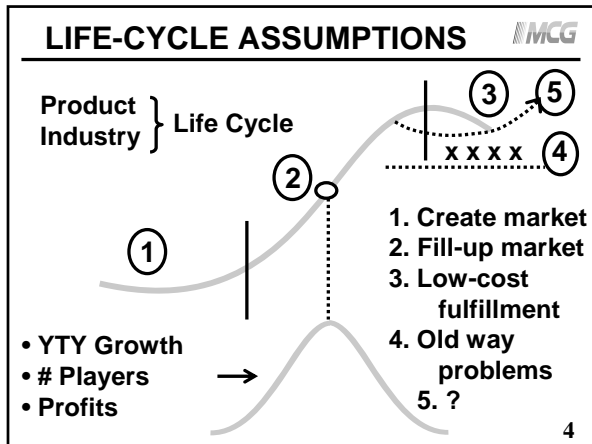


<h1 style="font-size: 2em; margin: 0;">ASAP</h1> <p style="text-align: center; font-weight: bold; margin: 20px 0;">Annual Conference</p> <p style="margin: 0;">January 24, 2008 Amelia Island, GA</p>	<p style="text-align: center; font-weight: bold; margin: 0;">Getting Everyone On The Same Innovation Path</p> 
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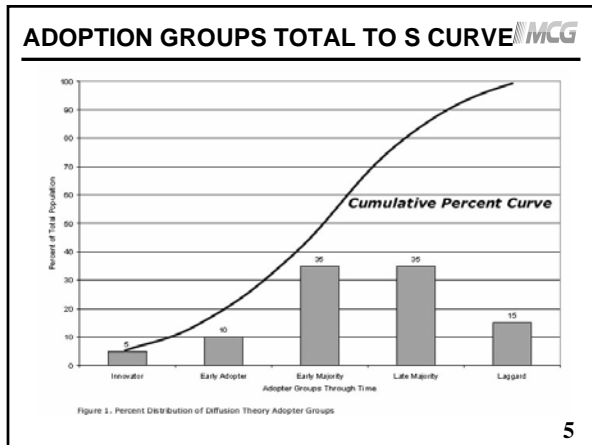
Notes:

<p>CONTEXT <i>MCG</i></p> <hr/> <p>Today:</p> <ol style="list-style-type: none"> 1. Choose our best life cycle category for “ideation”? 2. How to re-cycle resources from dying to living edge with situational leadership and skill sets? <p>Tomorrow:</p> <ol style="list-style-type: none"> 1. Can SaaS offer strategies or tools for our opportunities? <p style="font-size: 0.8em; margin-top: 10px;">SaaS = Software-as-a-Service 2</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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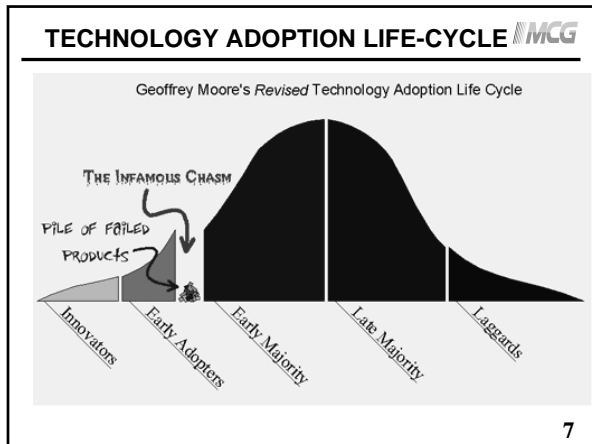
<p>AGENDA <i>MCG</i></p> <hr/> <ol style="list-style-type: none"> 1. All business goes through life-cycles (?) 2. “Dealing with Darwin” lifecycle toolkit. 3. Do we have all of the elements for innovation? <p style="text-align: right; font-size: 0.8em; margin-top: 10px;">3</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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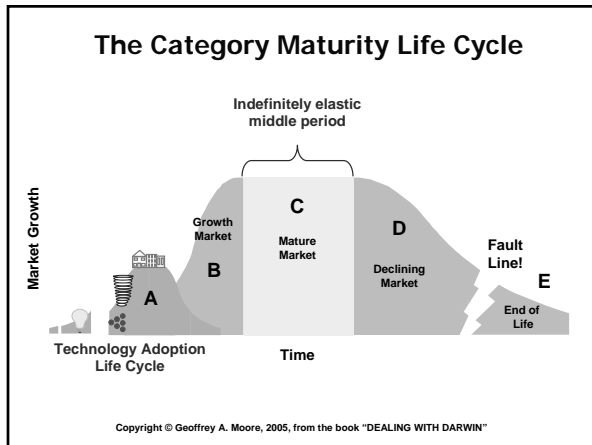
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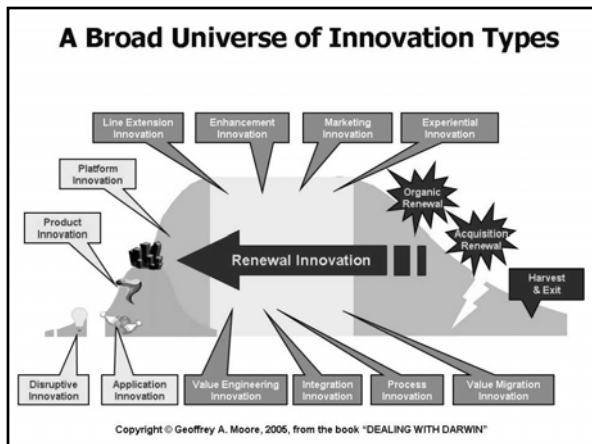


