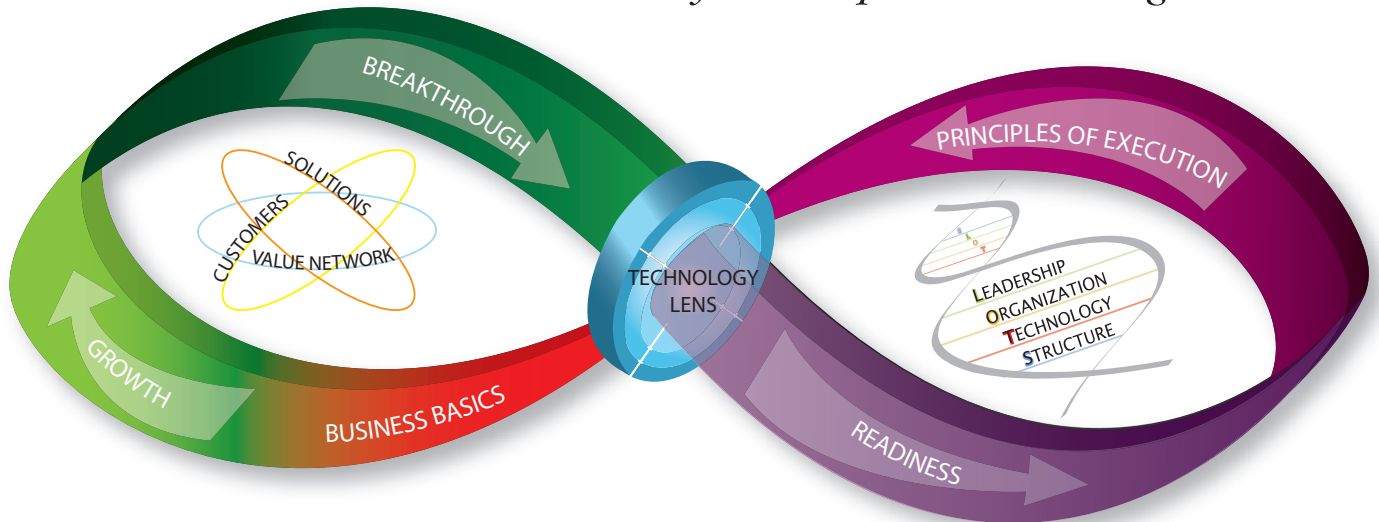


*"...exactly the kind of information needed in today's market."*

# THE PURSUIT OF UNIQUENESS<sup>SM</sup>

*What's your competitive advantage?*



Unexpected shifts in the marketplace. Rapid revenue decline.

Investors demanding performance improvements. Increased competition.

In seeking to address the pressing issues facing CEOs and senior leadership, Myutiq, LLC and Zeisler Associates, Inc. have combined their expertise to present a research and experience based model for fueling breakthrough growth in revenues and profitability.

In a thought-provoking, results-oriented workshop, participants experience the power of innovation to drive sustainable growth by learning to:

- **Apply The Pursuit of Uniqueness<sup>SM</sup> Model** – a revolutionary business model aimed at perpetuating exponential growth based on strategic expertise, best practices and examples of market leaders.
- **Assess Business Strategy** through a series of diagnostics that reveal the potential of the company's existing strategy to drive sustainable long-term growth.
- **Generate Innovation Ideas** with a step-by-step analysis of key business elements that fosters thinking in entirely new ways.
- **Consider Technology** by identifying opportunities to leverage the strategic potential of technology to facilitate greater differentiation and competitive advantage.
- **Examine Capabilities** through filtering a real-life uniqueness initiative through a 'readiness prism' to understand and act upon the implementation challenges and risks of innovation.
- **Develop an Execution Brief** by using a jumpstart tool to develop immediately applicable steps to implement a selected uniqueness initiative

The workshop experience produces the clarity and energy required to drive and sustain breakthrough results. Executives walk away with an understanding of the leadership skills required to manage innovation and how to think in new ways to create the catalyst for a performance shift within their company.



## Overview

In this workshop, business leaders learn to uncover growth opportunities through The Pursuit of Uniqueness<sup>SM</sup> model. The model shows them how to rethink the role of their customers, products and services and the supply chain to gain a stronger competitive position in today's highly turbulent marketplace. Through a proven program using strategic analytics and practical tools, participants discover how to capitalize on the powerful linkage between innovation strategy, technology leverage and a laser focus on execution.

Time and again, marketplace realities prevent CEOs and senior executives from relying on “business as usual” strategies to sustain growth. Those who have chosen to apply The Pursuit of Uniqueness<sup>SM</sup> model find that it is “exactly the kind of information needed in today’s market” to achieve the all-important competitive edge. The workshop draws upon best practices of recognized market leaders to highlight the success companies can achieve through implementing the model.

### Dell's Example

*Dell Inc. is an illustrative example of one company—of one person—who stepped outside the normal business model to take advantage of an innovative idea and available technology. In 1984, Michael Dell understood that he could better serve his customers—and gain uniqueness—if he removed the filters over which he had no control, such as conventional retailers and distribution channels. In leapfrogging these industry conventions, Dell was able to gather more accurate intelligence about customers’ wants and needs, respond more quickly, offer highly competitive pricing and achieve significant differentiation from competition.*

## Objectives

The Pursuit of Uniqueness<sup>SM</sup> model is experienced first hand in a highly interactive workshop. Participants learn a repeatable process for driving innovation throughout their company. By assessing opportunities to leverage technology and by discerning their company’s ability to adapt and execute effectively, business leaders will be prepared to:

- Create unique business models;
- Guide their business through increasing levels of differentiation;
- Harness technology to help achieve their strategic initiatives; and
- Foster an enterprise-wide climate for innovation that delivers exceptional execution.

## About the Companies Behind The Pursuit Of Uniqueness<sup>SM</sup>

### **ZEISLER ASSOCIATES** Incorporated

Zeisler Associates, Inc. is an international consulting and development firm that helps large enterprises innovate. Steven Zeisler, founder and director, is

recognized as a world-class expert in innovation who has developed breakthrough approaches, authored innovative software and consulted with companies around the world triggering product and service innovations worth hundreds of millions of dollars. His clients are industry leaders such as Astra-Zeneca, Estée Lauder, Federal Express, Nestlé, the US Army War College and Xerox, as well as government agencies and start-ups.



Mytiq, LLC works with mid-size companies to develop distinctive growth strategies that leverage technology. Karen Maples and Nancy Petralia established the company to bring visionary thinking and strategic planning principles to firms

that must operate without the resources typically available to Fortune 500 companies. Ms. Maples and Ms. Petralia are frequent guest speakers at business forums for presentation sponsors that include INC Magazine and Microsoft. A research initiative conducted by Ms. Maples for an international forum in Istanbul highlighted small business use of technology as a strategic business enabler.