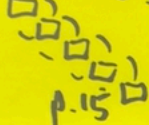


KEY TAKE-AWAYS

Ineffective
Ways

p.3

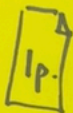
5 Choices



p.15

Core
Capabilities

p.28/112



p.33

~~2p~~

"Summing
up"

p.53/34

Play to
WIN -
not to
compete

p.47

"Leaders do
not like to
make
choices"

p.48

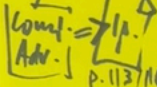
Where to
play?

How to win?
p.81

Multiple ways
to win!

=> Build up
Capabilities

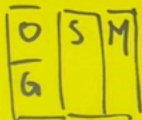
Activity
System



STR discussion

"how to ...
grow in 3-5y"

p.131



p.140

Don't stop
@Capabilities!

✓ —
✓ — p.155

"What would
have to be
true?"

p.186

6 Traps

6 Telltale Signs

p. 211-216

LUDENSFABER

Innovation Leadership