
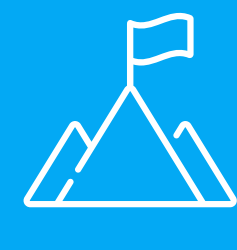


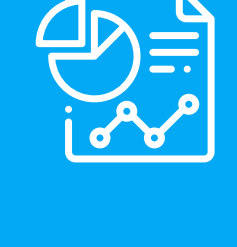

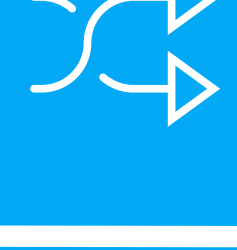
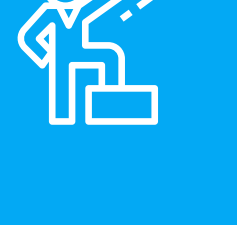


STRATEGY AS ANALYSIS		STRATEGY AS INNOVATION
Analytical, logical & linear	 MINDSET	Creative & disruptive
Logical	 AMBITIONS	Offensive
Stable, expect it to be much like the present	 THE FUTURE	Unstable, expect it to be different
Rational actor	 PEOPLE PERSPECTIVE	Passion
Preserve & tune existing business model	 BUSINESS MODEL	Develop & test a portfolio of new business models
SWOT PESTEL Value-Chain Five-Forces	 MAIN TOOLS	Disruptive Innovation Business Model Canvas Strategy Innovation Canvas The Innovation Pyramid
Difficult, creates resistance	 CHANGE	Love to create it, make change happen
Michael Porter	 LEADING PROPONENT	Gary Hamel, Rita McGrath

