





WHAT DOES A “BIG IDEA” LOOK LIKE TO YOUR LEADERSHIP? UNDERSTAND THE TYPE OF OPPORTUNITY YOUR ORGANIZATION EXPECTS YOU TO BE LOOKING FOR:

	 REACTIVE	 RESPONSIVE	 INVENTIVE	 DISRUPTIVE
DEFINITION	Reactive Response	Additive Upgrade	Portfolio Expansion	Opportunistic Diversion
EXAMPLES	Improved Interface Bug Fixes	New Reports New Integrations	New Ecosystem New Pricing Model	New Solutions New Problems Solved
PRINCIPAL DRIVER	Customer Directive	Market Expectations	Organization Strategy Market Anticipation	Trends Non-Linear Synthesis
BENEFITS	Customer Intimacy	Share of Wallet	Market Expansion	Industry Leadership Singularity
CHALLENGES	Prioritization Disruption	Proactive Outreach Adoption	Focus Awareness	Scale Funding
RISK/REWARD	High/Low	Low/Medium	Medium/High	High/Very High