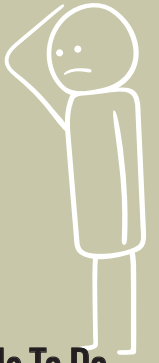


# GROWTH LEADERS

VS

# GROWTH LAGGARDS



Identifies White Spaces

APPROACH

Lacks Strategic Discipline

Customer At The Center Of It's Business Model

CUSTOMER

Starts With What Is Possible To Do, Not With What Is Needed

Blends Cultures, Diversity To Steer and To Profit From Uncertainty

DIFFERENT PEOPLE

All Too Similar People Who Think In A Similar Way

Co-Create & Collaborate On Solutions

PERFORMANCE DRIVER

Rely On Individual Talent & Brilliance

Agile Leadership Teams

LEADERSHIP

"I Know It All" Leadership Teams

Small Cross-Functional Teams That Self Govern

CROSS FUNCTIONAL

Cross Functionality Lost In Bureaucracy

Experimentation Is A Constant Discipline

INNOVATE

Failures Are Feared

Sees Opportunities Sooner

MINDSET

Short-run Pressures Absorb Most Of The Bandwidth

Invests In Innovation Talent

TALENT

The One's With Crazy Ideas Are Misfits



SCHOOL