



# The Market Strategist

for Leaders Looking to Drive Growth



## 2 Proven Ways to Broaden Your Thinking for Better Business Decisions

When you need to get or test a new idea, do you typically ask people in your company, in a close social circle, or with a similar background? A better method, according to network science, is to solicit ideas from someone who has a different industry work background.

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## Timing Matters: Balancing Field, Expert and Headquarters Market Perspective for B2B Innovation Strategy

Gathering these three perspectives requires discipline, time and resources. After the insights are vetted and in hand, the next step is to align and decide where to focus B2B innovation efforts that will capture demand over the relevant horizon.

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[Michal Clements](#) is an Executive Coach and Business Consultant. Her mission is to coach leaders to grow their organizations and develop their teams. She leverages diverse experience from a range of organizations, including food, tech,



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software, financial services, personal care, medical devices, manufacturing, entertainment, education, CPG, automotive, not-for-profit and travel. She works with entrepreneurial and mid-sized businesses as well as some of the world's most recognized brands.

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