

# Driving actionable innovation



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# INNOVATION

IF IT CAN MAKE YOUR JOB EASIER, IT CAN PROBABLY MAKE IT IRRELEVANT.



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# ENVIRONMENT SPEED TO ADOPTION MAKING IT STICK



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ENVIRONMENT  
SPEED TO ADOPTION  
MAKING IT STICK



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“Possibly, the most common error of a smart engineer is to optimize a thing that should not exist”



YOUR PLAN



REALITY

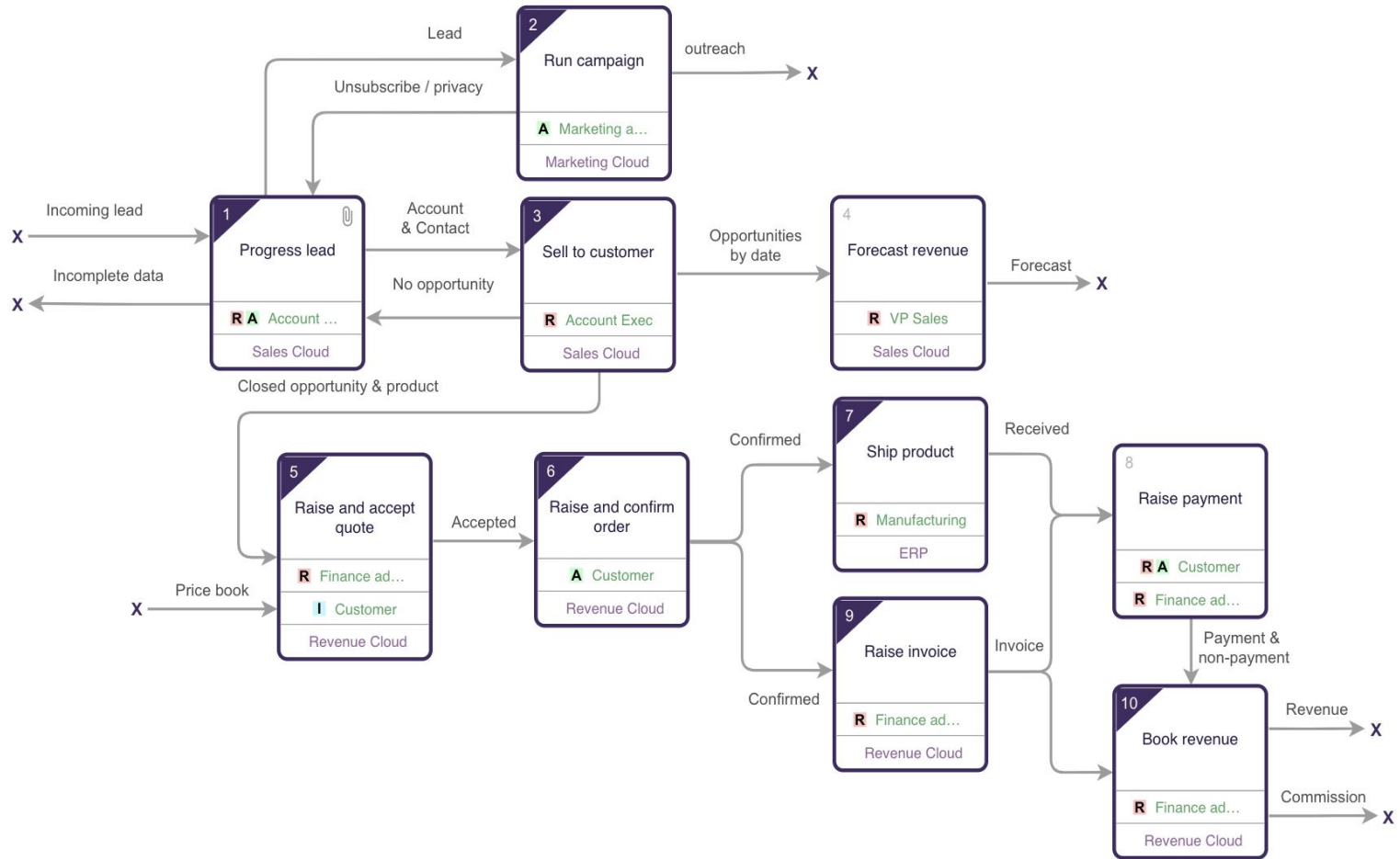


VAN DEN BOSCH  
RAYMOND JAMES



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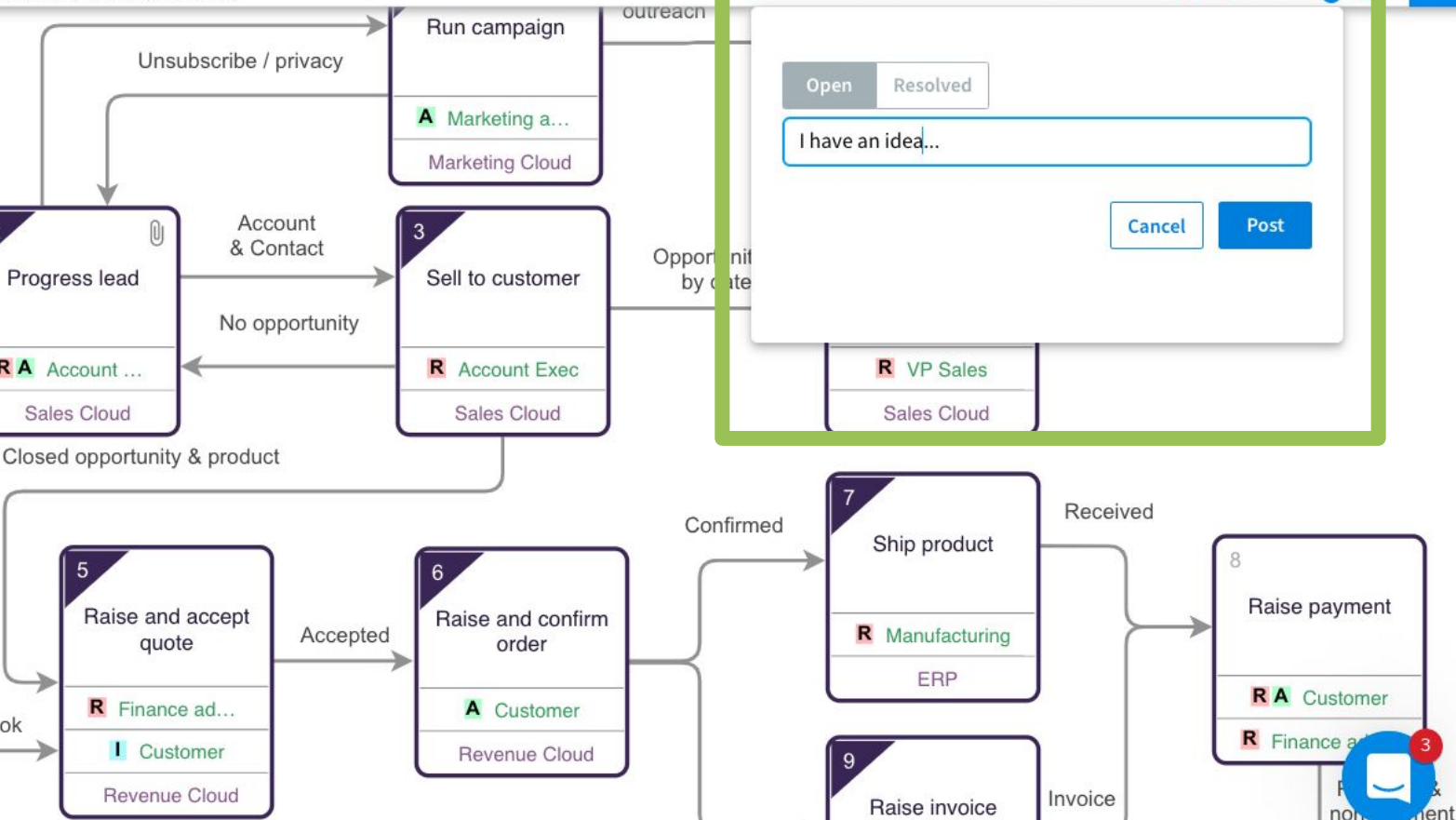




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#HIKE2INNOVATION

to Revenue (hierarchical)  
rus Lead to Revenue (hierarchical)



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Search...

Sales Chatter Accounts Accounts Opportunities Partners Community Activities

Opportunity

elements.cloud- Initial

+ Follow

New Note

Contact Roles (0)

Add Contact Roles

Edit Contact Roles

Details Chatter Process Commission Related Gong Related

Primary Opportunity Details

Opportunity Name	elements.cloud- Initial
Account Name	elements.cloud
Current Value	0.00

Stage SDR Qualified

- Why we use this field
- List of Values
- How to use the new capabilities to I...
- Leave feedback



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64% Lack of buy-in that change is necessary  
44% Lack of skill with change management  
44% No senior management champion  
44% Turf battles  
36% Lack of congruent reward system  
31% Inability or unwillingness to downsize





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TikTok  
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