

Spinnovation Manifesto

"you can succeed best and quickest by helping others to succeed" - Napoleon Hill

We are in an age of acceleration in technology advancements and globalization. Markets change rapidly, new competitors arrive, organization capabilities don't scale or innovation halts leading to stagnation in growth. It is becoming ever more easier to innovate, collaborate globally and launch new businesses. Many business models are being challenged and there is ever increasing threat of being disrupted.

Thomas Friedman, in his latest book, rightly says - "in such times opting to pause and reflect, rather than panic or withdraw, is a necessity".

To thrive in this age of acceleration, every company need to pause and reflect periodically to combat the threat of disruption to plan the next of growth.

Spinnovation is on a mission to help startups and established enterprises to accelerate growth by effectively navigating the inflection points. With an outside-in approach that focuses on customers and the sales process, Spinnovation takes a 360 degree view of the business to charter the path for growth. Spinnovation operates with a data driven mind-set and a bias for action to address the glaring impediments to have an immediate impact on sales. Spinnovation refines the business model and brings alignment across all functions to start executing on the charter for growth in a matter of few months. Spinnovation combines the agility and drive of entrepreneurs from the silicon valley with the experiences managing growth initiatives at established enterprises to help companies accelerate growth.