IXL CENTER

WINNING IN THE NEW NORMAL

LOCAL Case Study for Simulation

Get Back to Business Safely and Add New Revenue Streams

6 – Week Program with Team Coaching and 6 – Month Implementation Software

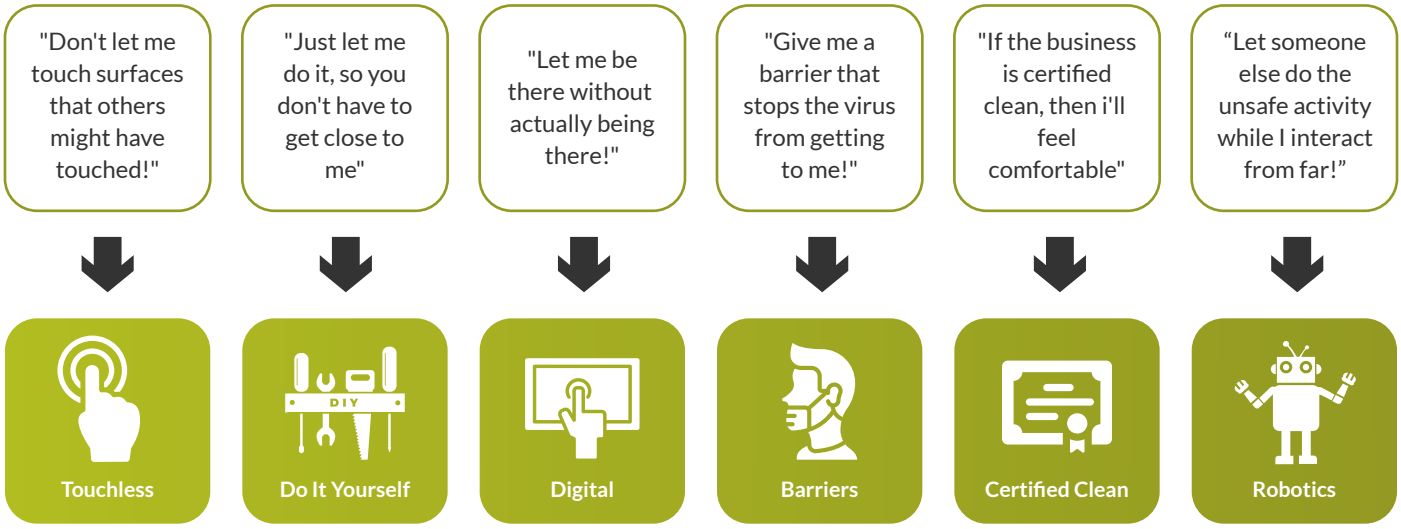
PROGRAM OVERVIEW

The pandemic crisis has brought about years of change in the way enterprises in all sectors do business. To stay competitive in this new normal requires new value proposition and strategies of digital transformations. Therefore, all enterprises need to address three major questions during develop their business recovery strategies and action plan:

- How to make the business safe and with what solutions?
- What opportunities lies for the business to capture the lost demand?
- How to realize new opportunities of digital transformations in the Post-COVID-19 era?

We have to find new ways to work with customers, employees and suppliers "Six-Feet-Apart". If we can do this, and we can do it quickly, then many of our businesses can get started again. If we can do this with all our companies within a sector then we can get that sector to surge forward.

HUMAN FEARS AND EMOTIONS



BEYOND SIX-FEET-APART SOLUTIONS

ACTION ORIENTED APPROACHES

Our action-based approaches such as learning through business simulation, follow-up coaching and online platform of implementation planning, & reporting help your team to DESIGN

1. **COVID-19 risk assessment**
2. **Beyond Six-Feet-Apart Solutions**
3. **Back-To-Business & Win-Back Customers Implementation Plan**

