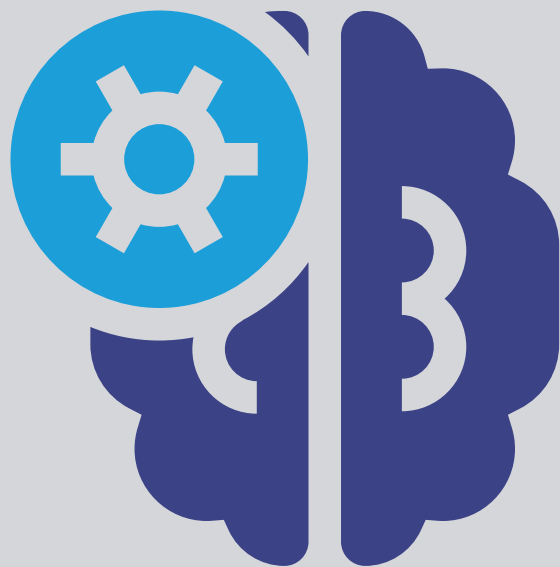


the
**incremental
pathway™**

Entrust, Empower, Execute



Building resilient and regenerative business in the era of AI



Navigating the Tides of Change: The Growing Challenge for Business Leaders

Leaders, such as yourself, are continually faced with new challenges: disruptive technologies, shifting regulations, and the ever-changing needs of a diverse workforce. These changes demand not only resilience, but a proactive approach to leadership that many employees find overwhelming amidst the daily grind of meetings, client interactions, and the relentless pursuit of quarterly targets. Often, the gap between theoretical knowledge and its practical application widens, leaving potential business improvements just out of reach.

Introducing The Incremental Pathway: Your Strategic Partner in Transformation

The Incremental Pathway offers a structured, step-by-step approach designed specifically for leaders who recognise the need to transform their business operations but find themselves bogged down by the operational necessities of day-to-day management. Our program empowers you with:

- **A Practical Step-by-Step Approach:** The Incremental Pathway breaks down complex challenges into manageable steps, enabling leaders to implement changes with immediate impact.
- **Enhanced Resilience and Adaptability:** Through targeted use of Generative AI, we transform your business from the inside out, enhancing your capacity to respond to disruptions and exceed customer expectations.
- **Ability to Drive Accountability and Strategic Focus:** We ensure clear accountability at each stage of your journey, from strategic planning to enterprise-wide implementation, all UK-centred on boosting efficiency, fostering a customer-centric approach and bottom-line impact.

Start leading the change with The Incremental Pathway and turn today's challenges into tomorrow's successes.



“ Implementing The Incremental Pathway radically transformed our insurance claim management approach, enabling us to secure a £0.6m insurance claim efficiently. Faced with a challenging year-long dispute with a \$6Bn global insurer, this innovative approach not only levelled the playing field, but significantly reduced our £200k claim management costs by two-thirds. The strategic use of Generative AI streamlined the processing of crucial documents, letters and legal analyses, ensuring a favourable resolution.

This success has set a new standard in our operations, transforming our approach to compliance with the new 2022 Building Safety Act, allowing us to insource £10k of external consultancy and deliver the necessary processes and procedures within a day.”

Carl Johnson, Director of HRFL

“ The team at The Incremental Pathway orchestrated a transformative workshop tailored precisely to my business’s requirements. With their insight, I immediately reclaimed precious time in my day, allowing increased dedication to business expansion and elevating customer satisfaction. Their expertise has emboldened me, instilling a newfound confidence in leveraging AI to deliver superior outcomes for both our team members and clients, whilst increasing our relevance in an agile and dynamic market landscape.”

Tom Willoughby, CEO, KHWS

Generative AI is catalysing an unprecedented revolution in value creation; for forward-thinking executives, embracing this technology is crucial, not merely to stay competitive but to radically transform industries and redefine global economic landscapes.

