

MEMORANDUM

From: VP Strategy

To: Henry Morgan

Subject: Possible Functional Actions

Henry, as you are aware I recently attended a conference on taking an offering up the secular growth curve. In the course of the Conference I came across the attached list. As far as I can tell these items are the ones you should consider.

As far as I can gather, the list is correct but each action has a different effect in each period. They act by increasing your competence and market legitimacy as perceived by the customer.

I am afraid I was not able to find the sequence. That I guess is the challenge facing your team. As far as I can tell the list contains all the Actions required. You will need to reassess which items are appropriate each period. Some may carry over from one period to the next, others will not.

Regards

SUGGESTED ACTIONS FOR SECULAR GROWTH CURVE: PRODUCT DEVELOPMENT

PRODUCT DEVELOPMENT			
LINKS TO INFLUENCERS			
Seek to distinguish offering from competitive set			
Focus on building functionality to support a 'whole offering'			
Focus on developing multiple offering configurations			
Focus on offering stabilization and predictability of performance			
Focus to a standardized, 'productized' version of the whole offering that covers all eventualities			
Focus resources on invention of new functionality			
Focus on extreme ease of installation and ease of use			
Development focus on cost reduction even at expense of functionality and inferior			

offering			
Develop a 'good enough' offering at lower cost with retained functionality and backward compatibility			
Install organizational structure to form/maintain technology partnerships			