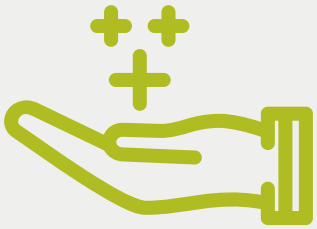
TARGET PARTICIPANTS

- Management team of business departments
- Project team leaders or key team members of business improvement, continuity, transformation, change and process re-engineering teams
- Business owners and directors of SMEs (Small to Medium Enterprises)

of Retail, Travel, Hospitality, F&B, Cosmetics, Banking, Insurance Industry

PROGRAM BENEFITS AND DELIVERABLES

- **Six-Week highly-interactive learning experience** which will be led by the world-class innovation experts
- Six-Month access to an **online management platform** of Six-Feet-Apart solution implementation planning, and reporting
- Break silos and collaborate with team to **identify new business solutions** and action plans to **build innovative advantage** in NEW NORMAL
- **Six sessions** of **team coaching** with localized award-winning innovation experts
- Six-Month **access to global database of innovation solutions** and connect with technological solution providers



Major Objectives and Outcomes of 6-Week Program

The six-week program uses the action-based project approaches such as mini-lecture, case study, project-works, and practice with feedback that will help learners to:

- Adapt the new directions in the Post-COVID-19 era to fix the core business
- Develop the strategies of digital transformation to add revenue streams
- Design the implementation and investment plan

In addition, the program also provides an online management platform for simulation of the business challenge and innovative solutions for supporting the key learning outcomes for implementation planning, and reporting. It enables learners to develop the customer-engaged, high business return and quickly business solutions.

	Analyze Business *(Alignment & Commitment)*	**Improve Current Business** *(Operational Quick Wins)*	**Create New Offerings** *(New Revenue Streams)*
Module Objective	*Analyze the current business and identify core business gaps and opportunities*	*Improve the identified gaps using digital solutions to resolve business pain points*	*Expand the business by developing new revenue streams for the business*
Learning Outcomes	• Company Business Performance Audit • Company Digital Capacity Audit	• Understand pain point for users across journey maps • Develop digital solutions and action plan to resolve them	• Identify business pivots that can add new revenue stream • Prioritize the pivots and develop a go-to-market plan
Digital Outputs In Software	• *Company Webpage* • *Value Chain SWOT Analysis* • *Digital Capacity Gaps* • *Key Recommendations*	• *Stakeholder Personas* • *Journey Maps* • *Solutions* • *Action Plan*	• *Business Pivot Solutions* • *Brochures* • *Reverse engineer* • *Action plan*

IXL ONLINE SOFTWARE SIMULATIONS

Software simulations is a collaborative, virtual space in which your teams will develop new business ideas more safely, cheaply, and quickly through our structured eApproach

Enters
Client opens door to come to the restaurant
COVID19 Risk

Orders
Client Orders directly with waiter at the table
COVID19 Risk

Served
Waiter brings food to table
COVID19 Risk

Pays
Client pays using credit card and POS terminal
COVID19 Risk

Beginning — 1 — 2 — 3 — 4 — 5 — 6 — 7 — 8 — End

Seated
Client seated by waiter next to other clients and given menu
COVID19 Risk

Prepared
Waiter places order and multiple kitchen staff prepare food
COVID19 Risk

Eats
Customer eats food in open air next to other tables and multiple people
COVID19 Risk

Leaves
Client gets doggy bag and leave restaurant
COVID19 Risk

KEY: COVID19 Risk
- High
- Medium
- Low

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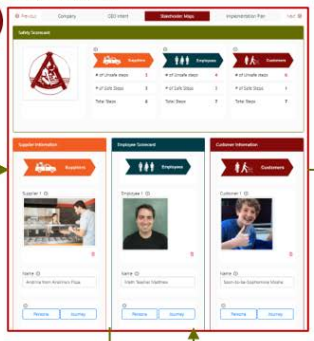
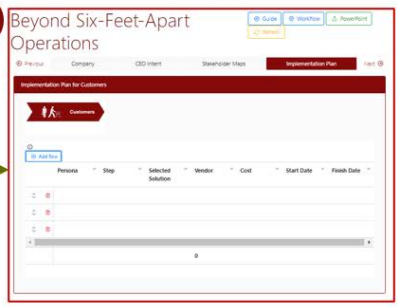
1 **Company Background**

