

**Deloitte.**

*Deloitte* Greenhouse™



Deloitte Greenhouse™

Adding advantage in every experience



# SCALING EDGES

Innovation Labs



What is going on with the global economy? Today's business environment is certainly being reshaped.

Two critical and related foundations underpin most of the business trends today. First, the centre of gravity for the world economy has shifted profoundly, blurring the distinction between the developed and the developing economies. Second, the rebalancing of economic might is creating a far more complex and diverse competitive environment for business.

Technology has changed the way we communicate. Customers have more information, more choices and more power. Innovation and new collaborations create competition where it is least expected.

It would be impossible to predict a single scenario for the future of economy and the business. Yet business leaders must continue to act with conviction, even in the era of growing complexity and disruption.

The Scaling Edges Lab is designed to help you take a step back and discuss how the world, the industry and your customer is changing and what it means for you. It then guides you on a journey to reimagine your business.



## A SAMPLE DAY IN THE LAB

In the Scaling Edges Lab, participants reimagine their business and develop rapid prototypes to help them get started.

### 1. Articulate the vision.

Where are you today? What is your vision for the organisation 3-5 years from now? What is different?

### 2. Explore the data, trends and needs.

Explore how the world and your customer's needs are changing and what impact it has on your industry and your business.

### 3. Open the Aperture.

Brainstorm ideas that align with your vision, your customers' needs and the drivers of your industry. Pick a few to focus on.

### 4. Explore and pitch new ideas.

Draw a new product or service. Identify assumptions and come up with a way to test your thinking.

### 5. Plan to prototype and iterate.

Create an action plan, starting with the next 5 days that allows your team to test the idea with minimal investment of time and resources.



Contact | Greenhouse

 [greenhousejhb@deloitte.co.za](mailto:greenhousejhb@deloitte.co.za)

 +27 (0)11 209 6713

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see [www.deloitte.com/about](http://www.deloitte.com/about) for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms.

Deloitte provides audit, tax, consulting and financial advisory services to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. The more than 200 000 professionals of Deloitte are committed to becoming the standard of excellence.

This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collectively, the "Deloitte Network") is, by means of this communication, rendering professional advice or services. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this communication.

© 2014 Deloitte & Touche. All rights reserved. Member of Deloitte Touche Tohmatsu Limited

Designed and produced by Creative Services at Deloitte, Johannesburg. (000000/dbn)