At ‘The Incremental Pathway’ we will help you start that journey and work with you as your partner using our 5-step practical approach, delivering results at each step to create the paradigm shift in value creation for your business.

The 5 steps to success



In each step we measure results across 3 key variables:

- Money:** what effect does this have on revenue and resources (time is money)
- Mindset:** how thinking differently brings new behaviours and approaches
- Momentum:** self-believing and trusted attitude towards embracing change and the benefit it brings

Our Philosophy: Driving Success Through Core Principles

At the heart of our approach, these foundational principles guide every strategy and decision, ensuring that your transformation journey aligns with both current needs and future visions.

Customer and Market Centricity:

Align every action with customer challenges to ensure strategic success.

Behaviour and Culture Shaping:

Foster a culture of curiosity and data-driven decision-making.

Adopting New Ways of Working:

Challenge the status quo with agile methodologies for better ROI.

Evolving Business Models and Metrics:

Support innovation with adaptable business models and precise metrics.

Investing in Right Technology and Data:

Strategically invest in advanced technology to automate and innovate effectively.

Empower your journey with principles that pave the way for lasting success.



Empowering Leadership: Mastering Alignment & Autonomy

Defining the Problem

In today's fast-paced market, leaders face a complex challenge: steering the organisation towards strategic goals while fostering an environment that encourages innovation and agility. Too often, rigid adherence to alignment stifles creativity, whereas unchecked autonomy can lead teams away from core objectives. Striking the right balance is crucial.

The Importance of Alignment

Alignment ensures that every team understands and works towards the overarching goals of the organisation, providing a clear direction that enhances collective efforts.

The Need for Autonomy

Granting autonomy empowers teams to make decisions and take actions that best suit their unique challenges and opportunities, driving innovation and job satisfaction.

Balancing the Two

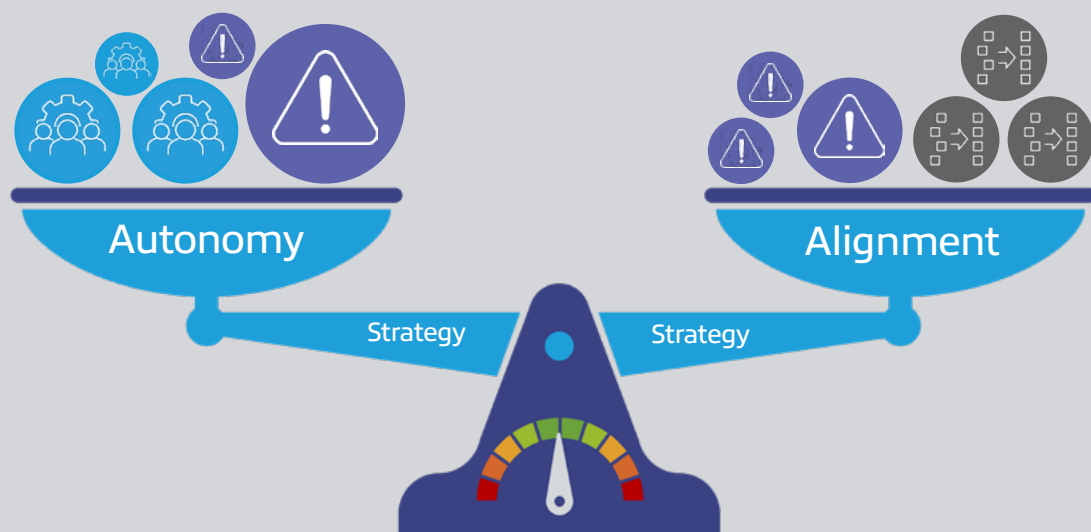
The art of leadership lies in balancing alignment with autonomy, creating a dynamic where both are optimised without compromising the other. This balance leads to enhanced performance, faster adaptation to market changes, and stronger organisational resilience.

Identifying the 'Danger Zone'

Certain areas, such as brand integrity, data security, and financial management, require a careful approach where alignment is non-negotiable to protect the organisation's reputation and compliance.