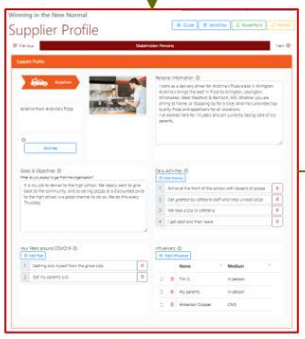
2 **CEO Intent**



6 **Implementation Plan**

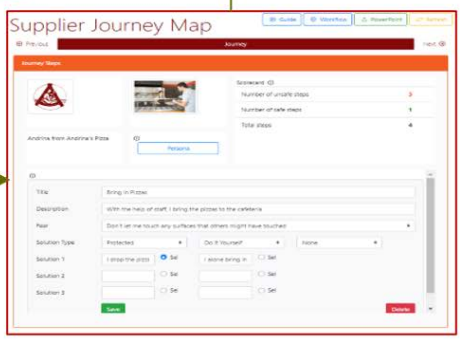


3 **Persona**



4 **Persona Journey Map**

5 **Solution Selection**



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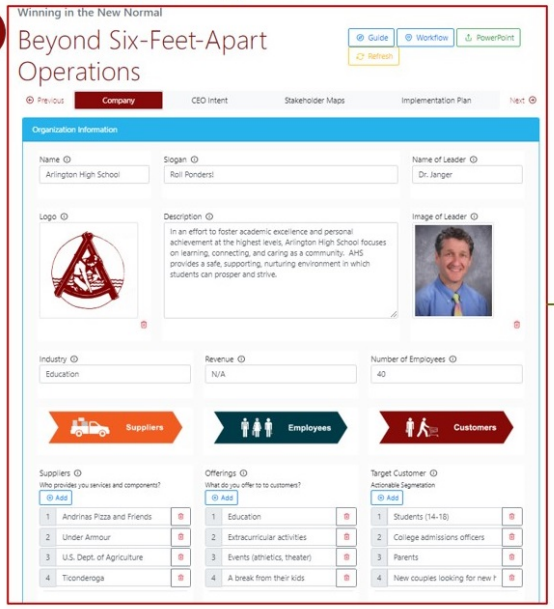
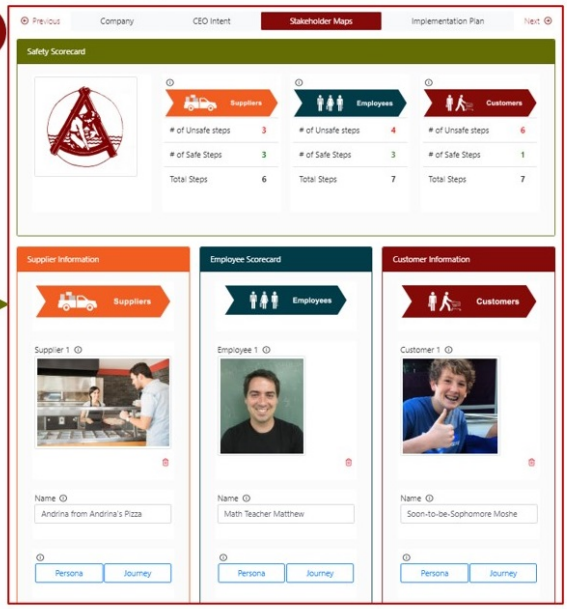
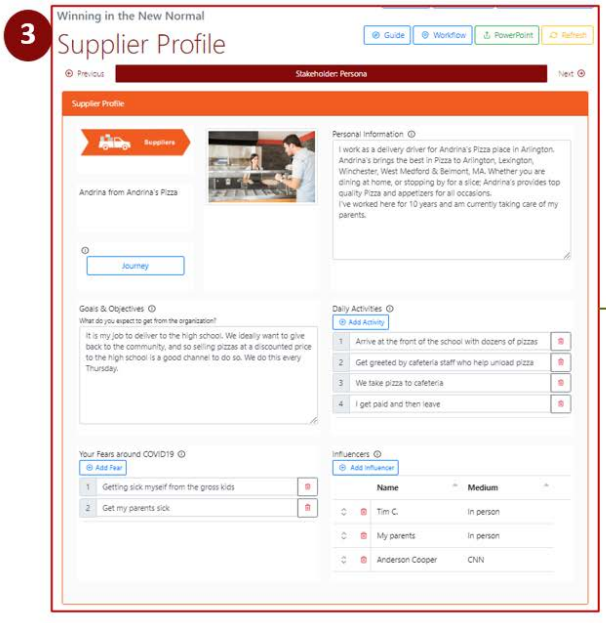


