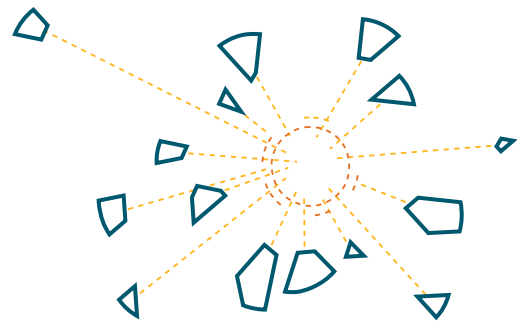
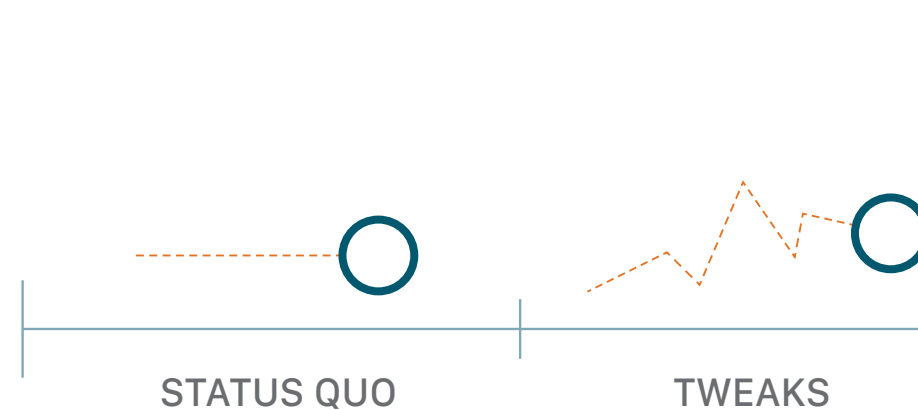


INSTITUTIONAL LEADERS KNOW THEY NEED A NEW INNOVATION APPROACH.

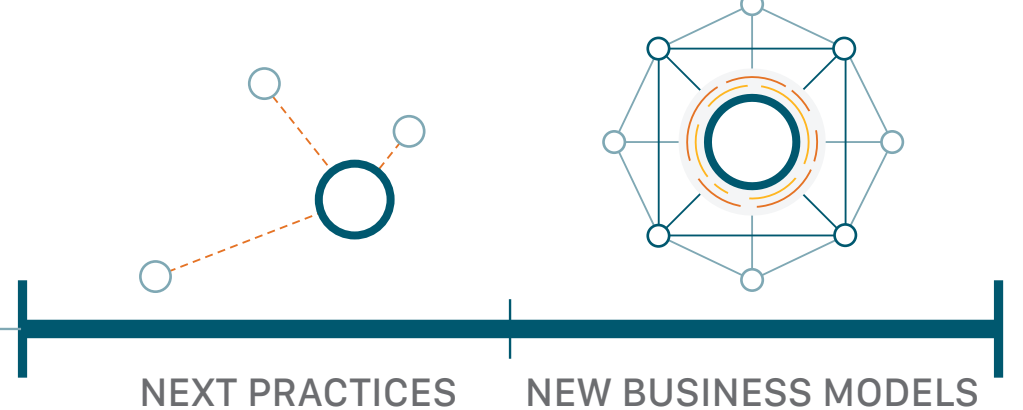
BUSINESS MODELS DON'T LAST AS LONG AS
THEY USED TO. DISRUPTION IS EVERYWHERE.



TODAY'S INNOVATION STRATEGIES ARE
PRODUCING TWEAKS NOT TRANSFORMATION.



