

Vollett Executive Coaching

VEC Overview

The 2006 New Business Conference

May 22-23, 2006

Our Perspective

We believe innovators change the world.

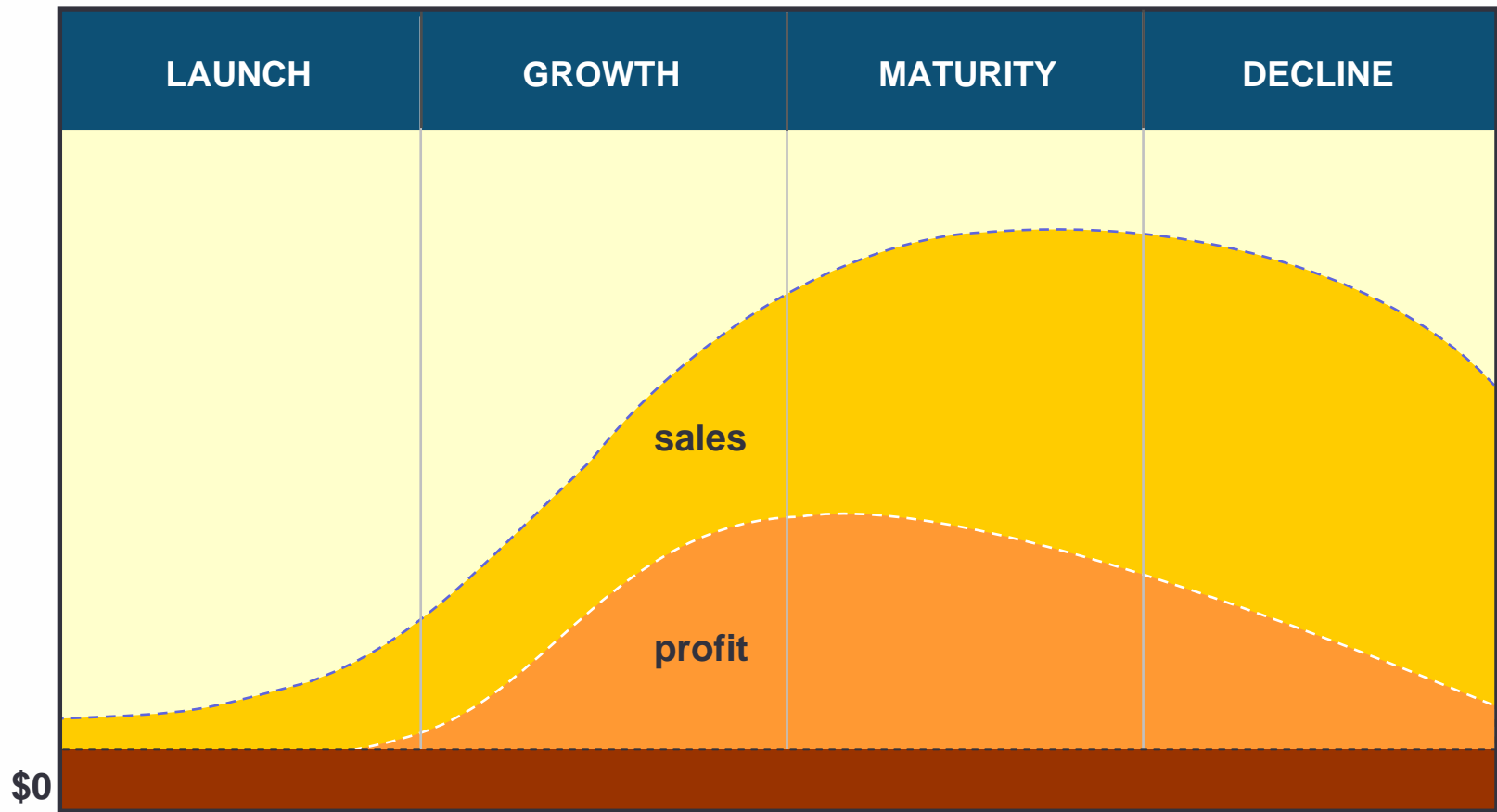
Innovation is complex.

VEC has developed maps that cut through that complexity to reveal opportunities.