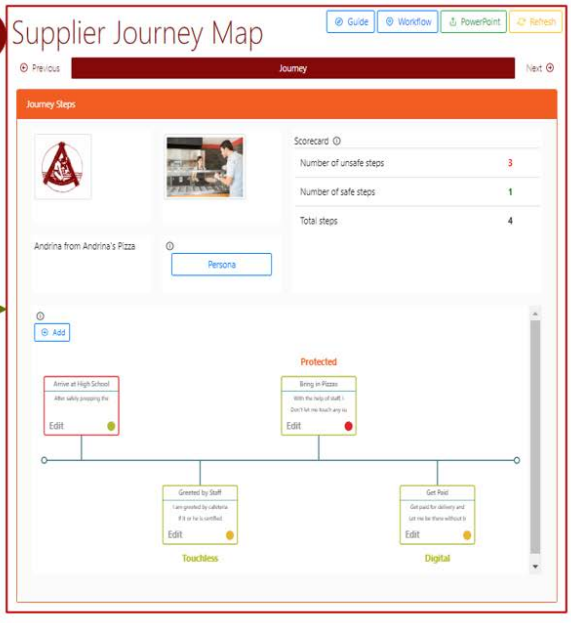
CEO Intent



Persona



Persona Journey Map



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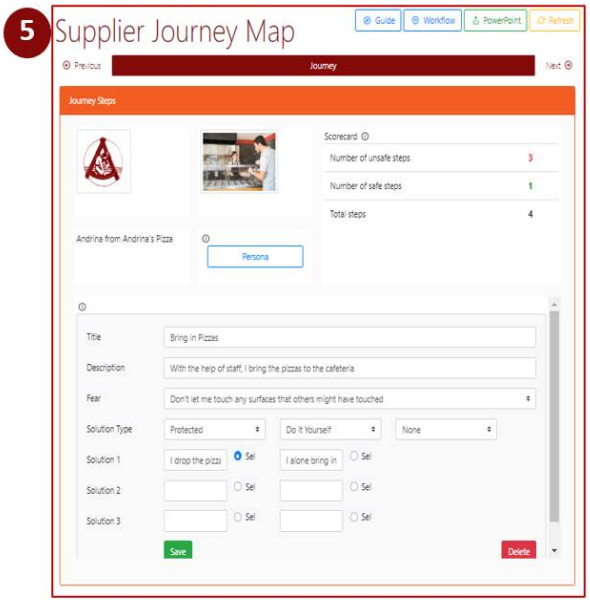
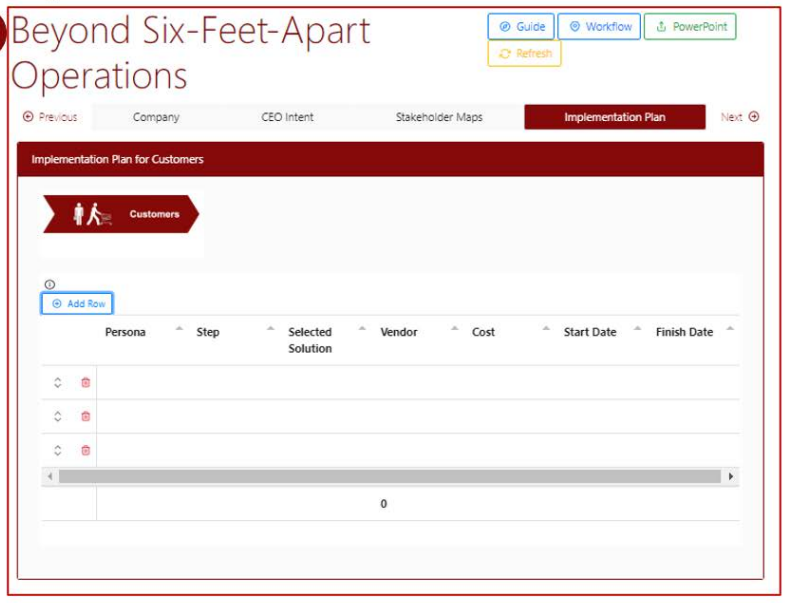
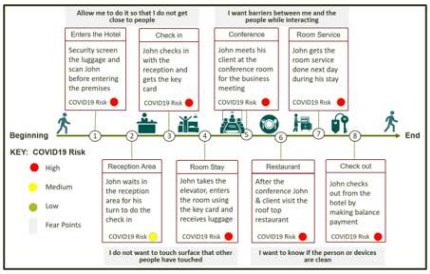
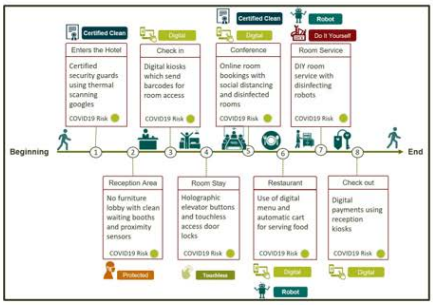