Implementing Effective Strategies

Develop strategies that maintain a careful oversight on essential aspects, while decentralising day-to-day decision-making to boost innovation and responsiveness.



Top 5 Elements to be Aligned:

- 1. Leadership Vision and Strategy:** A unified vision for the future state across the senior leadership team is essential for guiding the organisation through change.
- 2. Customer and Market Centricity:** Aligning every initiative with external/internal customer needs and market trends ensures that value is delivered at every step.
- 3. Business Model Adaptation:** The business model must evolve to incorporate digital services and products, requiring alignment in strategy and execution.
- 4. Performance Metrics:** It is crucial for functional alignment to develop new metrics that accurately reflect the transformation's progress and success.
- 5. Resource Allocation:** Strategic allocation of resources towards pathway initiatives ensures that efforts are focused and impactful.



Top 5 Elements to be Autonomous:

- 1. Innovation within Functions:** Encouraging departments to innovate within their areas can lead to more effective solutions and engagement.
- 2. Product Development:** Allowing product teams the freedom to iterate based on customer feedback fosters agility and creativity.
- 3. Agile Project Management:** Empowering teams to manage projects flexibly supports faster adjustments and improvements.
- 4. Employee Initiative and Engagement:** Facilitating autonomy in developing and pursuing initiatives aligns with broader strategic goals.
- 5. Adoption of New Technologies:** Giving IT and other tech-focused teams the autonomy to explore and integrate new technologies enhances digital capabilities.



Top 5 Elements in the Danger Zone:

- 1. Brand Integrity and Reputation:** Any changes or actions that could alter the brand's customers' perception must be carefully managed. Brand integrity is a culmination of years of trust and relationship-building with customers. Missteps can lead to long-term damage.
- 2. Data Privacy and Security:** In an era where data breaches can lead to substantial financial penalties and loss of customer trust, ensuring the security and privacy of customer data is paramount. Centralised control helps maintain compliance with evolving global regulations.
- 3. Compliance and Regulatory Adherence:** As companies navigate transformation, they must remain compliant with industry regulations and standards. This includes environmental, social, and governance (ESG) considerations which have grown in importance.
- 4. Financial Management and Risk:** Central control over financial decisions and risk management ensures that investments align with company goals and risk tolerance. Mismanagement can lead to value destruction.
- 5. Product and Service Quality:** Ensuring the quality of products and services is maintained or improved during transformation is essential. Any compromise could harm customer satisfaction and loyalty.



STEP 1: Creating time

The Problem:

Time is money. So if you're time poor, one of the first things The Incremental Pathway can help you with is finding more of it.

If you think your business is too complex and you have too many challenges in the day, we can show you how to create time right now.

Our Insights:

30-50% of management time is taken up by administration. We can help you reduce this significantly with Generative AI, yielding immediate benefits for you in hours, not months.

Executive leaders who immerse themselves in driving change have a disproportionate influence.

What we do:

To get started, a basic understanding of ChatGPT is required, which can be attained through a short 'Fundamentals 121 briefing'. This is followed by a series of three workshops designed for executives and functional teams, focusing on integrating Generative AI into daily tasks to reclaim time.

Now you can:

Allocate more time to customer interactions and team collaboration, while also contemplating the broader impact of AI on your business.

Results:

Money: Create 20% more time in your diary.

Mindset: Problem-centricity, experimenting, learning.

Momentum: Gives you the headspace and time to implement changes.

