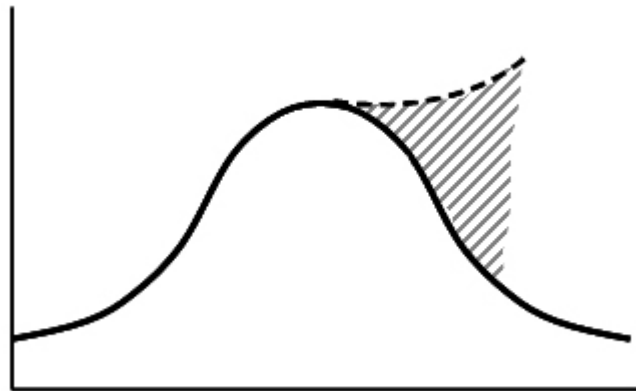


# CREATING THE FUTURE

Innovation and Performance Driven  
Strategic Process



A step by step guide  
to creating your company's next growth curve.

**Michel David**

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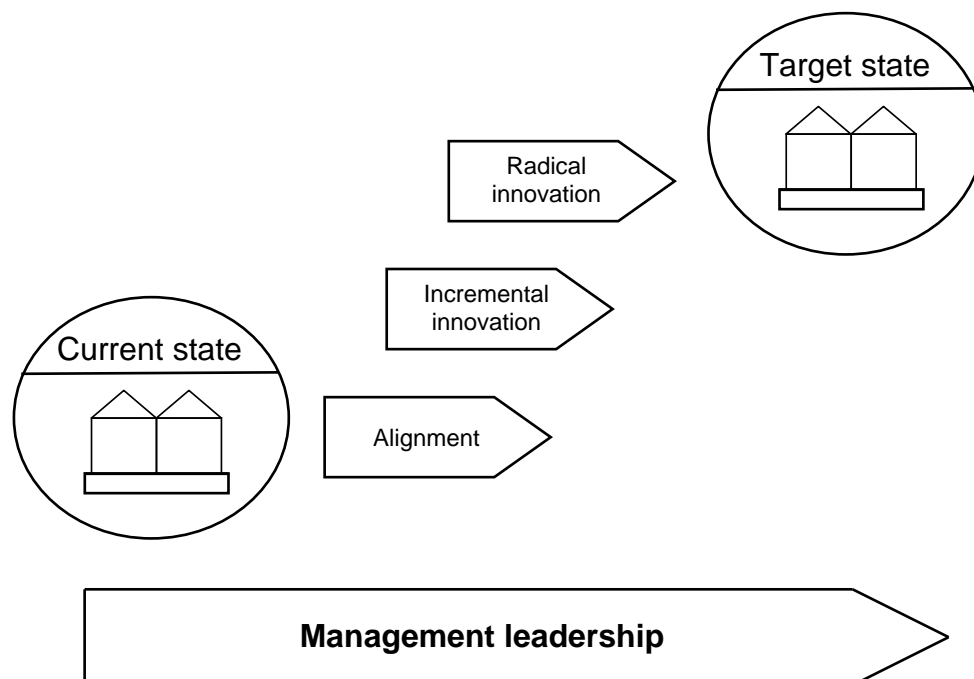
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Given that the author's work experience has been mostly in North America, the ideas and the examples in the book are anchored in that culture. And even in North America, it is a minority of companies that operate and provide the models that are used in this book. But they exist and we sorely need more of them. The application of these models in cultures other than North America would require integration with these cultures, one by one, respecting the specificity of each.

The book will follow the logic of the consulting approach we propose for companies to formulate the strategy that will create their future. First, agree on your current state, then design your target state. Getting from here to there typically involves three types of strategies: alignment, incremental innovation and radical innovation. Each of these three strategies has its specific logic and methodologies. Ideally, they are pursued one after the other to avoid overloading the process and not succeeding at any. This can be illustrated as follows:

### THE BOOK IN ONE PICTURE



## **Backcover**

### **Reference: Corporate Strategy**

#### **The Future Is Open Your Company Is Not Condemned To Maturity and Decline**

Eventually, the old game, however great it may have been, is over. No amount of ever more refined analysis of more and better of the same will avoid decline.

Strategies come to an end, success does not go on forever. Eventually, some entrepreneur will come up with a superior business model. Your company can be the innovator, the attacker, instead of the victim.

**Creating the Future** provides you with a model and a process to get from your current state to your target state. It breaks the strategy required to get from here to there into three frameworks, each with their specific logic and methodology: alignment, incremental innovation and radical innovation.

Creating tomorrow in an organization dedicated to winning today is the most demanding management challenge. The book concludes on an approach to make this happen.