

















Define the Problem – What is Changing?

- Consumers incentives and behaviour
- Environment awareness
- Technology availability and cost
- Tempting return on investment promises
- Digitalisation















Problem Solving Approach
 Define the problem a) What is it? b) What is changing? c) How fast is it changing? d) How is it affecting us?















Problem Solving Approach	
 Define the problem a) What is it? b) What is changing? c) How fast is it changing? d) How is it affecting us? 	
2. Propose a solution	
3. Maintaining the solution	



Challenge

- Discussion paper to include:
 1. What future challenges are facing your company?
 - 2. How is your company positioned to face them?
 - 3. How should the company prepare for them?
 - 4. Recommend investment in future generation
 - 5. Share findings with industry peers









16