STEP 2: Broader impact

The Problem:

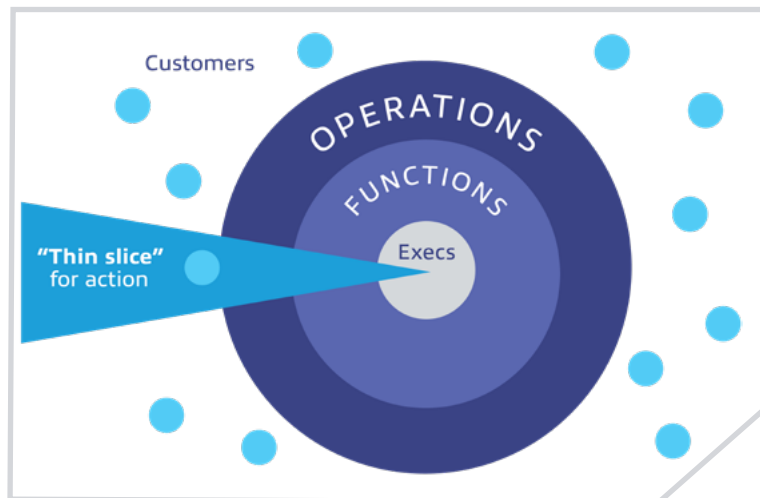
Your company runs a lot of initiatives, and you can't quite get to grips with them all. You must work out what you need to focus on by identifying the projects and jobs that you should pause and even stop. This strategy frees up capacity, enabling you to prioritise essential tasks and meet your customers' expectations consistently.

Our Insights:

There are several key factors that could be preventing your business from working more efficiently. Existing metrics can inadvertently create internal barriers and a lack of a unifying guiding principle will affect the focus of your team. Existing constraints in how you interact with your customers are often used as excuses for avoiding change.

What we do:

We build on Step 1. We envision a new landscape empowered by GenAI, evaluating necessary changes and prioritising them. We then help you focus on the end customer to determine your 'pockets of brilliance' that are ripe for rapid improvement and scale.



Together we will then select one priority area where we can generate enhanced value swiftly. Finally, we will validate assumptions by actively changing and measuring a 'thin slice' of your organisation.

Now you can:

Communicate a unified vision for a wider technology-driven future for your customers, your company and your employees. Use the evidence from the 'pockets of brilliance' and 'thin slice' trials to build advocacy and top line results. We'll then devise, build and implement a specific functional roadmap, such as sales, and develop with you a prioritised roadmap for continued change.

Results:

Money: Identification and validation of fast savings and new revenue by using GenAI, moving the needle on the top and bottom line.

Mindset: Customer centricity, leadership behaviours, new ways of working and different metrics.

Momentum: A deepening can-do attitude we can start to scale in an orchestrated way as the prize is greater than the pain, and desire to move to Step 3.

STEP 3: Orchestrate

The Problem:

As businesses evolve, scaling becomes essential for maintaining momentum and achieving long-term success.

Our Insights:

Scaling requires careful planning, investment, and alignment across the organisation to ensure sustainable growth.

What we do:

Our approach to scaling involves developing detailed roadmaps, updating operating models, and recruiting key leadership roles to drive innovation and growth.

Now you can:

With a clear strategy and organisational alignment, you can confidently expand your business operations, increase margins, and drive sustainable growth.

Results:

Money: Investment cases based on validated data and certainty of ROI.

Mindset: Customer centricity, leadership behaviours, new ways of working and metrics.

Momentum: Committed leadership drive to push through the inevitable challenges that change brings.



STEP 4: Expand the scope

The Problem:

Your operating model no longer matches what you do and your technology infrastructure is outdated.

Our Insights:

Incentive structures are increasingly proving to be outdated in today's rapidly evolving work landscape. Consequently, there's a pressing need for organisations to reassess and revamp their incentive frameworks to better reflect the evolving dynamics of work, fostering a culture of engagement, creativity, and sustainable growth.

What we do:

We work with your executives and middle managers to start to scale the 'thin-slice' in your organisation.

Now you can:

Keep the market informed about the progress of your strategy implementation while maintaining a clear focus on building a resilient and regenerative business. The Incremental Pathway approach includes developing detailed roadmaps and ensuring clarity on interdependencies. Costs and returns are integrated into budgetary frameworks based on results and data, ensuring that there is careful planning and engagement with staff impacted at all times.

