



# RISING TO THE CHALLENGE

## Where to Invest? How Understanding Industry Change Can De-Risk Your Growth Strategy

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Founder & Chairman

**Derek Johnson**  
Chief Executive Officer

# Key Sources of Innovation Capital Allocation Risk in Manufacturing

Ukraine

currencies

unstable economics

bank liquidity

supply chain

Russia

inflation

China

workforce

industry 4.0

hackers

geopolitical

cybersecurity

pandemics

Smart Manufacturing



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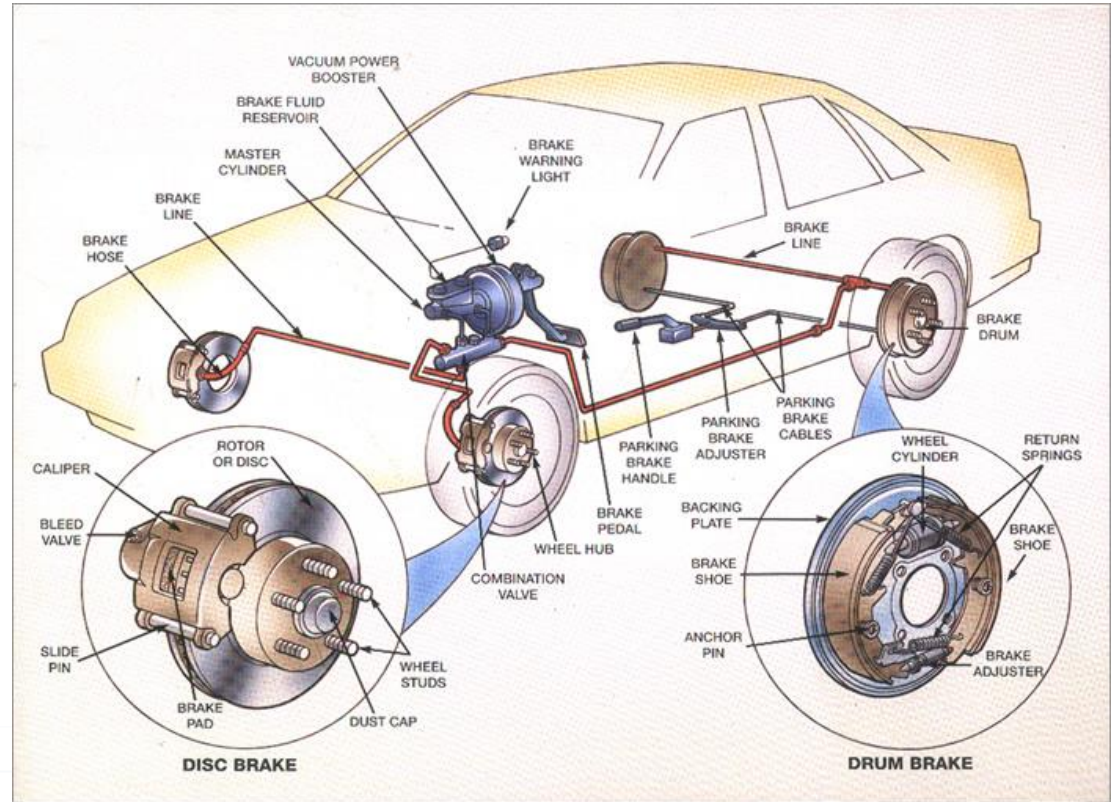
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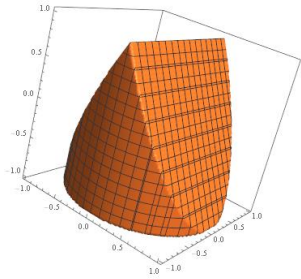
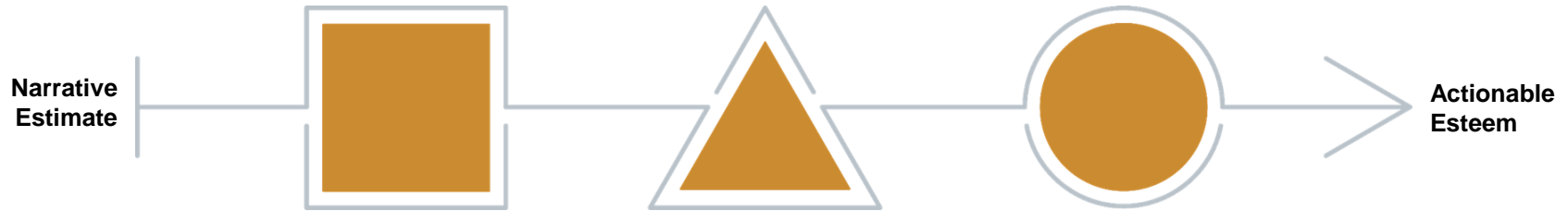
# Why do CARS have BRAKES?