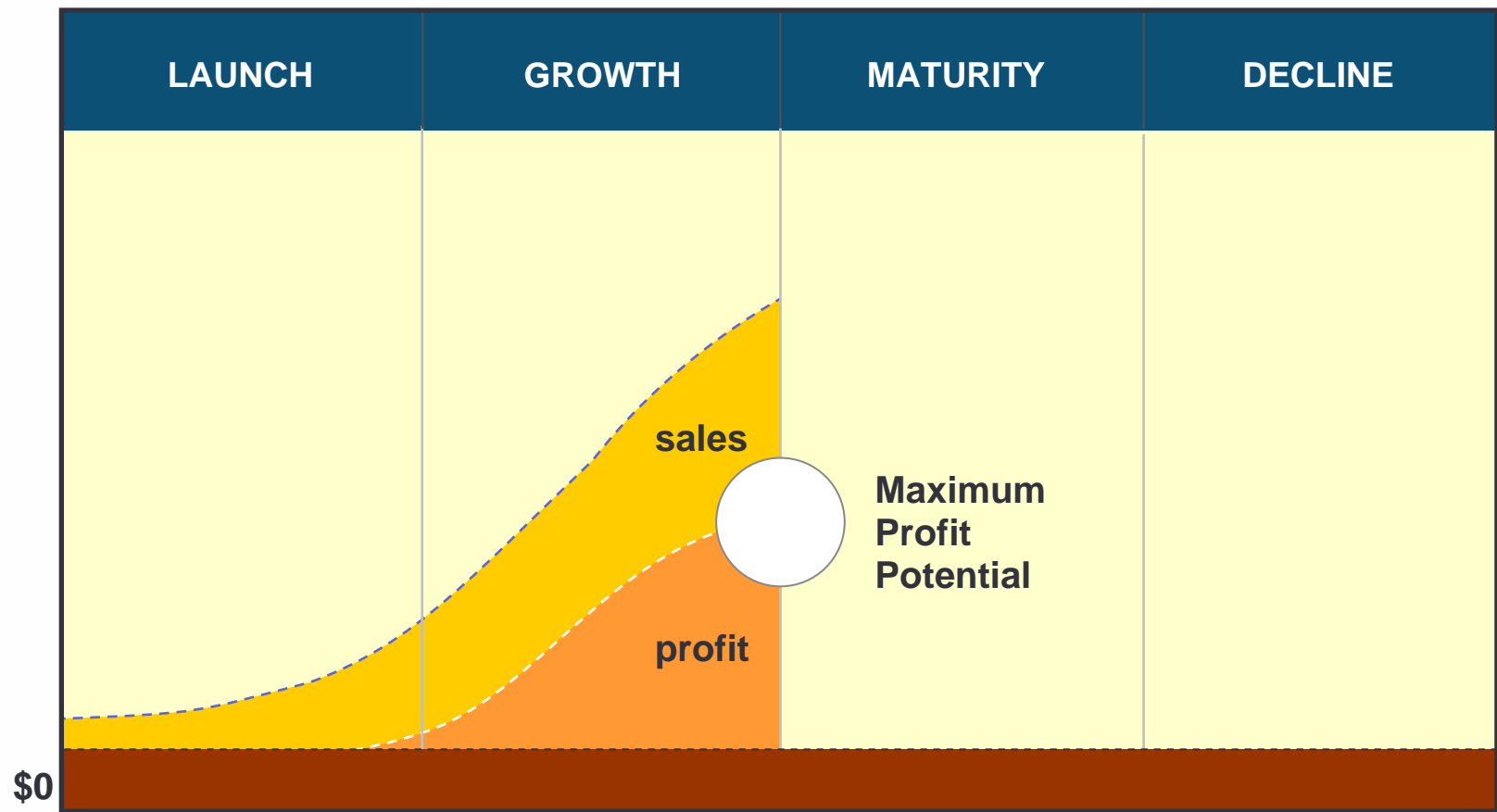
VEC coaches the implementation of those opportunities.

VEC has worked with TBWA\Chiat\Day, Wieden + Kennedy, JWT (Corporate/NY/Detroit), Fallon New York, Toy, Nike, LLKFB Direct Marketing.