Results:

Money: A higher margin mix and increased multiples.

Mindset: Customer-centric leadership behaviours with new ways of working and metrics.

Momentum: Self-sustaining.



STEP 5: Scale change across enterprise

The Problem:

As businesses evolve, scaling becomes essential for maintaining momentum and achieving long-term success.

Our Insights:

Scaling requires careful planning, investment, and alignment across the organisation to ensure sustainable growth.

What we do:

Our approach to scaling involves developing detailed roadmaps, updating operating models, and recruiting key leadership roles to drive innovation and growth.

Now you can:

With a clear strategy and organisational alignment, you can confidently expand your business operations, increase margins, and drive sustainable growth.

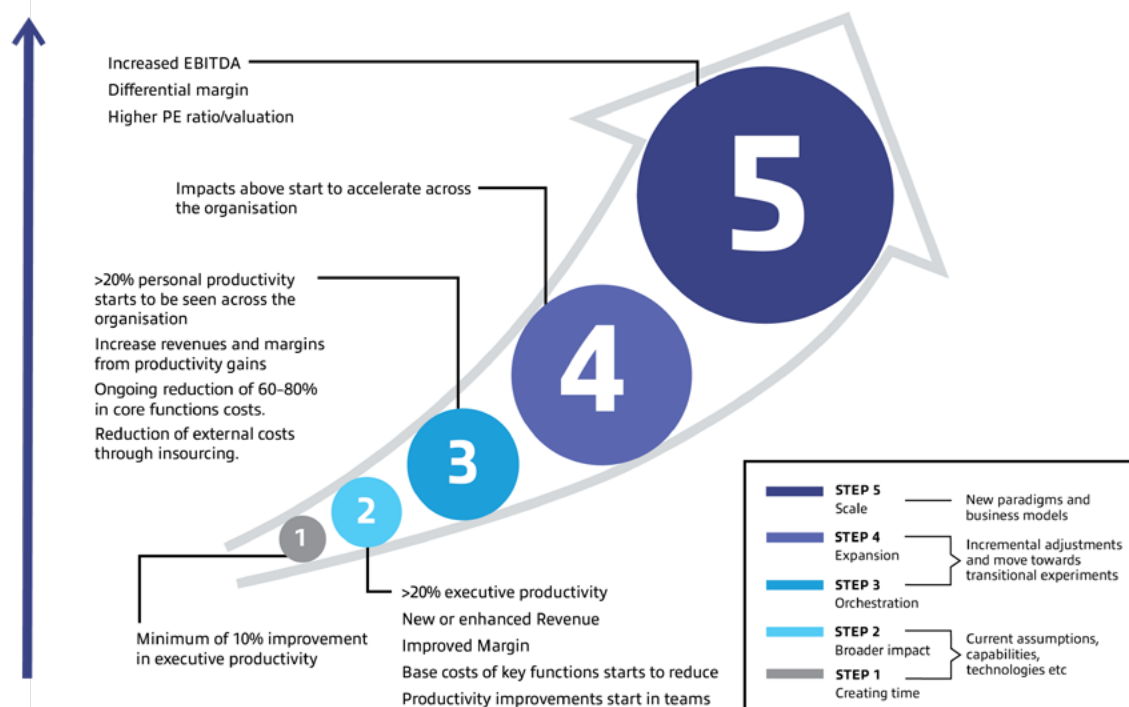
Results:

Money: Achieve higher margins and increased multiples through strategic scaling initiatives.

Mindset: Foster a culture of innovation, adaptability, and customer-centricity.

Momentum: Sustain growth and drive long-term success through scalability.