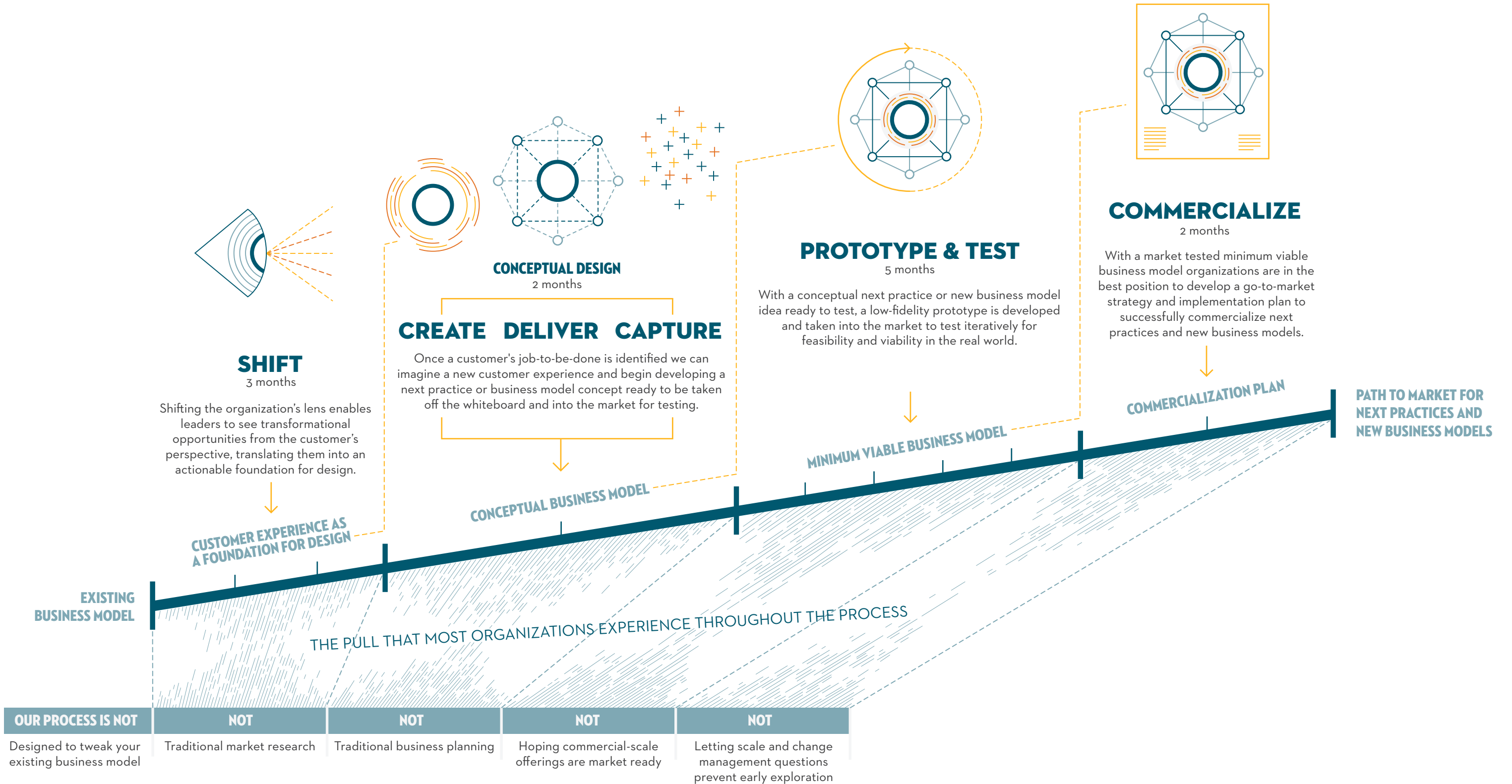
BIF HELPS LEADERS EXPLORE, TEST, AND COMMERCIALIZE
NEXT PRACTICES AND NEW BUSINESS MODELS.



