

# Product Innovation

## Seize Market Share and Drive Disruption

In an era of declining return on assets and accelerating corporate turnover, organizations that continuously test and innovate products, services, and business models to drive disruption and seize market share will produce higher shareholder returns more consistently, longer. More than ever, the ability to rapidly measure, adapt, and optimize these variables drives businesses success.

## What is Product Innovation?

Only enterprises capable of rapidly iterating on business models, discovering and creating new customer segments, and experimenting towards new products will thrive in the digital age. We identify three indicators of Product Innovation:

1. Organizations who **impact markets** are able to seize market share and accelerate revenue growth by optimizing business performance of existing products and services through empathy, experimentation, and analytics.
2. To **adapt business models**, organizations need to build and test business model alternatives and differentiation strategies, use learning to validate assumptions, and experiment with pricing/packaging/licensing strategies.
3. **Creating and disrupting markets** is the capacity to rapidly establish a foothold before competitors get there, maximize your empathy for customers, experiment and achieve problem-solution fit as well as product-market fit.

Critical questions businesses face:

Do we deeply understand our customers and their problems?

Do we truly have valuable solutions for those problems?

Can we turn those solutions into viable products or services for our business?

What business models maximize growth?

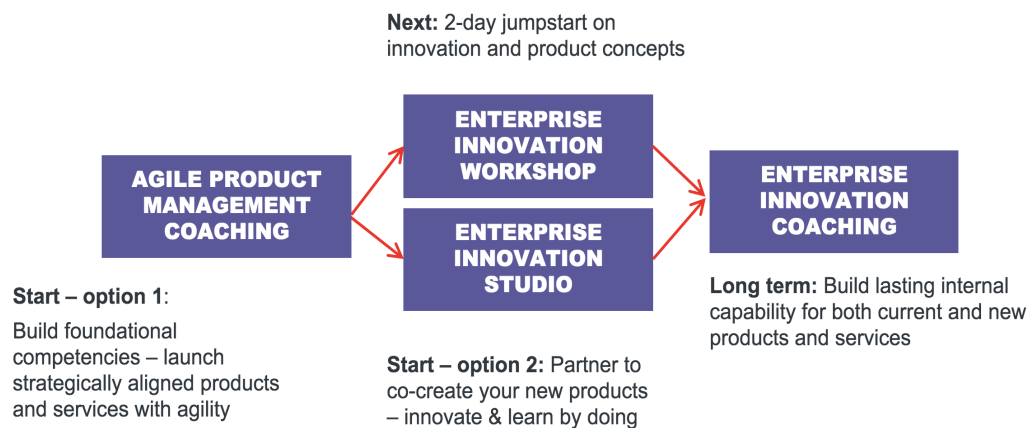


# Product Innovation



## Our Approach

Through a combination of training, coaching and consulting, we work with you to understand your goals for Product Innovation, especially within the context of a broader Business Agility strategy, and work with you to define a roadmap for building new organizational capability around Product Innovation.



## Unlocking Business Agility

Our Product Innovation consulting offering provides assurance of powerful business impacts, leveraging a wide range of training, consulting, and coaching services guided by proven change management frameworks. Your Product Innovation capability is one of four key sets of capabilities that are needed by an organization striving to achieve the outcome of Business Agility.

## Getting Started

For many of our clients, **Agile Product Management Coaching** is the starting point to build a set of foundational competencies for conceiving and launching strategically aligned products and services with agility. We can help you build this capability as part of a Business Agility transformation, or we can build upon the product management capabilities that were first introduced in your agile transformation. Additionally, our **Enterprise Innovation Workshop** is a two-day jump-start to help you build your foundational product innovation competencies while learning how to apply frameworks and models like Design Thinking, the Lean Startup and the Customer Development Model.

## About SolutionsIQ

SolutionsIQ, an Accenture company, is the leading Agile **transformation and innovation consultancy**. We guide our clients to become learning organizations capable of adapting at the speed of market change, consistently delivering high-quality products and services, and thrilling customers. We help technology-driven organizations **outlearn and outperform their competition**.