

BIG VISION



Increased future shareholder value and growth by 30% for John Deere by developing the right opportunities for future innovation

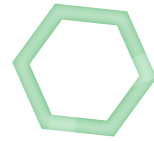


OPPORTUNITY THINKING principle

Change shuffles the deck, dealing us new cards and new opportunity.



BIG VISION



CHALLENGE

- John Deere mandated that 30% of its growth come from innovation that would respond to mounting trends in technology, the environment and market needs to deliver breakthrough initiatives for future growth.
- Deere's challenge was how to identify the trends that would have the most impact on the organization and enable them to focus and prioritize their innovation efforts.

SOLUTION

- Define a growth vision for John Deere that provides a view of the future and the trends that will have the most impact on the organization.
- Identify long-term growth opportunities and develop a strategy that connects the corporate vision to individual projects.
- Align internal structures to deliver on opportunities.
- Clearly articulate the growth vision and opportunities to the larger organization.

OUTCOMES

- Organizational alignment on the key opportunities, impact trends, near and long term areas for growth.
- Connected corporate vision and BU activities created focus within the organization.
- Consistency in approach to innovation that has been in place nine years, through two CEOs.