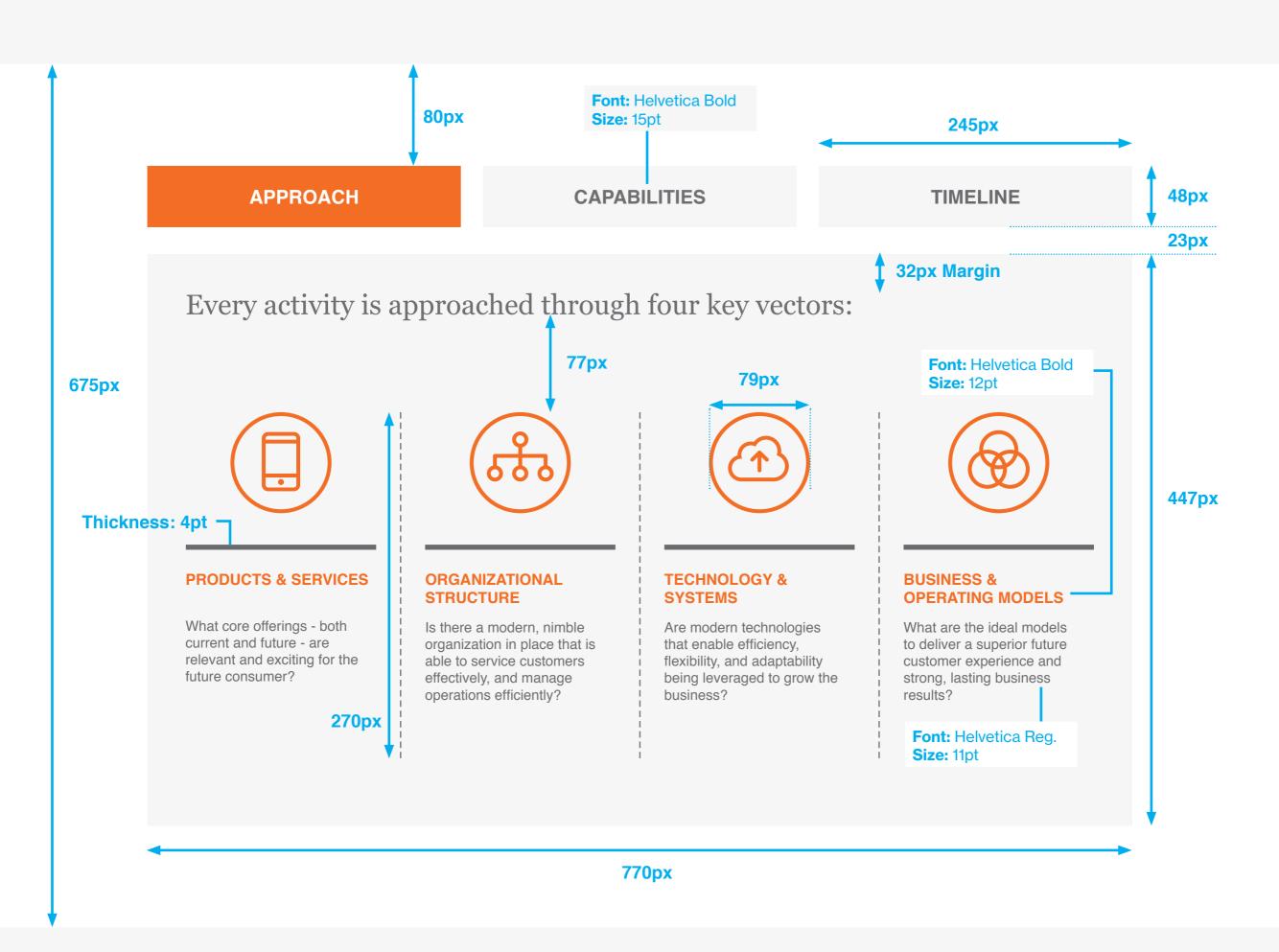


Catalyze Action Around a Common Enemy

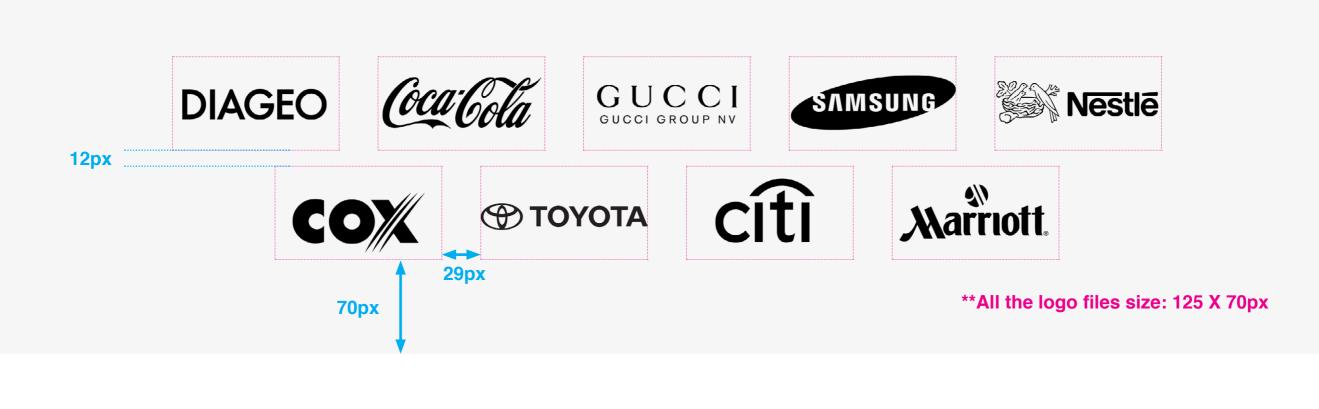
Echo is a future-first growth strategy that creates a comprehensive vision of your competitor-of-the-future. We bring this credible threat to life by defining its products and services, business model, organizational structure, and technologies, providing your company a common enemy to rally against.

