



DR DAVE

INNOVATION

Powering innovation through strategy – psychology convergence!

Are you interested in growing sales, market share, profits, enterprise valuations, people, skills, leaders, and the collective capacity of your organization to create and deliver value to customers and other stakeholders?

Brilliant strategies drive success! Dr Dave facilitates development and implementation of winning strategies for new market penetration and growth, globalization, turnarounds, mergers, acquisitions, exits and more. Been there, done it, got the t-shirt – both as a P&L-responsible leader and as an advisor.

"Dr Dave came to help us develop our strategy. We thought we knew what we were doing, but he made us think, question our assumptions and then think some more. We ended up with a set of concrete and challenging actions that will take us into a different league – all steered with affable and laid back professionalism. A stimulating, pleasant and value-adding experience." Jeremy Hamilton, Managing Director, Croft Training Ltd

Effective psychology and culture fuels growth! When the people working within an enterprise, and other key stakeholders are engaged effectively, growth is an inevitable result. Effective engagement is all about psychology and culture – individual and team behaviour, attitudes, beliefs, motivation and mindsets. Dr Dave is a PhD Psychologist with an impressive track record of improving online and digital engagement, leadership development, team building, creative conflict, communication and relationships, creativity, cultural change and transformation, and customer analysis, engagement, influence and experience of value.

"I approached Dr Dave hoping he might help improve cohesion within my team of Directors. The results were astounding. After 6 months of working with him, our sales increased by over 20% in a flat market. Digging into it, it seemed the growth was due to increased customer confidence that buying from us is always the right decision. Our customers were now getting more consistent messages during the sales process, which typically involves communication with different functions within our organization. This apparently resulted from improved communication and cohesion within the leadership team, which spread throughout the wider organization. Overall, the results have been brilliant and exceeded my initial expectations. Dr Dave helped us achieve a higher functioning board and improve business effectiveness and results!" David Jarvis, Managing Director, ebmPapst UK Ltd

Innovation leadership builds value! Innovation is the creation of new value, relative to the value invested in the creation process. Dr Dave's experience leading innovations includes commercializing the early internet, and achieving global competitive leadership in data communications directly resulting in many \$ Billions of shareholder value. As a cofounder and lifetime member of the MIT Innovation Lab, he knows the secret sauces and recipes needed to maximize creativity, and successfully take ideas to reality. According to Roger Lacey, Chief Strategy Officer of 3M, Dr Dave's highly acclaimed book, *The Seven Sins of Innovation: A Strategic Model for Entrepreneurship* "elevates the thinking on this crucial subject to the highest level". Dr Dave has successfully helped a wide variety of organizations to innovate – in areas such as digital engagement, e-commerce, technology manufacturing, fintech, legal and financial services, healthcare, public sector, education technology, and social enterprises.

"Dr Dave has been working with my business developing a new strategy. The process and results have been outstanding, given many more results will accrue longer term. Initially sceptical he could add more value to a business that is already vibrant, he confounded us. The new ideas, business model, innovations and processes have taken us far further in a short space of time than any amount of incremental improvements could have done over a three year period. I strongly recommend any SME looking for growth, innovation and strategic leadership contact Dr Dave to see what he can do for you. Most of us are limited in our thinking about what's possible; he dispels all that, and gets you to see the whole world as your market, and how to access it!" James Sale, Inventor & Owner, Motivational Maps Ltd

Please get in touch to discuss your growth objectives!



+44 7733 812295

drdaveinnovation.com

dave@drdaveinnovation.com

[linkedin.com/in/drdaaverichards](https://www.linkedin.com/in/drdaaverichards)

[facebook.com/drdaaveinnovation](https://www.facebook.com/drdaaveinnovation)

[youtube.com/Dr Dave's channel](https://www.youtube.com/Dr%20Dave%27s%20channel)