- How you answer this question reveals a great deal about how you approach things like **risk**.



# Our human-first approach to help you...GAME THE FUTURE

## Flow of Actionable Insights

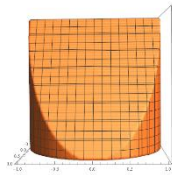


### Discovery

**Mission:** Harden contingency factors - Where are the boundaries?

**Products:** Boundaries of the macro - environment Landscape

**Filter:** Stakeholder, Issue, Trend, and Landscape Profiles

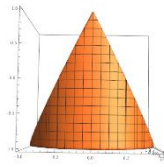


### Optimality

**Mission:** Harden dominion factors - What should we select and sacrifice?

**Products:** Investment - grade conjecture selecting and sacrificing superiority criteria

**Filter:** Superiority Analysis

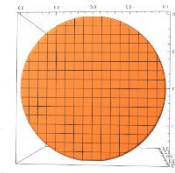


### Simulation

**Mission:** Harden influence factors - Who can stop us and how?

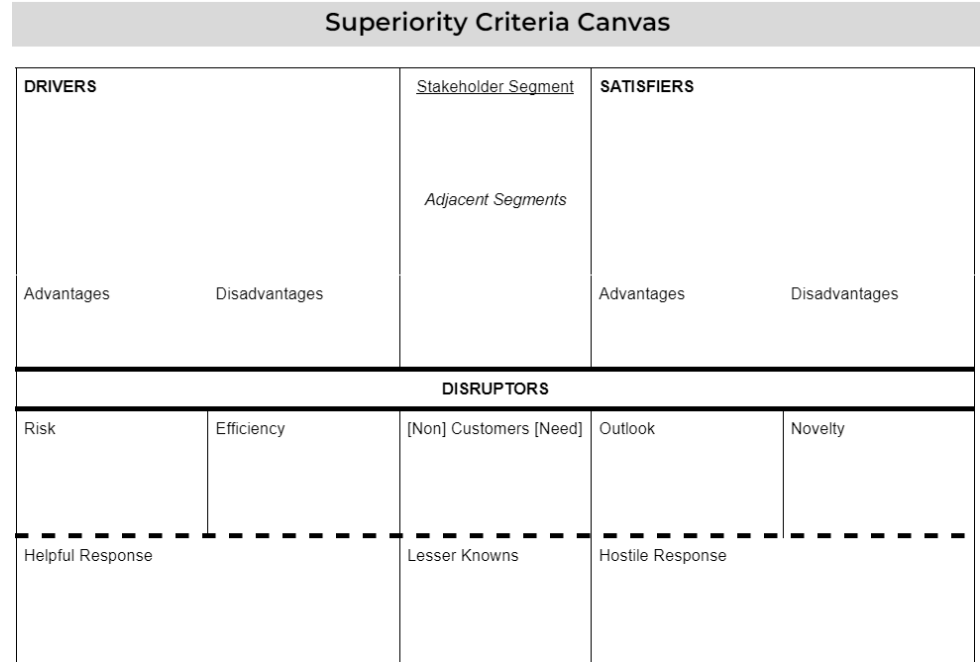
**Products:** Actionable esteem - The story about the future held in high regard by its co-authors

**Filter:** Competitive Simulations



# Superiority Analysis

- **SATISFIERS** – the temptation is to overdeliver, but the over-delivery will not be valued by the buyer... and will be exploited by competitors as a cost disadvantage.
- **DRIVERS** – make all the difference to the buyer... it's the reason they buy. But it's temporary.
- **Both of these criteria are controlled by the market.**
- **DISRUPTORS** – your unique opportunity to *redefine performance and surprise the market* and competitors alike.



## How many of you appreciate that **Competitors make you stronger?**

- The presence of competition can, and should, be seen as **validation that your offer has value in the world.**
- The opportunity to have friction with the right stakeholders should be appreciated for what it is – yet another opportunity **to build trust that will contribute to traction in the future.**
- There's no need to be hostile with your competitors – it's **more rewarding for both of you to befriend them.**
- **You and your competitors are in the same boat** – what hurts them may also hurt you. And, what benefits them likely also benefits you.

# Thank You for Participating

- Please complete the brief session survey to provide feedback to the presenter(s) and in put to future editions of Manufacturing Matters!



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