Build a Better Plan for the Future

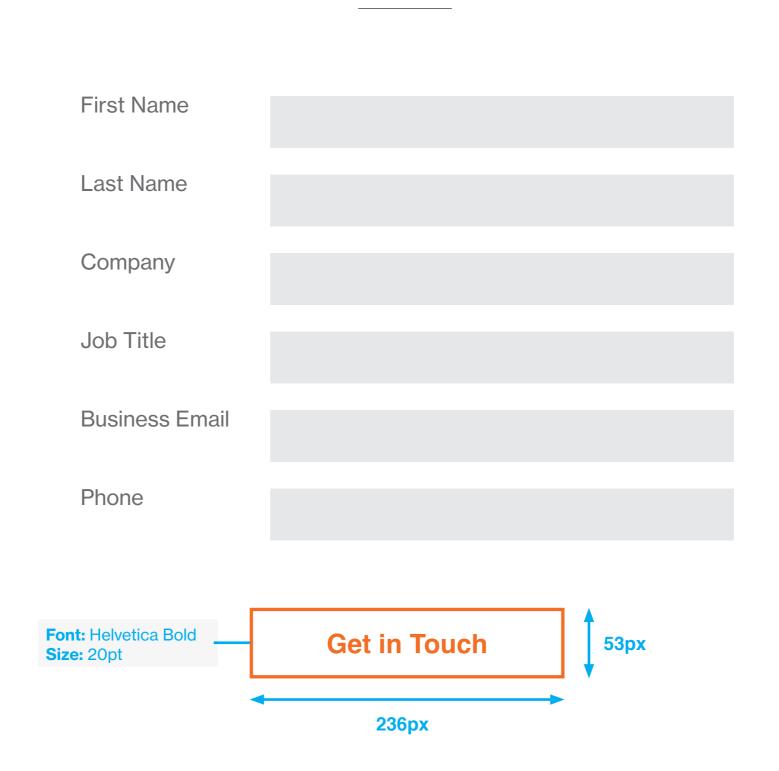
The Echo process defines a competitor that is not shackled to current market realities, and envision a future not limited by your company's existing business or political constraints. Ultimately, we arm you to compete with this vision. We create a future state for your company, complete with a strategic plan of attack.