INTRODUCING
BIF'S DESIGN METHODOLOGY
FOR NEXT PRACTICES AND NEW BUSINESS MODELS

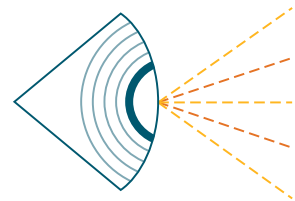
BIF'S DESIGN METHODOLOGY

FOR NEXT PRACTICES AND NEW BUSINESS MODELS



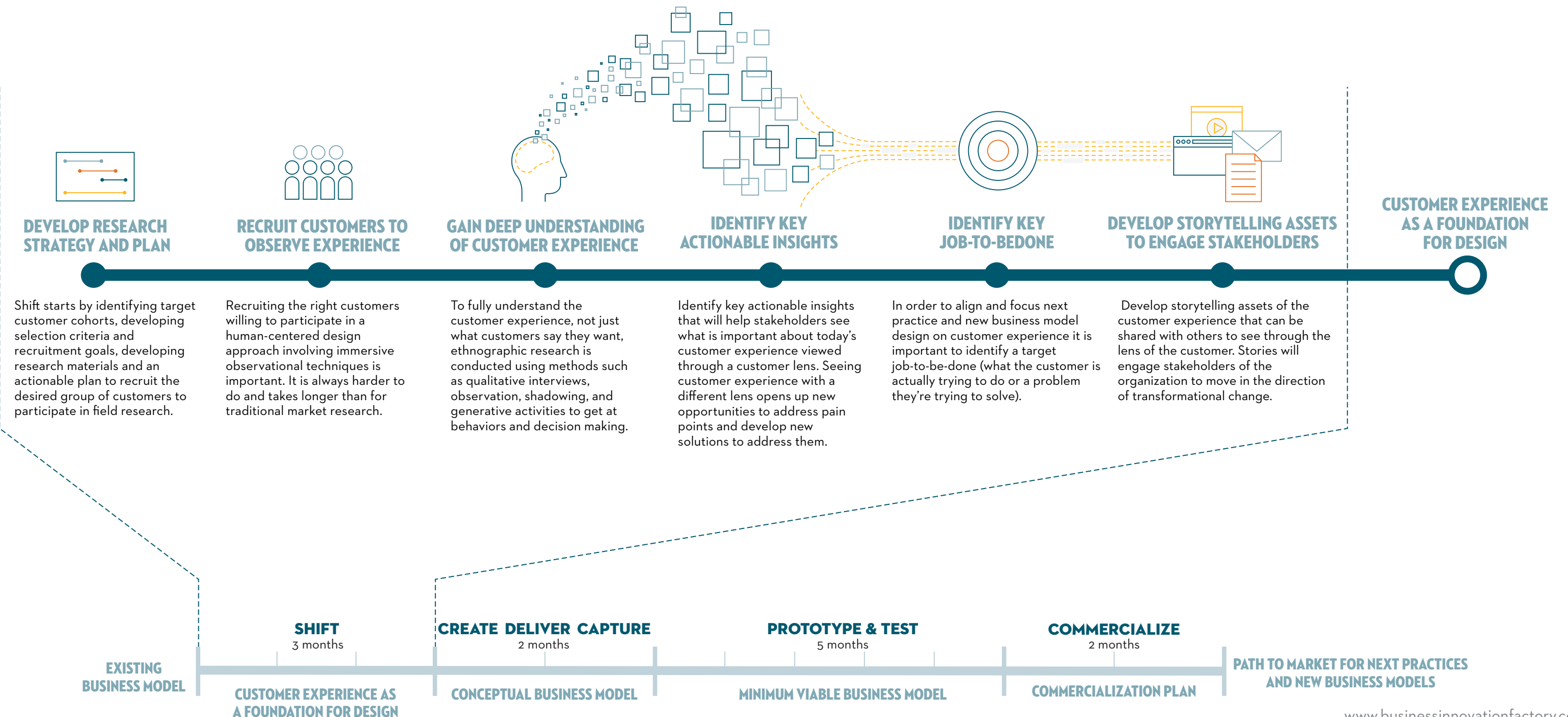
BIF'S DESIGN METHODOLOGY

FOR NEXT PRACTICES AND BUSINESS MODEL INNOVATION



SHIFT

Shifting the organization's lens enables leaders to see transformational opportunities from the customer's perspective, translating them into an actionable foundation for design.