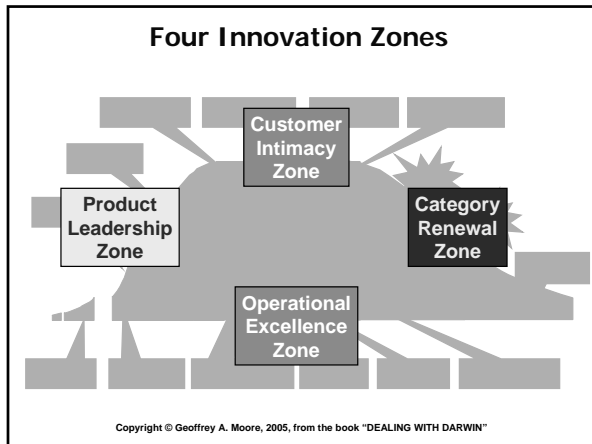
- ### FACTORS THAT DETERMINE DIFFUSION RATE MCG
1. How simple the proposition is to understand
 2. Low cost of switching with quick highest benefit
 3. Ready application in a target (micro) world
 4. It fits with the embedded norms of the customer
 5. Quality and skillful use of communication channels
 6. The "total augmented product" exists for early majority
- 6



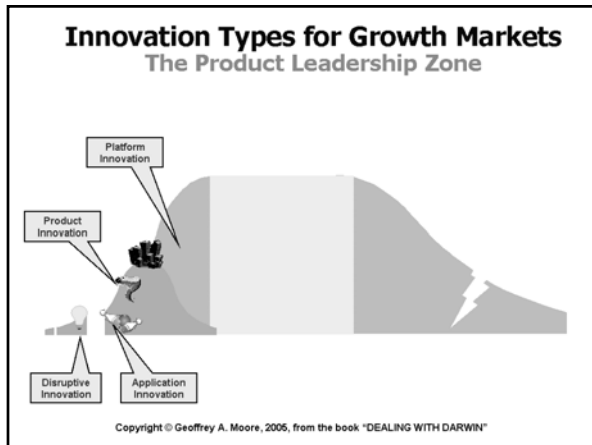
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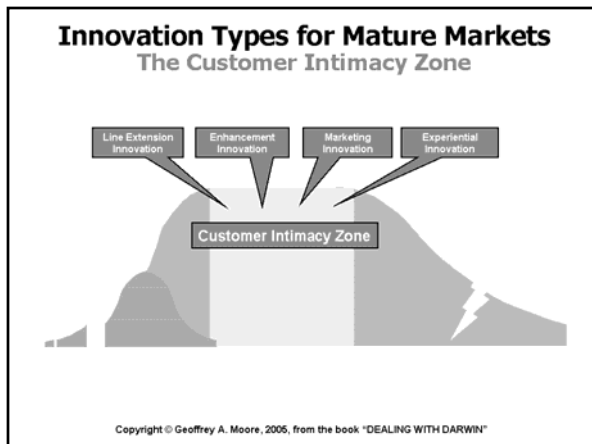




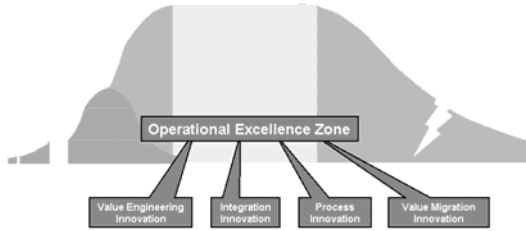


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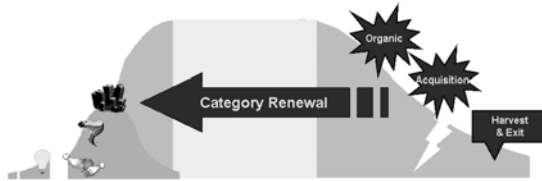
Innovation Types for Mature Markets
The Operational Excellence Zone



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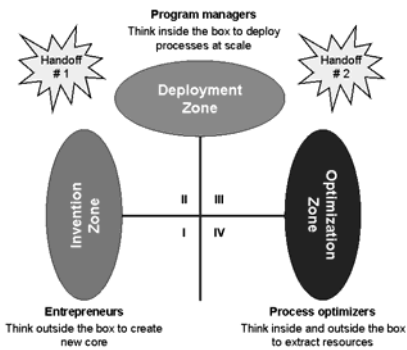
Notes:

Innovation Types for Declining Markets
Leveraging Category Renewal



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Resource-Recycling Zones



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SUMMARY QUESTIONS



1. Are we picking our best life-cycle category(ies)?
2. Can we apply “innovation management” processes to “ideate” within that category?
3. Can we overhaul our corporate innovation memes?
4. Do we have leadership/talent to re-deploy from dying to living edges?
5. Can SaaS be a transformational tool/strategy for “best idea(s)”? 16

Notes:

WHO IS BRUCE MERRIFIELD



An independent consultant who focuses on:

- High performance service management
- Innovation and intrapreneurship
- Supply-chain SaaS solutions

For more on his services and published areas of expertise go to www.merrifield.com

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SaaS – Software as a Service

17
