

Scaling Edges

Pathways to large-scale transformation

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What should be keeping you up at night?

That is what we bring to the table.

What is created on the edge of technology, markets, geographies and demographics strikes at the very heart of a business.

But even with so many technological advance, many institutions are still

really struggling.



Why?

Institutions are embedded in the cultures, technologies, and infrastructures of their time.

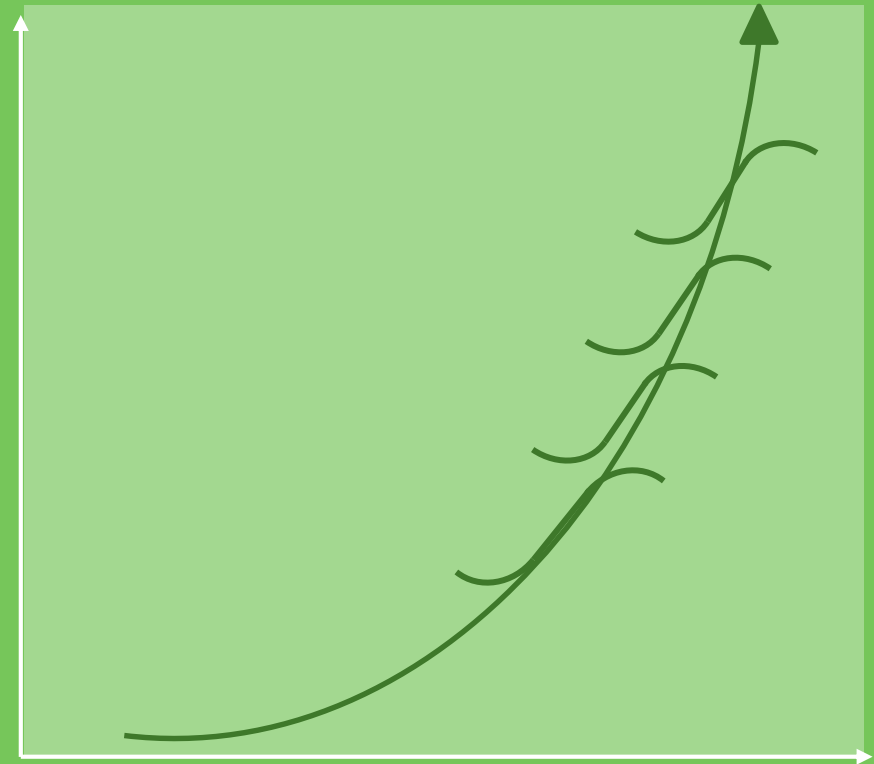


We are now moving from an era of **equilibrium** to one of constant *dis-equilibrium*