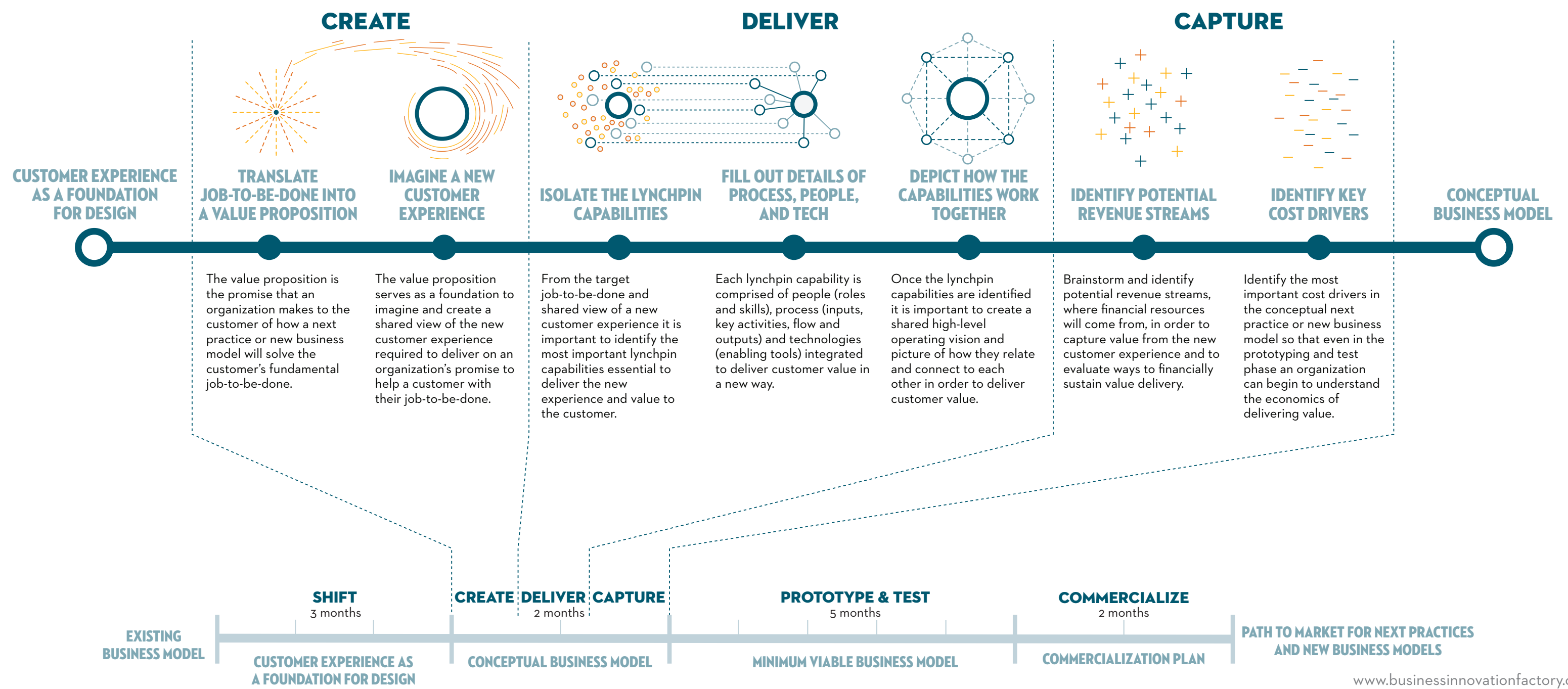
BIF'S DESIGN METHODOLOGY

FOR NEXT PRACTICES AND BUSINESS MODEL INNOVATION



CONCEPTUAL DESIGN

We can't analyze our way to transformation, it's a generative act. The goal is to develop a high-level conceptual design, that we can quickly test and improve in the market, of how we imagine a next practice or new business model that will help customers with their job-to-be-done, transforming the customer experience.



