



YOUR STRATEGY NEEDS A STRATEGY

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SUMMARY

DISCUSS THE TERMS CLASSICAL, ADAPTIVE, SHAPING AND VISIONARY STRATEGY

> 1 slide

QWANT : MATRIX, EVIDENCE & RECOMMENDATIONS

> 3 slides

DISCUSS THE TERMS CLASSICAL, ADAPTIVE, SHAPING AND VISIONARY STRATEGY

A CLASSICAL STRATEGY

Works well for companies operating in predictable and immutable environments.

AN ADAPTIVE STRATEGY

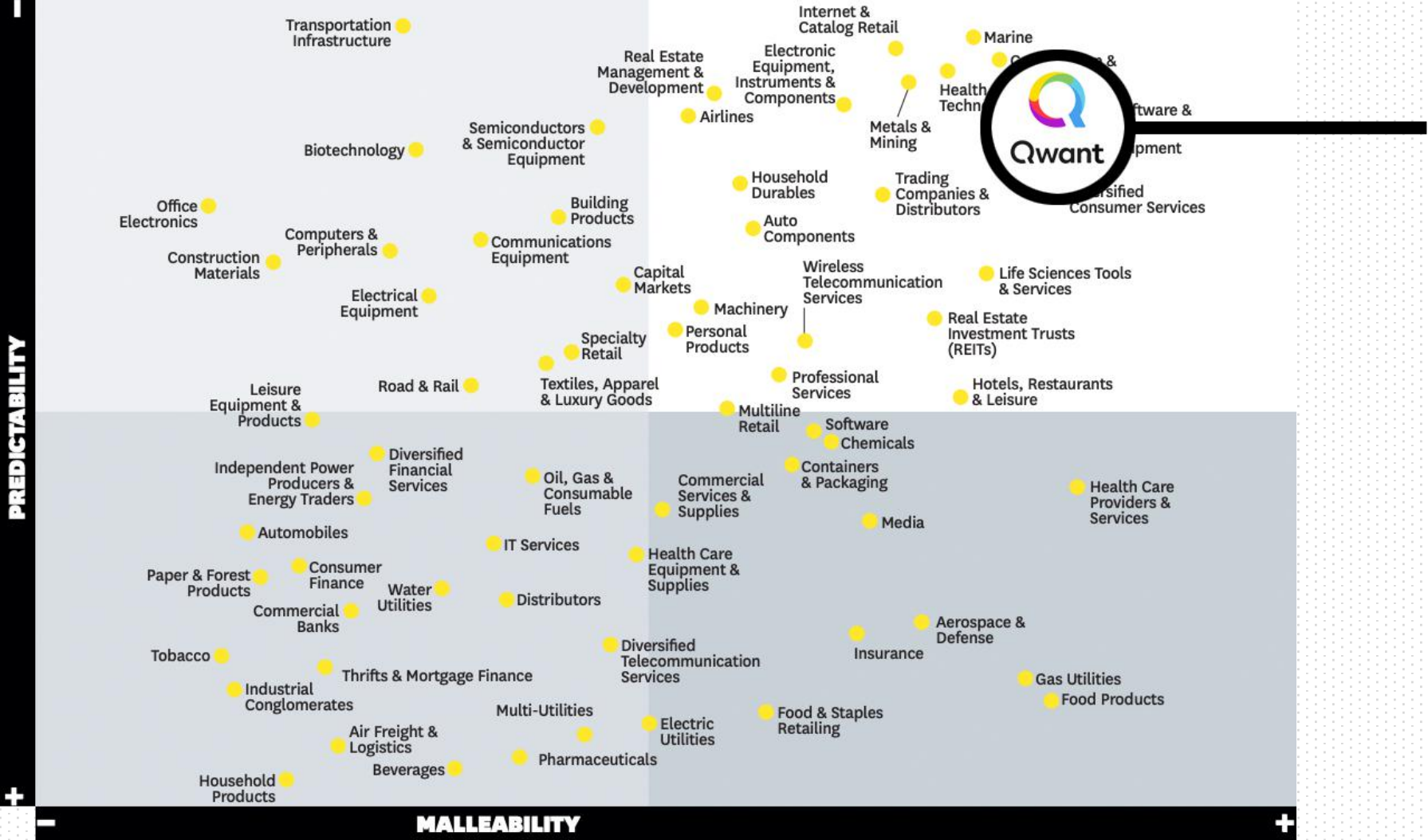
More flexible and experimental and works far better in immutable environments that are unpredictable in predictable and immutable environments.

A SHAPING STRATEGY

The best in unpredictable environments that you have the power to change.

A SHAPING STRATEGY

A visionary strategy (the build-it-and-they-will-come approach) is appropriate in predictable environments that you have the power to change.



SHAPPING
Unpredictable industry,
but you can change it.

AN UNPREDICTABLE INDUSTRY...

The internet industry is new-born, which means that it changes really fast : from services in order to make page rankings & indexation (search engines such as Google, Bing or Qwant) to social networks or video calls (VoIP protocol), the internet industry is diverse & growing fast.

...BUT YOU CAN CHANGE IT : MAELLABILITY

Search engines like Qwant introduces a new important criteria for internet users : the respect of privacy. Qwant also revolutionize the way a search engine works by adding functionalities such as a « Junior Web Browser » or an extension to make donations for charities.



A RECOMMENDATION FOR QWANT :

Qwant should carry on placing **innovation at its heart**.

Maellability is an important way to win marketshares, specially if new innovations are linked to **societals concerns** : *privacy, ecology, etc.*

For instance « *Ecosia* », another search engine, plants a tree every 45 searches their users made. This **disruptive innovation** is changing the industry : *Ecosia's* marketshares are increasing exponentially.

Qwant can get inspired by Ecosia, or even **develop at 200% its own identity by focusing on privacy** : *animation of workshops, conferences about privacy, partnerships with governments, etc.*