20TH CENTURY



21TH CENTURY



Static



Dynamic

Rigid



Agile

Stocks



Flows

Closed



Open

Acquire



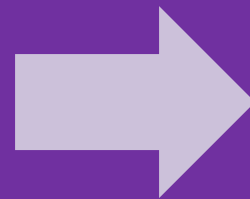
Leverage

Push



Pull

Scalable
Efficiency



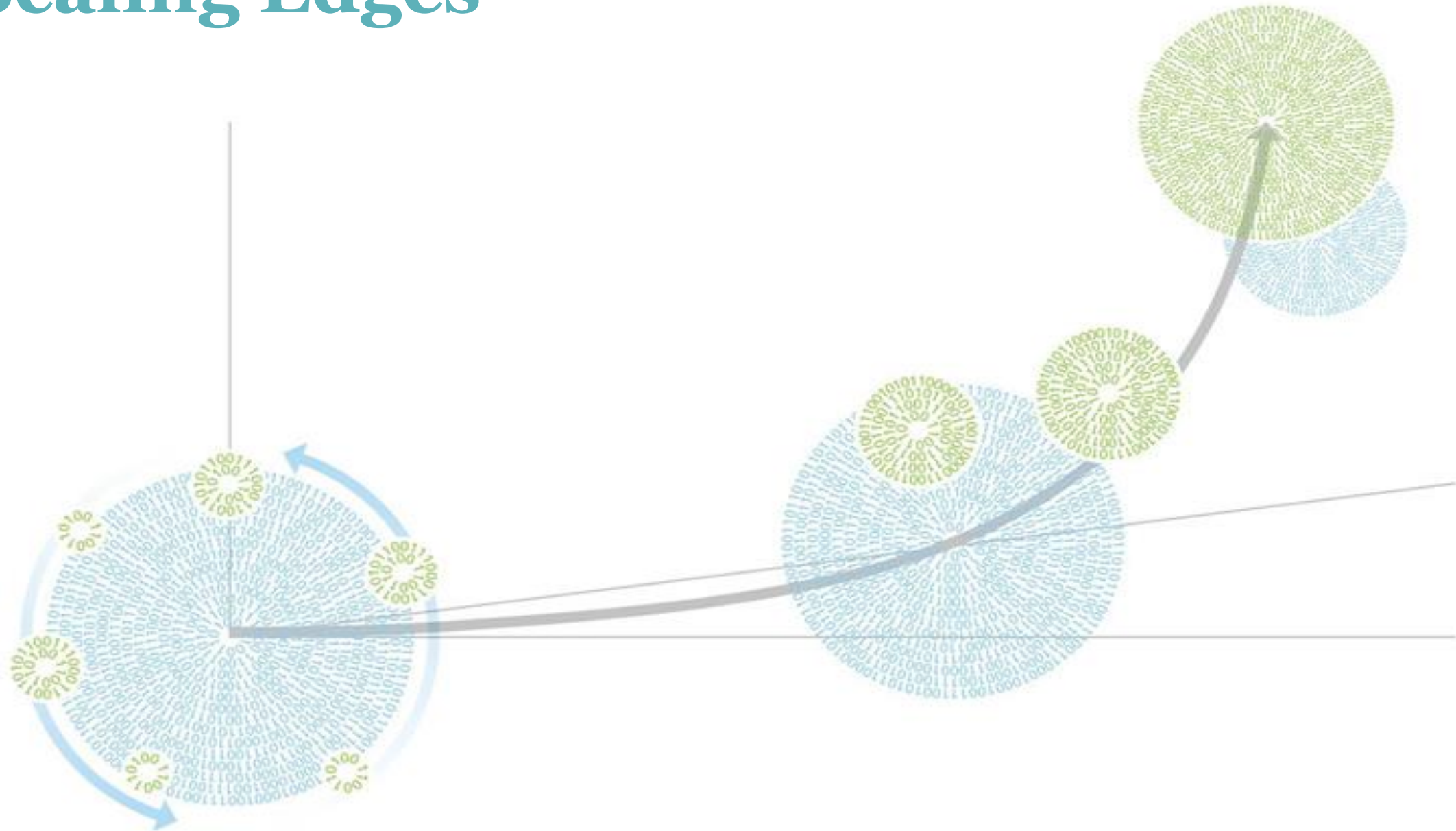
Scalable
Learning

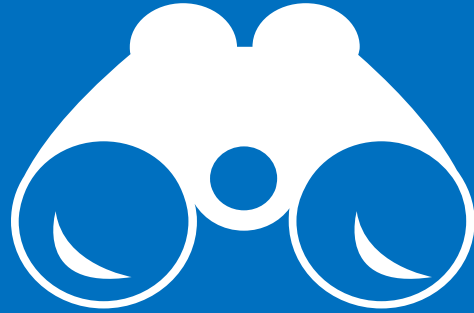
BIG
Change



BIG
Investment

Scaling Edges





Zoom Out

What is our relevant market or industry going to look like 10-20 years from now?

What are the implications for the kind of company we need to become in that time frame?

Zoom In



What are the 2-3 business initiatives that can have the greatest impact in accelerating our movement towards that long term future?

FOCUS ON EDGES,
NOT THE CORE



**PASSION OVER
SKILLS**



**BREAK DEPENDENCY ON
CORE TECHNOLOGY**

EMBRACE DOUBLE
STANDARDS

LOOK EXTERNALLY,
NOT INTERNALLY



STARVE THE EDGE

MOBILIZE THE
PASSIONATE OUTSIDE
THE FIRM

MEASURE PROGRESS
OF THE ECOSYSTEM

LEARN AND ITERATE

REFLECT MORE TO
MOVE FASTER

MOVE FROM DATING
TO RELATIONSHIPS

FOCUS ON
TRAJECTORY, NOT
POSITION





- We live in **exponential** times
- **Transformation** is an **imperative**
- **Scaling Edges** is an option to drive large-scale transformation
- **Zoom out** and develop a vision of the **long-term**
- **Zoom in** and focus on what can be done in the **immediate term**

Times of great
Disruption = Times of great
Opportunity

Thank you!

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