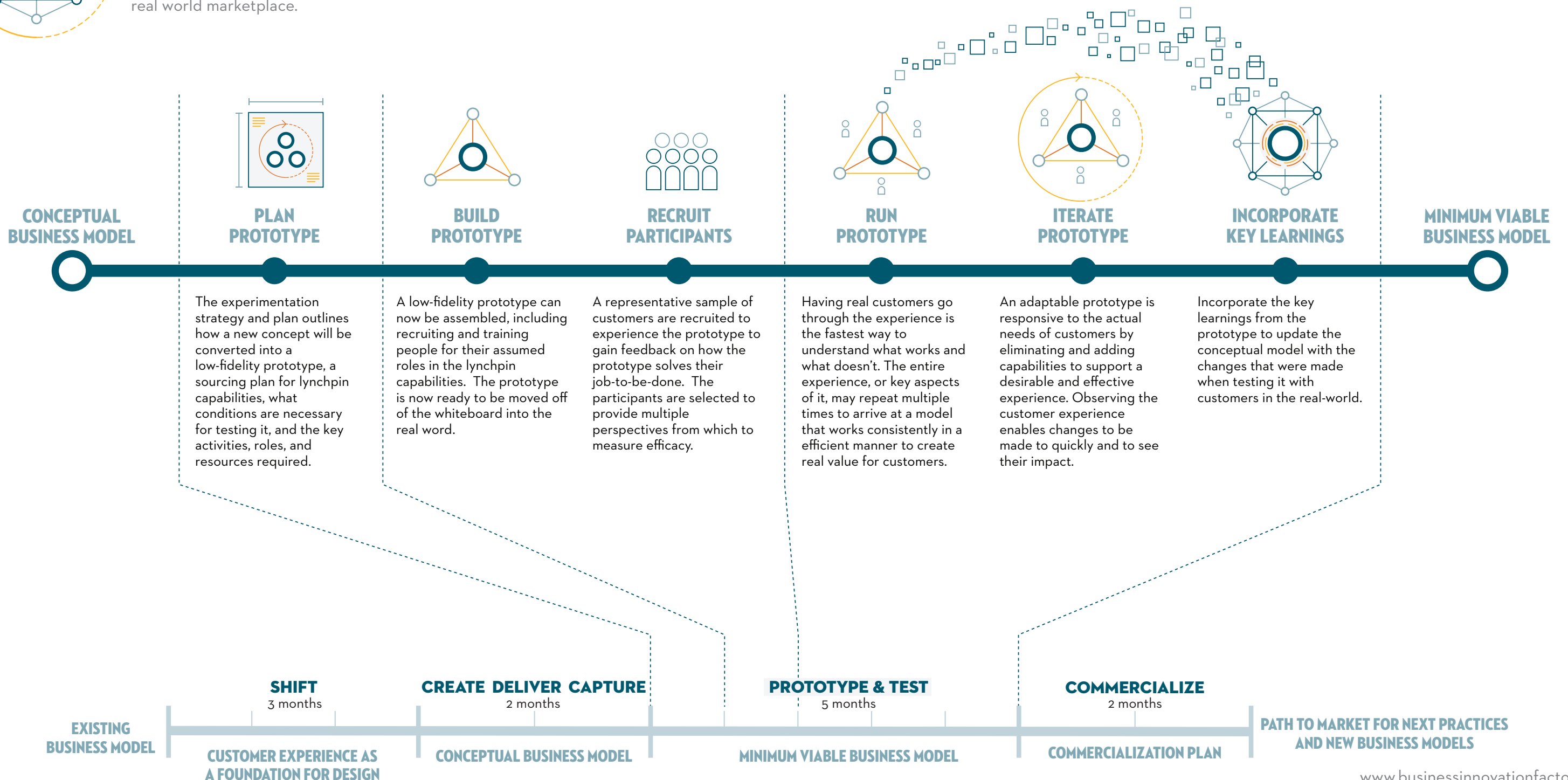
BIF'S DESIGN METHODOLOGY

FOR NEXT PRACTICES AND BUSINESS MODEL INNOVATION



PROTOTYPE & TEST

Testing and iterating a low-fidelity prototype results in a next practice or new business model that has survived customer contact and has been validated in a real world marketplace.