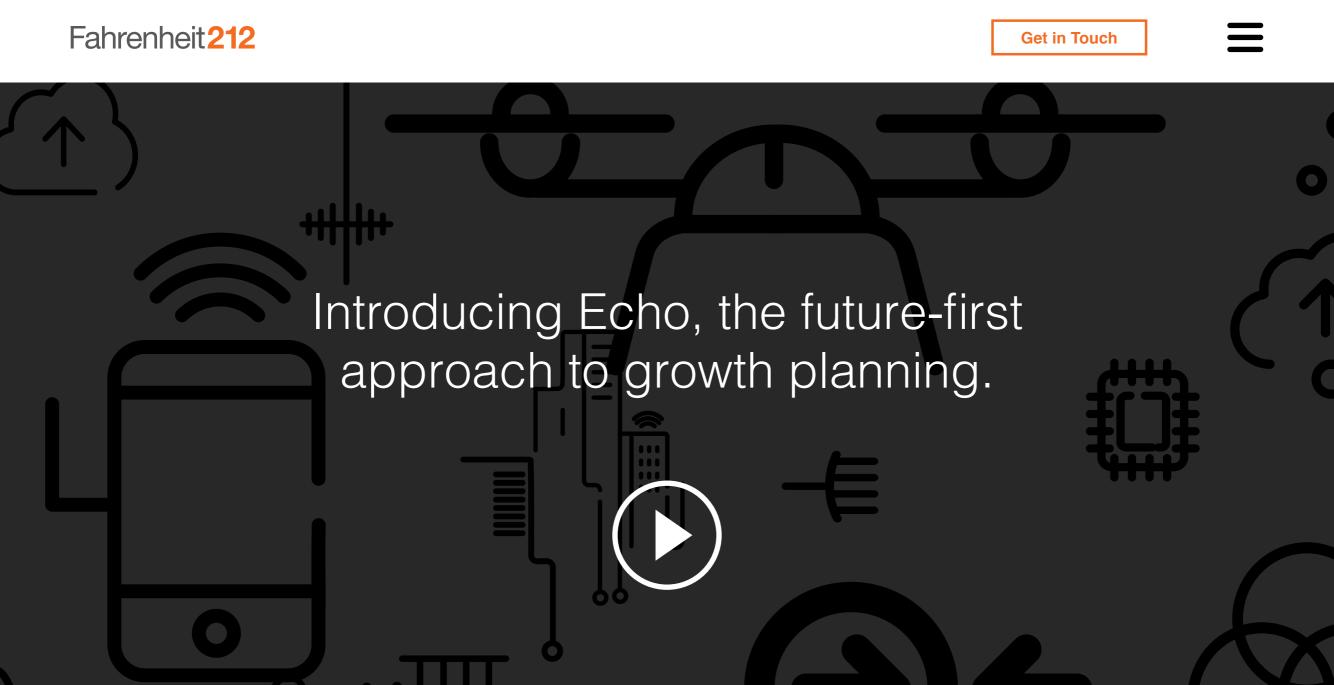


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The challenge facing companies today is not ambition for transformation, but how to catalyze action. Echo is that catalyst.

The future-first approach to growth planning, from:

Capgemini Consulting

Fahrenheit212

Prepare for the Competitor You Won't See Coming

In a market rife with disruption, from start-ups upending incumbents to major players redefining long-standing industry lines, traditional growth strategies are drastically shortsighted. New world strategy requires diverse expertise – growth, innovation, digital – working in unison.



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APPROACH	CAPA	BILITIES	TIMELINE
Every activity is approached through four key vectors:			
PRODUCTS & SERVICES What core offerings - both current and future - are relevant and exciting for the future consumer?	ORGANIZATIONAL STRUCTURE Is there a modern, nimble organization in place that is able to service customers effectively, and manage operations efficiently?	TECHNOLOGY & SYSTEMS Are modern technologies that enable efficiency, flexibility, and adaptability being leveraged to grow the business?	BUSINESS & OPERATING MODELS What are the ideal models to deliver a superior future customer experience and strong, lasting business results?

