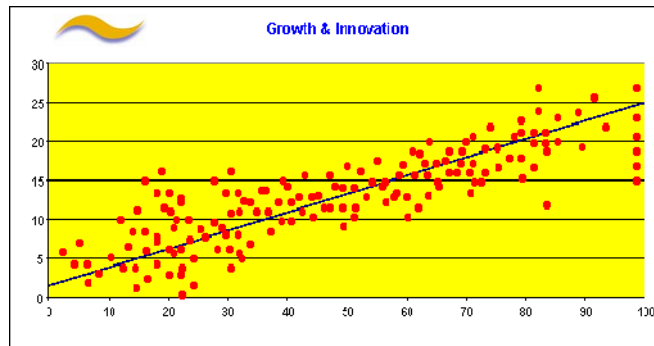


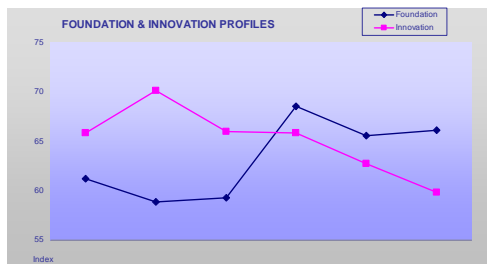
WAVE[®] - Driving profit, innovation and growth



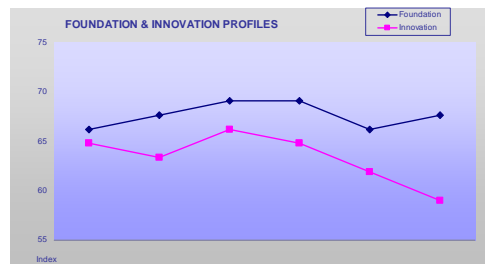
WAVE is a self assessment that gives you a strategic snapshot of your business. In contrast with other assessments it measures and benchmarks two sets of capabilities: Foundation and Innovation. Our research, conducted over nine years with 1,200 firms from 14 different countries, reveals two things: firms with strong Foundation capabilities are consistently more profitable; firms with strong Foundation and Innovation capabilities also grow faster.

If you want good profits you'll achieve them with strong Foundation capabilities. If you also want to grow, work on both Foundation and Innovation capabilities.

Now available with expert online facilitation, WAVE gives you an easier way to achieve your objectives. Look at the capability profiles of two firms in the charts below. Zigzag profiles show unbalanced performance. Horizontal profiles show that resources are used equally well and performance is balanced across all capabilities - giving higher returns.



Unbalanced capabilities



Balanced capabilities

Whatever your objectives and strengths and weaknesses, WAVE consistently delivers better results faster. That's why we can provide a money back guarantee¹.

You can review your capabilities now.

Just print the next page and rank your FOUNDATION capabilities: 1 = Best, through to 6 = Worst. If growth is also important, rank your INNOVATION capabilities and compare the two sets.

Next complete the free assessment at GrowthSmartz and compare the results with your review.

You can also read about the amazing results from WAVE in the case study (under Subscriptions) and find out about the variety of ways your business can benefit.



¹On all annual and premium subscriptions



FOUNDATION CAPABILITIES	Rank	Comments, ideas
Management		
 Strategy		
 Opportunity Scan		
 Marketing and sales		
 Operations		
 Administration		
INNOVATION CAPABILITIES	Rank	Comments, ideas
Leadership		
 Strategy for Innovation		
 Opportunity Grow		
 Culture		
 Core Innovation Processes		
Measure and Maintain		

Should you move resources around for better results?

If you ranked both sets of capabilities, which set is stronger overall?