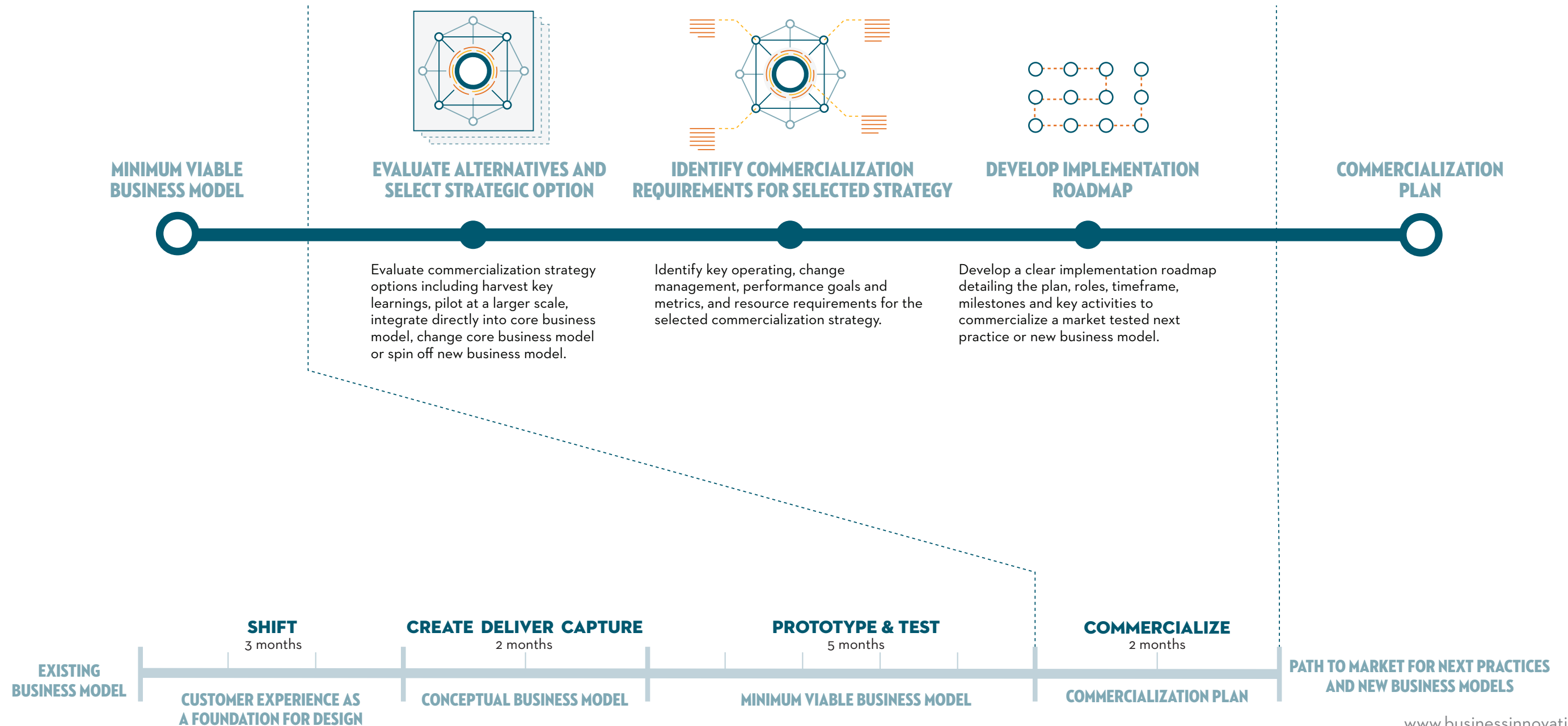
BIF'S DESIGN METHODOLOGY

FOR NEXT PRACTICES AND BUSINESS MODEL INNOVATION



COMMERCIALIZE

Evaluating multiple strategic options to commercialize a next practice or new business model will inform a decision on whether and how best to go-to-market. Identifying key operating and change management implications will inform the development of an implementation roadmap for commercialization.



EXPERIMENT ALL THE TIME

R&D FOR NEXT PRACTICES AND NEW BUSINESS MODELS IS THE STRATEGIC IMPERATIVE

A NEW STRATEGIC IMPERATIVE

When disruption is the new norm, envisioning and realizing next practices and new business models is a strategic capability that should be practiced on an ongoing basis. Corporate innovation strategies must create discrete approaches to deliver incremental improvements to today's models, while also enabling the exploration of entire new models. Doing so will require more clarity on the objectives of the innovation lab, as well as recognizing that the same structure, approach, resourcing, staffing, and governance will not work for both incremental and transformational innovation.

A NEW STRATEGIC CAPACITY

A Next Practices Lab delivers the capacity to manage a portfolio of next practice and new business model projects on an ongoing basis.

You can either think of BIF as your Next Practices Lab or we will enable your organization to establish a Next Practices Lab internally.

NEXT PRACTICES LAB

GOVERNANCE FOR TRANSFORMATION

Providing sponsorship, oversight, resources, and decision making processes

