



Customer Driven Change consultants

Company Overview

CustomerDrivenChange.com

817.938.3560



Value Proposition

- Customer Driven Change consultants are committed to transforming organizations from the outside
- We believe that customers drive meaningful & sustainable change
- We use Innovation to generate ideas that connect engaged employees in a continuous change cycle with customers



Proven Track Record

Founder – Bud Taylor



Marquee Global Clients

- Whirlpool Corporation
- Microsoft Europe
- Canadian Pacific
- Toyota – South Africa
- Korea Telecom
- Black-Ginger – Shanghai
- Overseas Chinese Banking Corporation - Singapore
- National Capital Bank – Saudi Arabia
- Boussais Communications - Athens



Proven Approach

Published Approach



Global Consulting Network

- PDI Ninth House
 - Leadership: Hong Kong
- MASMI
 - Market Research: Cyprus
- Strategos
 - Innovation: Chicago
- Thought Leaders
 - Change Management: Dallas
- Digital Marketing
 - Marketing: London
- Renown network of consulting professionals



Our Personality

- Experienced
 - We don't learn at your expense
- Global
 - We consult without borders
- Unconventional
 - We create new paths
- Independent
 - We tell you what we think
- Proven
 - We get results
- Valued
 - We over deliver



Our (EI³) Approach

I. Explore Ideas

- Finding lots of new Ideas

II. Expand Ideas

- Selecting the best Idea

III. Enable Implementation

- Knocking down barriers



Overview of EI³

Explore Ideas

- Build the team
- Diagnose for readiness
- Understand change
- Ask new questions
- Generate new possibilities

Expand Ideas

- Find exciting domains
- Select the best right idea
- Examine the business model
- Specify the opportunity

Enable Implementation

- De-risk decision making
- Gain approval & resources
- Eliminate inertia
- Surround change with sustainability





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A Selection of Tools



Explore Ideas

Target Ideas & Innovations at the Right Level

Change Level	Characteristics	Speed	Barriers	Impact
I – Game Changer	<ul style="list-style-type: none"> • Finding white space in evolving domains • Getting ideas from the best & brightest • Living in the world of uncertain outcomes 	Over several budget cycles – in the strategic plan	High	Fundamental
II – Market Changer	<ul style="list-style-type: none"> • Enhancing products/services • Getting ideas from in-house experts • Augmenting known outcomes with a refreshed business model 	Within the annual budget – in the business plan	Medium	Substantial
III – Work Changer	<ul style="list-style-type: none"> • Improving continuously • Getting ideas from everyone, everywhere • Meeting predictable outcomes: faster, better, cheaper 	Immediate action within responsibility center budgets	Low	Incremental



Explore Ideas

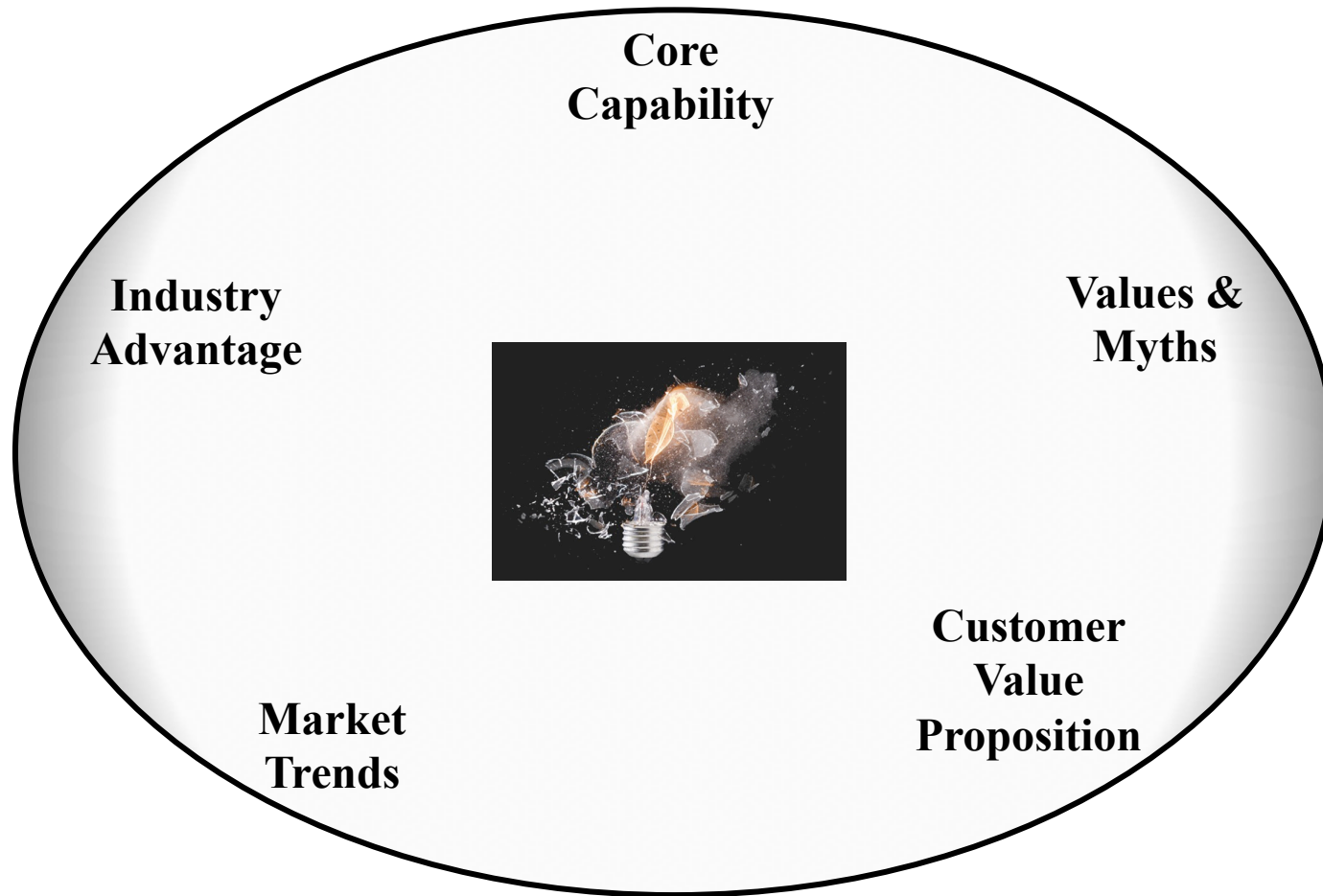
Get Leverage by Asking the Right Questions

