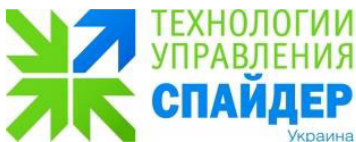




PM FORUM 2015 Get Idea!

Client-oriented approach: changing our thinking

Robert Fonteijn



Every Ukrainian company is a potential world leader:

1. It's about being smarter, not bigger.
2. Entry barriers are coming down across the world.
3. Vastly reduced marginal production and distribution costs.

We need some sort of model





A better value proposition

A Portfolio strategy



New capabilities

An improved digital model

Five levels of value proposition

Features and benefits

Level 5 - Experience

Level 4 - Service

Level 3 - Premium product

Level 2 - Product

Level 1 - Commodity

*Why don't we
try this out for honey*



New capabilities

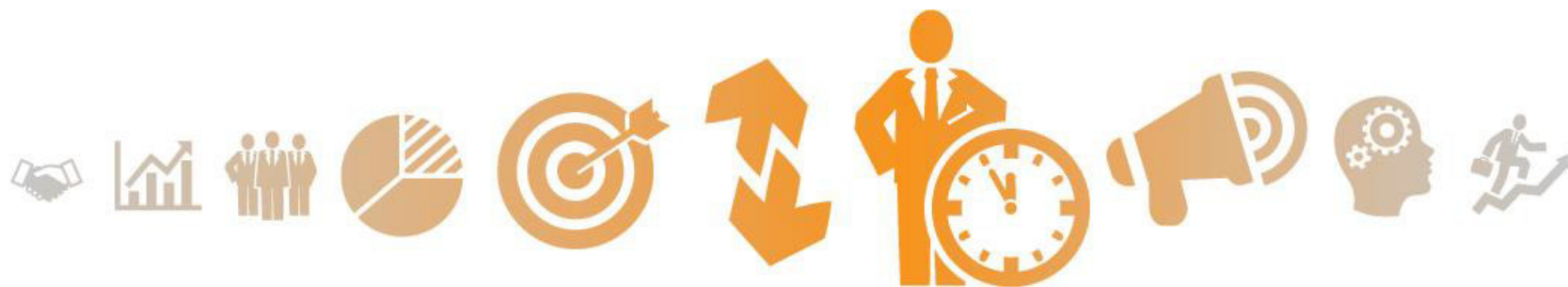
Around adaptability and innovation

- People with two parts of their brain engaged
- Diversity
- Flat structures
- Integrated ICT



A *both/and* Portfolio strategy

- Time: both short term and long term
- Scale: both small and big
- Complexity: both simple and complex
- Markets: both domestic and int'l

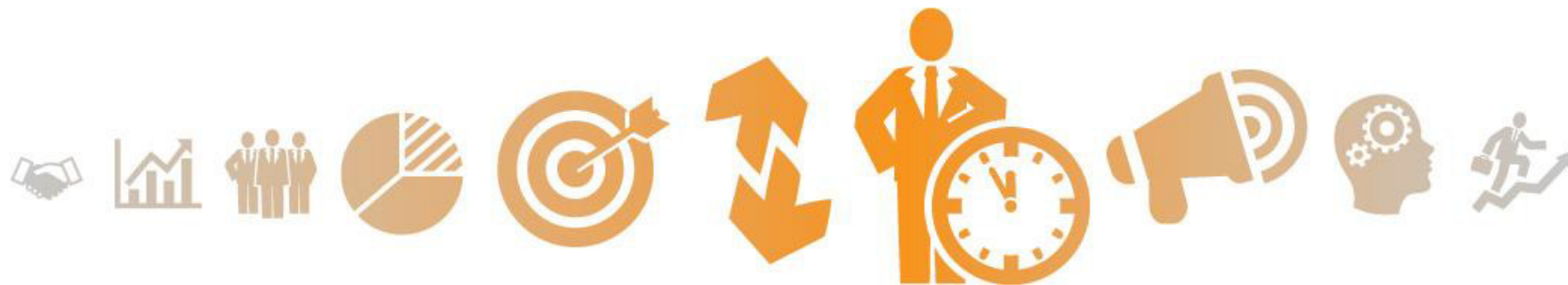


What we need to do now

Take three main decisions

1. Copy / paste versus Innovate
2. Go it alone versus Partner up
3. « Get on with it »

As Steve Jobs said » *have the courage to follow our heart and intuition.* »



Please feel free to look me up on LinkedIn and/or book a face-to-face session today or tomorrow - so we can have a discuss any of this further for your own company.