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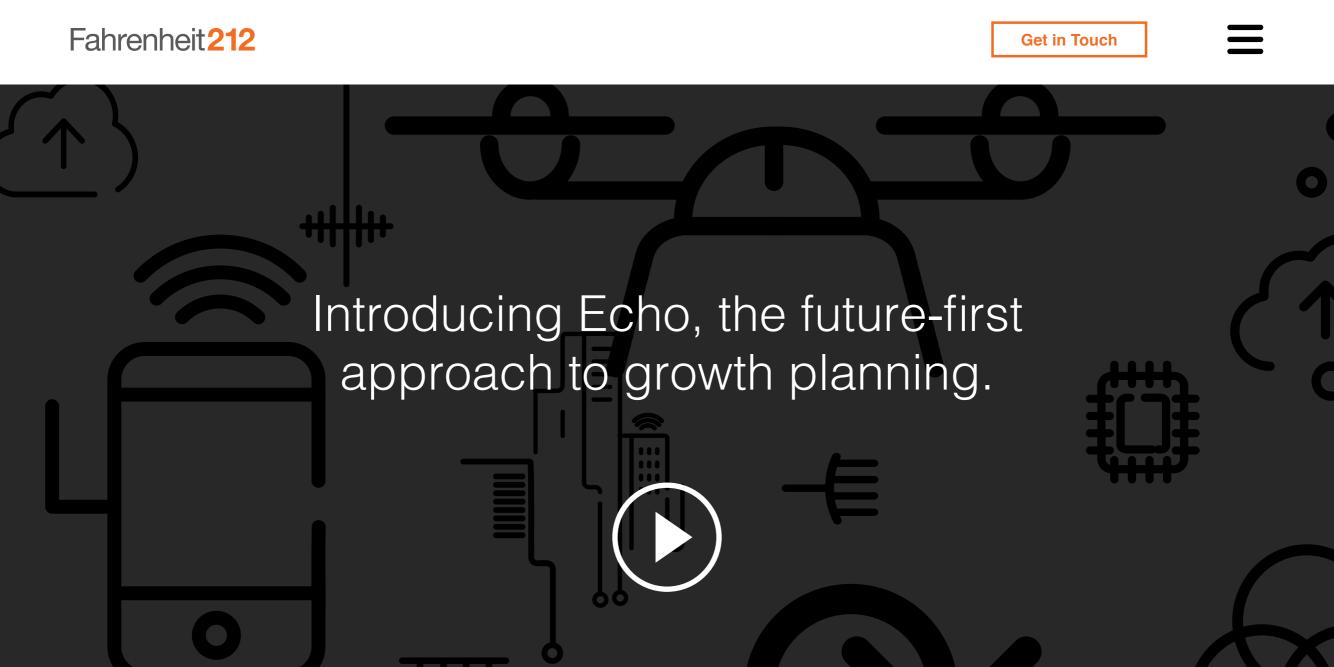


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Our breadth of capabilities allow us to partner with clients from concept to commercialization INDUCTIVE Our blend of outside- in and inside-out cycles and validated learning, matching today's market Our teams are strate- gically assembled with diverse perspectives to today's market Our team members diverse perspectives to today's market	APPROACH	CAPABILITIES	TIMELINE
Our breadth of capabilities allow us to partner with clients from concept to commercialization INDUCTIVE Our blend of outside- cout method favors short cycles and validated learning, matching the pace of change of today's market DISCIPLINARY Our teams are strate- gically assembled with diverse perspectives to the pace of change of today's market Our team members diverse perspectives to the pace of change of today's market		-	llenges of driving growth
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i dentification I and lateral thinking	Our breadth of capabilities allow us to partner with clients from concept to INDUCTIVE Our blend of our plend of our ple	utside- ut cycles and validated gically delivers learning, matching drive by the pace of change of drive by	PLINARY ams are strate- assembled with e perspectives to ig thinking Our team members have in-depth experience across multiple categories, enabling pattern identification

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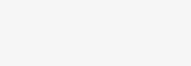








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APPRO	ACH	CAPABIL	LITIES		TIMELINE
to define the technologie	e products and	will free your bu d services, organ s model of your	nizational stru	ıcture, plat	form
_	•	amics evolve, as resh the vision a		*	ill also come
7 Weeks		1 Week		4 Week	
7 Weeks VISION	~~	1 Week DELTA	0000-	4 Week	ok 🔳
				PLAYBOO Charting th	
VISION Identify your true proposition and e	envision its future what makes your	DELTA Mapping what need		PLAYBOO Charting th	e course

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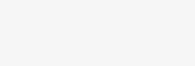
















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