



SHAPE THE FUTURE OF MODERN MARKETING

Business Agility and Antifragility that Drives Future Growth

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Business Agility and Antifragility that Drives Future Proofing

New trends are shaping the future in the face of uncertainty

Data and digitalization



High business agility



Hyper-segmentation and customer experience



Ecosystems and partnerships



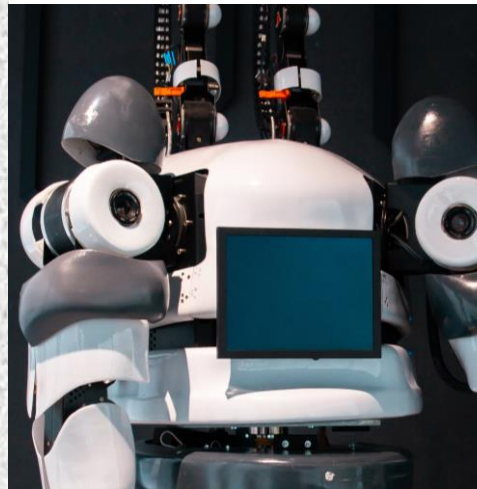
Inequality and social pressure



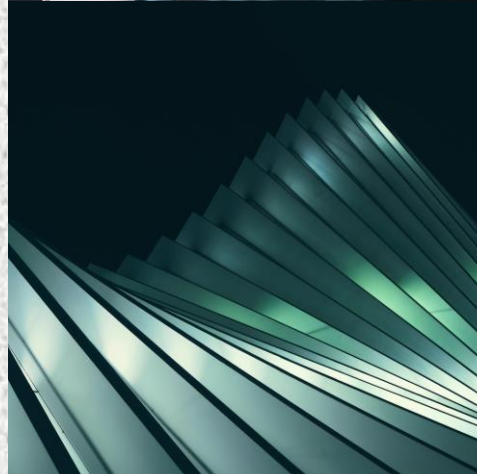
Environmental impact

Challenges faced by companies

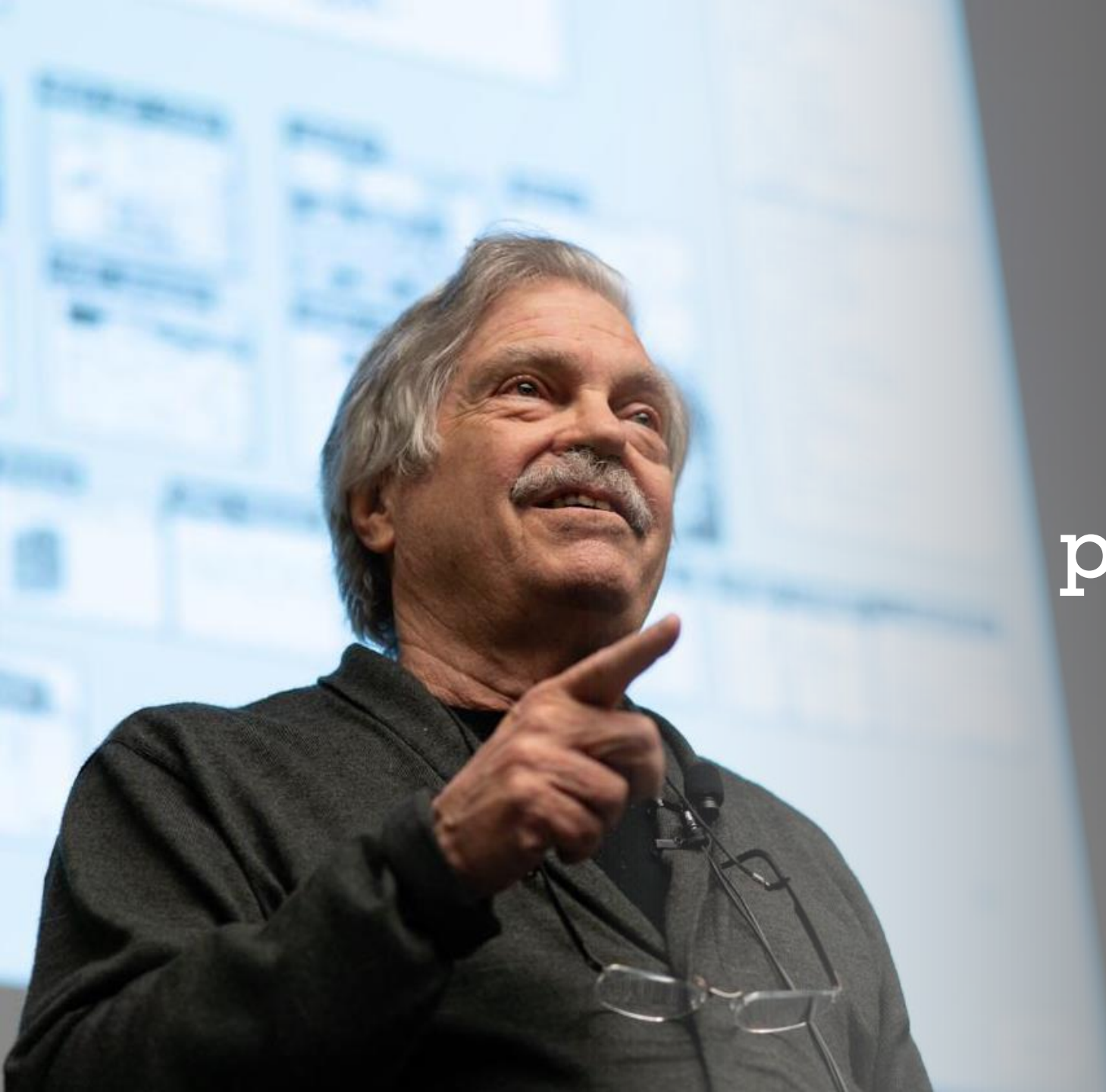
**Drive
Sustainable
Growth**



**Manage
Pivots &
Transformation**



**Create
Breakthrough
Innovation**



”The best way to
predict the future is
to create it.”

