

Unravelling New Zealand's Productivity Puzzle

MODULE A

Solving our innovation & productivity puzzle -

How Kiwi culture influences productivity, innovation, customers, motivation, profit & just about everything else you can think of.

B

“Playing to our Strengths” - Understanding how “K-Code®” influences the way we think about and manage business.

C

Exploiting company know-how, trade secrets, and other valuable assets by managing the intellectual assets.

D

Aligning the firm's *Offer* with the *Customer Value Proposition Demand* to create and harvest maximum value.

E

Introducing strategies to increase returns on R&D/ New Product Development and market development.

“K-Code®” - short for “being Kiwi”