Levers	Questions
1. Core Capability	<ul style="list-style-type: none"> • What has brought success? • What assets contribute to that success? • How much erosion can you afford?
2. Values & Myths	<ul style="list-style-type: none"> • What are your “rules of the game”? • What beliefs result in default decision-making • What is inviolate & what should be challenged?
3. Customer Value Proposition	<ul style="list-style-type: none"> • What do your customers want? • What do your customers need? • What are your customers willing to pay for?
4. Market Trends	<ul style="list-style-type: none"> • What are the big issues in your world? • Have these issues coalesced into a trend? • Will the trend become a swallowing discontinuity?
5. Industry Advantage	<ul style="list-style-type: none"> • Who are your competitors? • What dimensions are you competing on? • Where do you build on strengths & neutralize weaknesses?



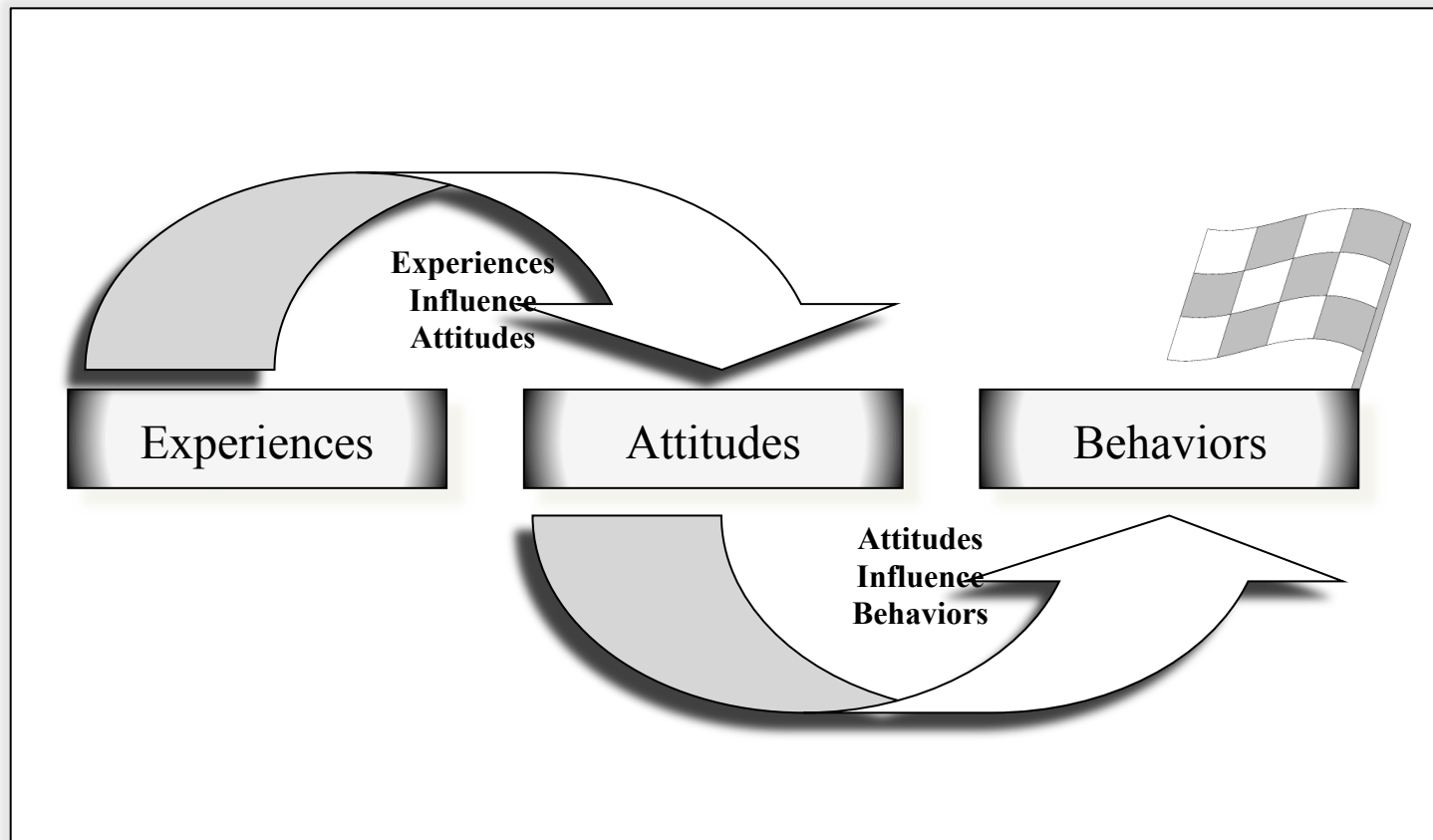
Explore Ideas

Comparing Answers Exposes Innovative Ideas



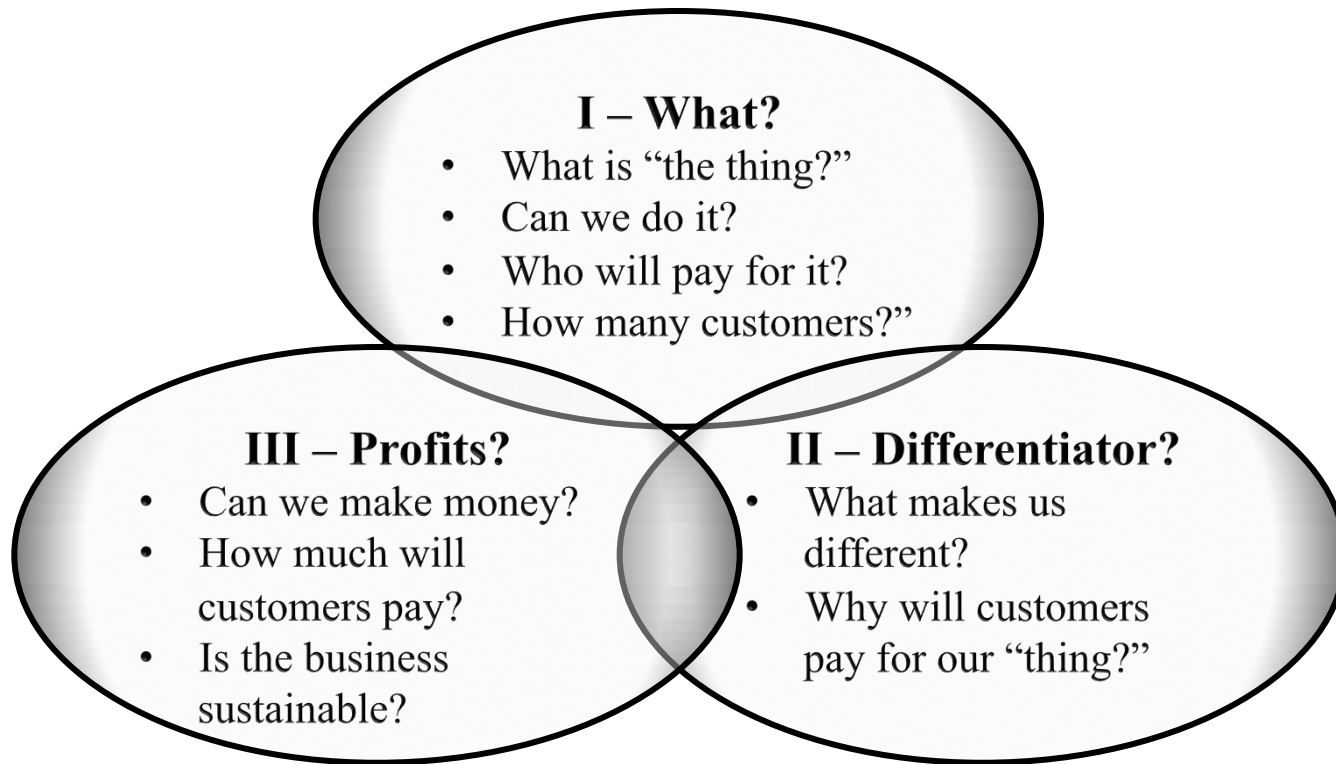
Expanding Ideas

What Customer Problem are You Trying to Solve?