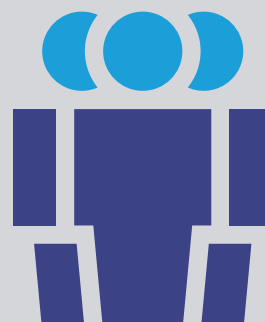
Value creation



Who we are

The Founding Partners

- **Donald Morrison:** A strategic visionary with over three decades of C-suite leadership. Excels in driving growth, innovation, and organisational excellence, leveraging his extensive network and deep understanding of global business dynamics.
- **Greg Prickril:** An authority in product and solution management, he integrates over two decades of expertise with a focus on enterprise solutions and strategic innovation, supporting organisations' commitment to transformative growth.
- **Adam Street:** A seasoned entrepreneur and transformation leader, Adam brings a wealth of experience in harnessing technology and innovation to drive value creation, emphasising customer-centric strategies, business model change and agile methodologies for sustainable success.



How we work:

How we work

We focus on tangible outcomes rather than just talking about them. Real change comes from what we achieve with you, not what we propose.

We don't tell you, we enable you

We focus on enabling learning by doing, by letting your people at all levels experience change and deliver results first hand.

We ask the right questions versus having all the answers

Asking the right questions is more important than pretending we know everything. Insight comes from exploration.

We maximise your business returns, not our billable hours

Success for us is seeing you unlock differentiated sustainable growth.

Our TIP Ecosystem Partners

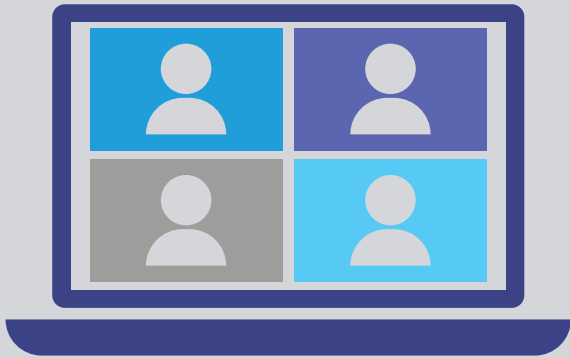
- Expleo is a global engineering, technology, and consulting service provider that specialises in partnering with businesses to drive their transformation, leveraging extensive expertise in areas like AI, digitalisation, and cybersecurity to optimise processes and ensure operational excellence. www.expleo.com
- Inspirational Development Group (IDG) specialises in leadership development, using innovative experiential learning techniques and diverse expertise from business, military, academia, and sports to enhance individual and organisational performance. www.inspirationaldevelopment.com
- Imminent is a consultancy that empowers individuals and organisations to adapt and innovate through a philosophy that emphasises rapid, practical steps for continuous change, fostering a culture of collaboration and innovation. www.imminent.works
- KHWS is an award-winning brand activation agency, specialising in using behavioural science and data to enhance the connection between brands and their audiences, ultimately driving engagement and sales through carefully crafted marketing communications. www.khws.co.uk
- Red Badger is a digital consultancy that specialises in building digital products and capabilities for blue-chip companies, focusing on creating seamless, engaging customer experiences that drive business transformation and success. www.red-badger.com
- Winning CIO is a strategic consultancy led by veteran CIO James Robbins, offering digital transformation expertise and a network of IT leaders to guide executive teams in various industries towards gaining competitive advantage through technology. www.winningcio.com
- Zuhle is a global innovation strategy consultancy that leverages multidisciplinary expertise to help businesses harness technological advancements and market trends, fostering sustainable growth and operational excellence across diverse industries. www.zuehlke.com
- SJ Lamb Consulting specialises in merging marketing expertise with cutting-edge technology solutions to enhance business growth and efficiency. Utilising strategic digital marketing plans, integrated technology solutions, and comprehensive data analysis, they empower businesses to achieve substantial marketing and operational improvements. Their professional training and support are tailored to ensure you leverage the latest innovations for measurable success. www.sjlamb.com





Begin your path to transformation

Join our Exclusive Workshop to unlock your business's full potential.



Reserve your spot now.

Schedule a Discovery Call with Adam today and start your journey to success.



Adam Street

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Don't wait to transform your business.
The future starts today!

the
**incremental
pathway™**

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