

# Technology, Innovation, and Modern War – Class 17 – Design and Organizational Design – Safi Bahcall

We just held our seventeenth session of our new national security class Technology, Innovation and Modern War. Joe Felter, Raj Shah and I designed a class to examine the new military systems, operational concepts.....

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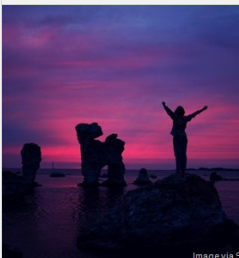
**YOURSTORY**

**The Customer Innovation Map**

| Zoom lens   | Wide lens   |
|---|---|
| Continuous feedback, immersion. Customers as sources of ideas, developers   | Customer journey, Make, quote, value opportunities  |
| Micro-innovation. Connected development, organization-wide focus            | Customer solutions innovation. Integrated products and services, relationship-based marketing |
| Customers as ideators, advisors, designers, employees. Customer communities | New competencies, partnerships. "Asset cocktails," build or borrow complementary assets       |

## Connect, convert, cocreate – how businesses can win with continuous customer innovation

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