



SMARTORG[®]

Finance + Innovation
= *Acceleration*

Drive the upside

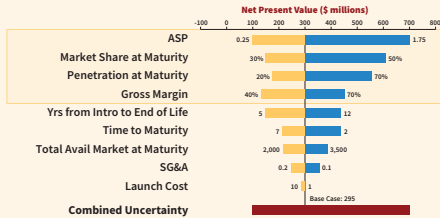
Tame uncertainty

Cut through clutter

Overcome conflict

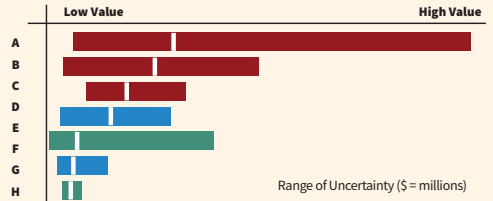
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How do you double the value of this project?



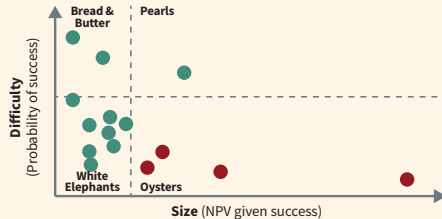
Create and execute an upside exploitation plan.

When is good not good enough?



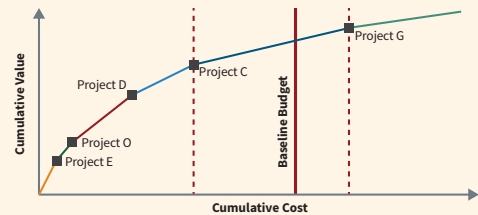
Focus on the projects that matter.

How do you stop crowding out innovative projects?



Put all projects on a level playing field.

How much should you invest in growth?



Just enough to get the growth you need.