundaries represent where you need to focus, both in terms of investments and human resources. As you move from one phase to the next, it is necessary to migrate to new strategies and leave old ones behind.

## What To Expect

While pre-work, analysis and preparation are typically conducted virtually. The workshop itself is most successful when the team collaborates at an offsite location. Workshops are normally 2-3 days in length.

## About Spearfish Innovation

Spearfish Innovation translates your strategic initiatives into business results. We specialize in accelerating businesses through inflection points in their life cycle – those moments when doing business the same old way just won't cut it.

## Contact Us

Spearfish Innovation has offices in Massachusetts, Silicon Valley, CA, and Washington.

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