Implementation Plan







Program Leader & Trainer

PROGRAM LEADER

Dr. Hitendra Patel

Managing Director of the IXL Center

Hitendra was a co-founder of Monitor Group's Innovation Practice and was responsible for Asia and Latin America. Prior to Monitor, he was a senior manager at Arthur D. Little. As a management consultant, he has made lasting impact with all types of companies by helping them identify new engines for growth and develop their own capacity to innovate.

Hitendra has also helped and published articles at the regional and region level on the topic of economic development in Brazil, India, Indonesia, Singapore, US and the UK. Prior to consulting, Hitendra worked at Motorola in the portable energy space and is the owner of six patents. He is also a founder of various venture-backed companies.

Trainer

Mr. David Chung

Senior Partner of InnoEdge Consulting

David has more than 20 years of experience in management consulting of business transformation, innovation management, and design thinking across different sectors. He is the partner of IXL Center in Hong Kong.

He managed over 35 large-scale projects and 350 training workshops of business transformations for hundreds of enterprises in HK, China and Asia across different business sectors, including aviation, banking, insurance, hotel, retail and OEM. Six of these projects generated breakthrough business results in their industries, and three of them created a significant business impact at a global level.

IXL CENTER

IXL Center Inc., a world leading Innovation Consulting firm based in Cambridge, USA has been helping Governments & Organizations to generate breakthrough innovation results. Through their 'Beyond Six feet Apart Accelerator' program, companies will be trained and coached to make their business COVID 19 ready by identifying solutions and further develop a communication plan to activate the lost demand.

IXL Center has a proven track record of delivering high impact results for corporations, SMEs and governments across the globe.

Clienteles in China: Alibaba, Ping An Insurance, Samsung Chiel, Nestle, Pernod Ricard, Azko Nobel

INNOEDGE

InnoEdge Consulting is the market leader in consulting on Design Thinking and innovation management with a proven track record. InnoEdge managed over 30 projects and 300 training workshops of business transformations for hundreds of enterprises in HK and China across different business sectors, including aviation, banking, insurance, hotel, retail and OEM.

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As the partner of IXL Center in HK, InnoEdge provides a world-class innovation management with localized & industrial practices.

UPCOMING CLASS

Customized or In-house format is available

Date: To be Confirmed

Time: 9:00am to 1:00pm

Medium: Online or Face-to-Face

Class Size: 30 participants

Certificate: A certificate from IXL Center will be awarded to the participant who completed the program and submitted assignments

Language: English and Cantonese

Price: HK$ 8,000 per participant

- 6-week program
- 6-coaching sessions
- Software license for 6 months

INQUIRES

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