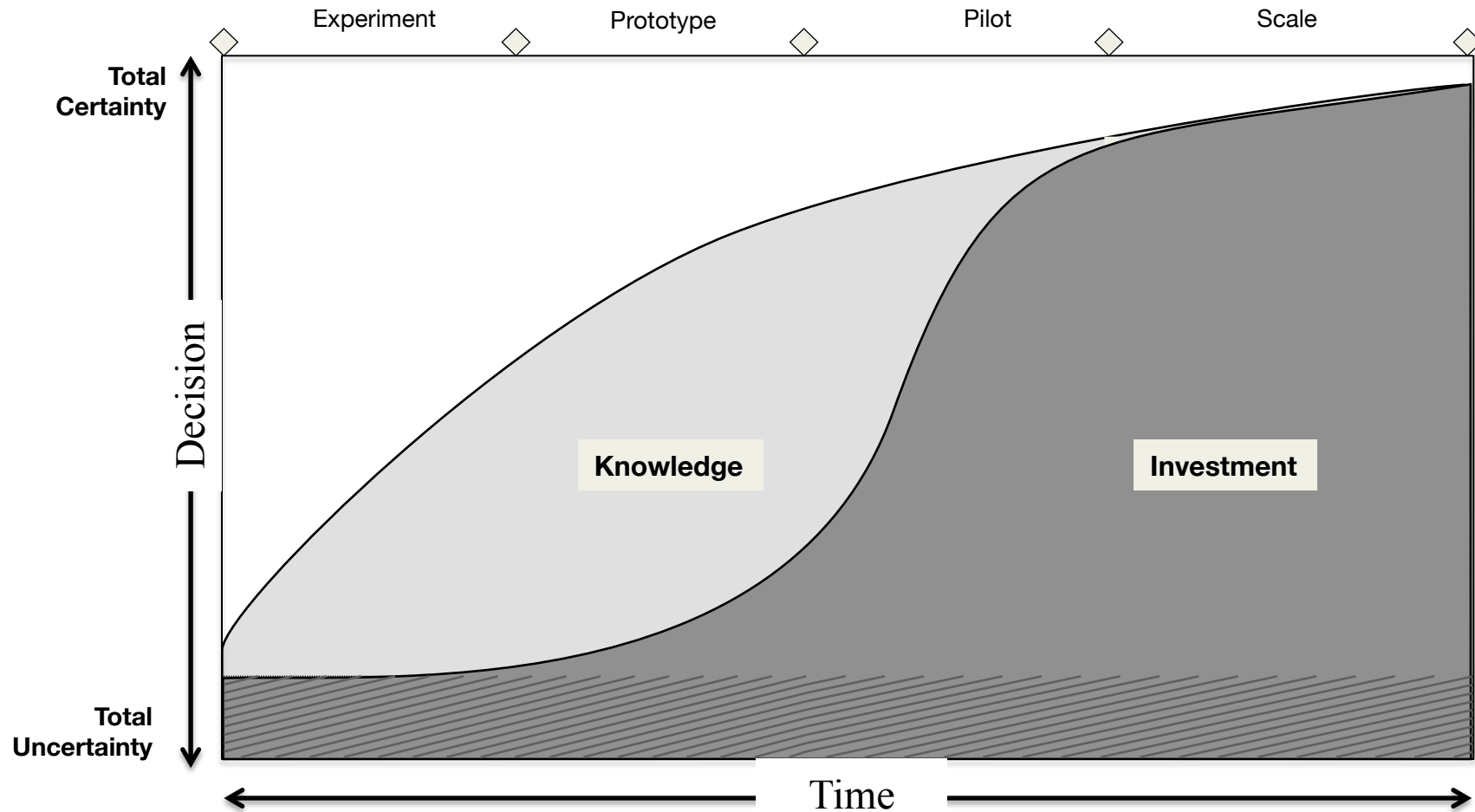
Expanding Ideas

Probe the Business Model – in the Right Sequence



Enabling Implementation

De-risk Decisions: Learn Fast with a Low Investment



Enabling Implementation Surround Change with Sustainability

- Create a Governance Structure to Break Down Silos
- Align the Resource Allocation Process
- Measure for Results
- Build Capability In-House
- Implement Communities to Maintain Momentum
- Create Future Leaders
- Communicate to Engage the Organization

