



WLTC

STAR FISH

**ALIGNING INNOVATION
WITH STRATEGY**

CREATING THE STRATEGIC
FRAMEWORK

#Strategy and innovation

need to go hand in hand. Hence, innovation ambitions should be aligned with the strategy of the organization. To facilitate this process, Lead To Change created a proprietary methodology: the Starfish.

Starfish is a tool to diagnose the innovation status of an organization. Central is the importance of challenges resulting from the realities of a complex and fast-changing world. It provides inspiration and guidance to set up an innovation roadmap.

During the workshop, the conversations will be guided along 5 main perspectives Back to Present, Culture framework, Lost opportunities, Main Projects and Innovation Check-Up. Together they will enable the identification of the strategic challenges for innovation in your company.

There is an underlying basic question: **How do we know what we know?**

Like in any good conversation, we need fresh, direct responses; no hierarchies and orthodoxies. What we create is an environment in which honesty and openness are central. The high level conversations will generate insight on the key strategic challenges that might lead to new business opportunities. It is seen as the starting point in building the strategic framework for an organizations innovation portfolio.

#How does it works?

- Briefing and preparation interview
- 4 hour workshop with a maximum 10 persons from the organization. (Profile participants: decision makers, general managers, business leaders and key people with a comprehensive view of the market or the company)
- Summary with key insights that will give input to the strategic roadmap

The added value is:

- Starfish enables to evaluate the organization on the multiple dimensions of innovation;
- Starfish detects tensions that can arise and hamper sustainable business growth;
- Starfish helps to understand opportunities for business value creation;
- Starfish gives direction for strategic change.



BACK TO PRESENT

CULTURE FRAMEWORK

LOST OPPORTUNITIES

MAIN PROJECTS

INNOVATION CHECK UP

“The Starfish is a good inspiration tool that brings you to the diagnosis of your current business while it helps you to find next challenges and sets the framework for the innovation projects. It helped me to concentrate the efforts on each identified field while obtaining a diversity of new ideas.”

(Judith Barceló -Strategic Project Manager Esteve)

ABOUT LEAD TO CHANGE

Lead To Change is a consulting firm specialized in innovation and business strategy with a track record of more than 10 years. It is led by Xavier Marcet and Joan Cortes, renowned Spanish specialists in developing business models, strategic growth and open innovation management. Over the years, LTC has led companies, universities and public organizations in their challenge to manage innovation. Based in Barcelona, we are present in Santiago de Chile and Boston.

Our consulting style is based on direct and personal involvement. We draw on our experience, have built a large network of contacts and partnerships and work with a proven set of tools and methodologies. Processes are necessary, but people are at the center of innovation.

CONTACT

The Starfish tool is offered in the Netherlands through a collaboration between Lead To Change and The Social Innovation Foundation. For more information, please contact Tony van Acquoy (TSIF@TSIF.eu).



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