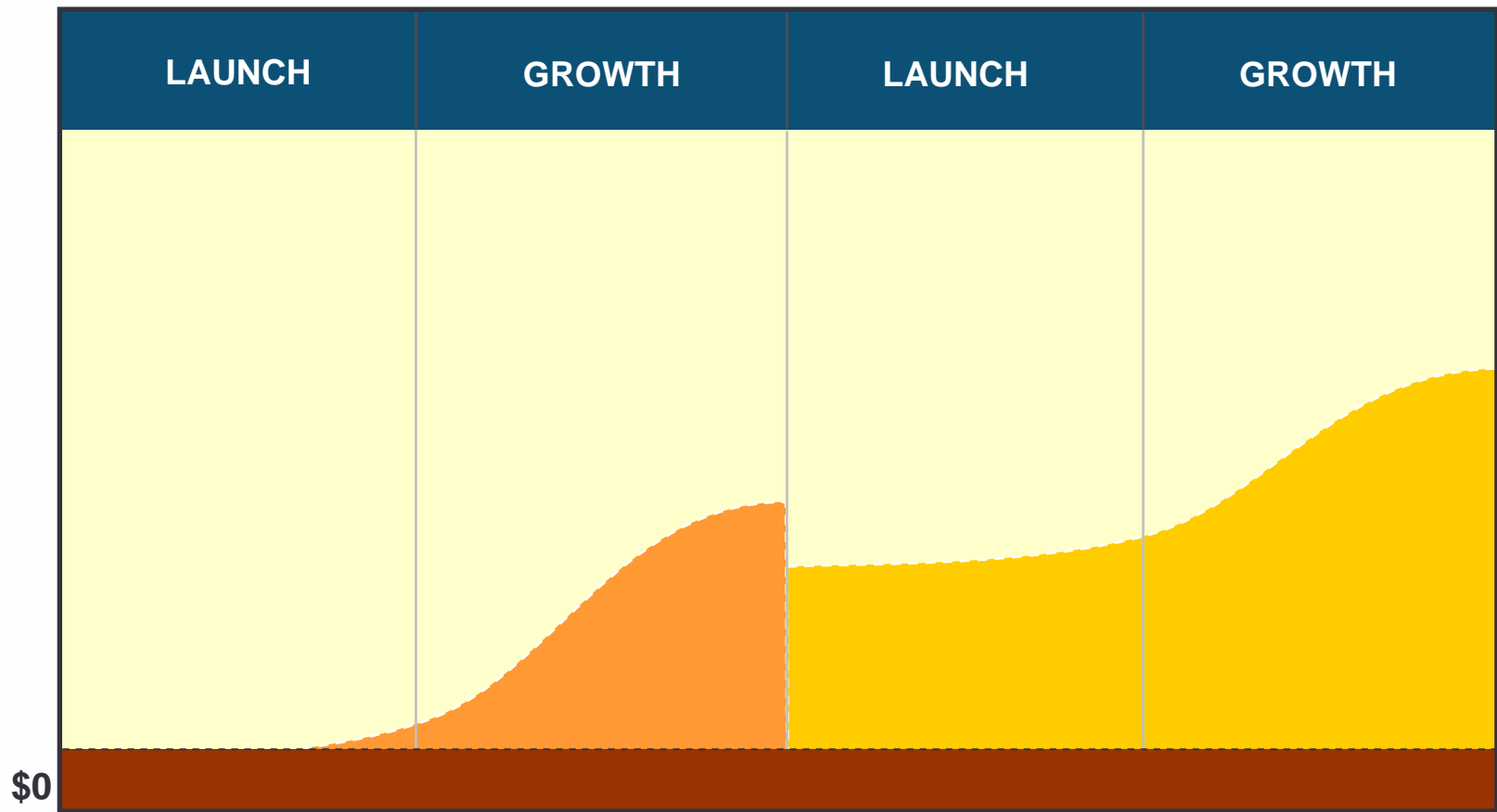
Lifecycles



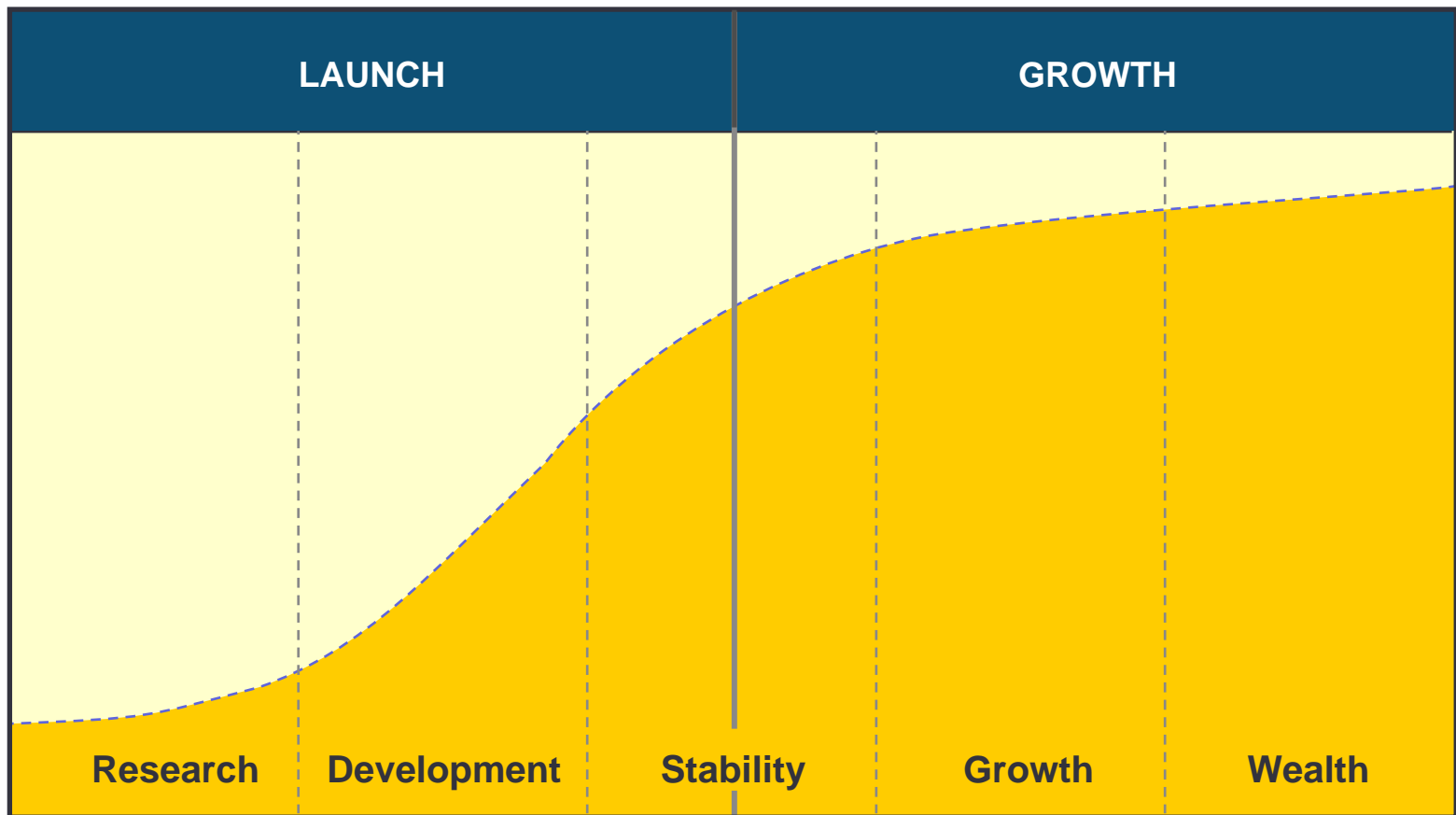
Top of the Wave



Innovator's Lifecycle



Five Stages of Innovation Development



VEC Innovation Model

	NEW BUSINESS	CREATIVE PRODUCT	LEADERSHIP/ MANAGEMENT	FINANCE Funding/Profit	CULTURE
Wealth					
Growth					
Stability					
Development					
Research					

VEC Innovation Model

	NEW BUSINESS				
Wealth	Demanding				
Growth	Diversification				
Stability	Deliver Anchor Client				
Development	Sell Anchor Client				
Research	Positioning				

VEC Innovation Model

		CREATIVE PRODUCT			
Wealth		Product Diversification			
Growth		Scale			
Stability		Produce Anchor Client			
Development		Sustainable			
Research		Prototype			

VEC Innovation Model

			LEADERSHIP/ MANAGEMENT		
Wealth			Seasoned Team		
Growth			Department Heads		
Stability			Department Leads		
Development			Builder(s)		
Research			Founder(s)		

VEC Innovation Model

				FINANCE Funding/Profit	
Wealth				Sale/Sustained Profitability	
Growth				External/ Profit	
Stability				Strategic Alliance/ Break Even	
Development				Relationships/ Old Business	
Research				Founder/ Old Business	

VEC Innovation Model

					CULTURE
Wealth					Generative
Growth					Proactive
Stability					Neutral
Development					Protective
Research					Reactive

VEC Innovation Model

	NEW BUSINESS	CREATIVE PRODUCT	LEADERSHIP/ MANAGEMENT	FINANCE Funding/Profit	CULTURE
Wealth	Demanding	Product Diversification	Seasoned Team	Sale/Sustained Profitability	Generative
Growth	Diversification	Scale	Department Heads	External/ Profit	Proactive
Stability	Service Anchor Client	Produce Anchor Client	Department Leads	Strategic Alliance/ Break Even	Neutral
Development	Sell Anchor Client	Sustainable	Builder(s)	Relationships/ Old Business	Protective
Research	Positioning	Prototype	Founder(s)	Founder/ Old Business	Reactive

Assessing Where You Are

Review the model and write out:

1. What areas are my strengths?
2. What areas are my weaknesses?
3. Where is my center of gravity?
4. How large is my stress i.e. the range from strengths to weakness?
5. What actions will I take in the next 90 days to create more balance?

Call to action

Innovating requires faith over several years.

It is really hard.

But when you get it right there is nothing more satisfying and profitable.

Get the support you need—peer support, coaching.

We offer a half hour phone session to help you implement what you have learned, but it is up to you to take advantage of it.

Call (212) 592 1785 to schedule.