- Alan Kay (born 1940),
Computer Scientist

Ambidextrous business structure

Optimize the existing business



Keep the Core healthy



Drive 10X growth for Future Core

Innovate and transition to future growth



Faster, more agile, more competitive



Consumer and customer centricity

3 Step Value Model for future proofing

Purpose: respond and proactively deliver business transformation

Objective: transform businesses and attain sustainable growth through future proofing

Growth Path vs. Objective & Key Results

3 Step Value Model for Future Proofing

Value

1. OPTIMIZE CORE VALUE

Building efficiencies and optimizing the core portfolios

2. CREATE INCREMENTAL VALUE

Designing resilient and transitional strategies

3. CAPITALIZE ON RADICAL VALUE

Establishing antifragility into future value opportunities

*Business transition:
Pro-active or reactive*

*Disruption through
Innovation*

Disruptive transformation

Performance

Optimize Core Value

Building Resilience

- **Managing competitive pressure**
- **Changing trends & consumer behaviors**
- **Uncertainty**
- **Utilization of the resources**
- **Define priorities & strategic alignment**

Driving Transformation

- **Defining strategic growth opportunities**
- **Managing transition**
- **Building capabilities**

Create Incremental Value

A person in a dark suit and blue tie is shown from the chest up, holding a glowing green globe with a network overlay. The globe is the central focus, emitting a bright green light. The background is dark with some red and orange light streaks at the bottom.

- **Scoping alternative revenue streams**
- **Identify adjacent growth opportunities**
- **Drive future core development**
- **Build and establish new capabilities**

Capitalize on Radical Value



Establishing antifragility
through

**radical value
opportunities
and
disruptive innovation**

How?



**Customer
*needs***

**Technology
*possibility***



**Innovation
Gaps**

**Business
*feasibility***

**Social
*responsibility***



Use DESIGN THINKING framework to transform INNOVATION GAPS into DISRUPTIVE INNOVATION



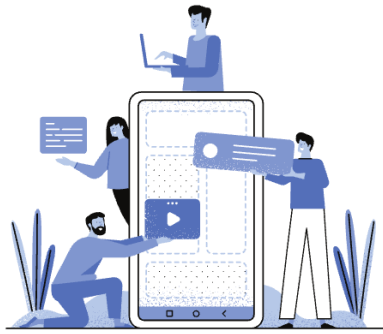
Market Conditions
Behavioural Trends



Demand Spaces
Consumer Segments



Consumer Understanding
Empathy Mapping



Concept Testing & Re-engineering



Solution Development

Theory

Conceptualisation

Test, Learn & Optimise

Examples



**Engagement
&
Digitalization**

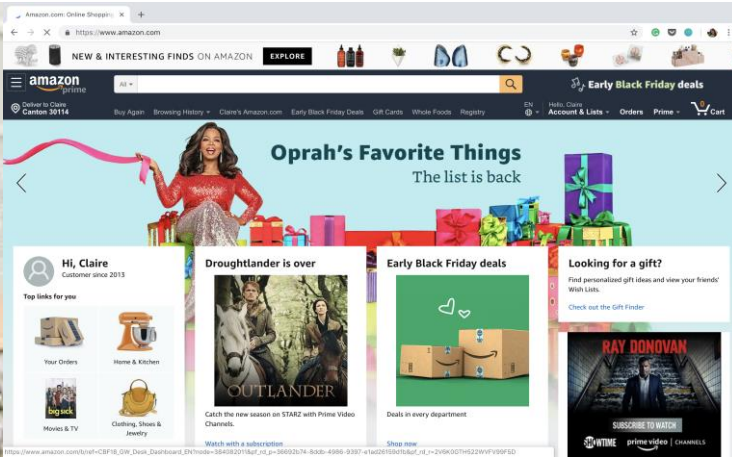


Sustainability

Engagement & Digitalization:

E-commerce = game changer

The e-commerce landscape has revolutionized the convenience of shopping via **'direct to consumer'** product offerings and **create new business models.**



Engagement & Sustainability:

Reframing packaging –
from recyclability
to reusability

Pioneering **innovation ecosystems**
like LOOP to engage consumers
to use **higher value packaging**,
with revolutionary
new functionalities
to be reused 100 times.



Sustainability

Pioneering packaging solutions

New, sustainable format shifts

- **Sustainable cans** being used for any kind of drinks
- Pioneering **green fiber paper bottle.**



Sustainability

Vegan and Cruelty Free Products

Sustainable products from sourcing to usage:

- **Natural and sustainable sourced**
- **Recyclable packaging**
- **Animal Cruelty free**



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THANK YOU

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