

Becoming An Innovative CPA  
Proposed Outline

- THE FOUNDATION OF GROWTH – Where Do Services Fit
- Three Elements Of Innovation Strategy
- Lifecycles And Innovation
- Early Stage Niche – Objectives
- Cash Cows And Fat Cats – Objectives
- SELECTING AND DEFINING YOUR ECOSYSTEM
- SEGMENTING YOUR ECOSYSTEM
  - VERTICAL SEGMENTING EXAMPLE
  - HORIZONTAL SEGMENTING EXAMPLE
- Identifying Marketplace Needs
- ECOSYSTEM CRITTERS
- THE KEY IS THE RESEARCH CALL
  - Issues
  - Associations
  - Publications
  - Thought Leaders
- EARLY ADOPTER PROGRAM
  - Select Varied Targets
  - Start With People Who Know You
  - Vary Your Offering
  - Establish Client Emotional Investment
- What To Learn In The Program
  - Determining The Profile Of The Typical Buyer
  - Identifying Overall Concept And Methodology
  - Identifying Major Components
  - Determining The Value Proposition
  - Determine The Marketplace Positioning
  - Name It
  - Examples

- IDENTIFYING LIKELY *INTERNAL* EARLY ADOPTERS
  - Example
- OVERCOMING NATURAL RESISTANCE WITH *INTERNAL* EARLY ADOPTERS
- SUMMARY OF EARLY STAGE
  - Select Limited # Of Early Adopters
  - Vary The Environments & Offering
  - Gather Feedback From Client
  - Use Client To Help With Strategy
- CASH COWS And Fat Cats
- KEY CONCEPTS
  - Innovation
  - Differentiation
  - Positioning
  - Packaging
- 3 DYNAMICS IMPACTING INNOVATION STRATEGY
  - Regulation
  - Competition
  - Technology
- INNOVATING IN A NICHE
  - OUR OFFERINGS
  - OUR COMPETITORS
  - FIND MARKET HOLES
- Differentiating
  - What Is Differentiating?
- POSITIONING
  - What Is Positioning?
- Packaging
  - Why Package?
- EXAMPLE
- KEY CONCEPTS SUMMARY
- Innovating
  - Regulation – Competition - Technology
- Differentiating
  - Go Where Competition Isn't
  - Listen To How They're Describing Themselves

- Positioning
  - Describing How You're Different
  - Different Is Better Than Better
- Packaging
  - Package For Different Markets
- Summary