

The ANSOFF Growth Strategies Matrix

The Ansoff Growth Matrix is a strategic planning tool to define a product and market growth strategy on the highest level. It provides a framework for analyzing a company's potential for growth by considering the interactions between existing products, new products, existing markets, and new markets.

A part of the Digital Leadership
More information on this model is available here: <https://digitalleadership.com/UNITE/ansoff-matrix/>

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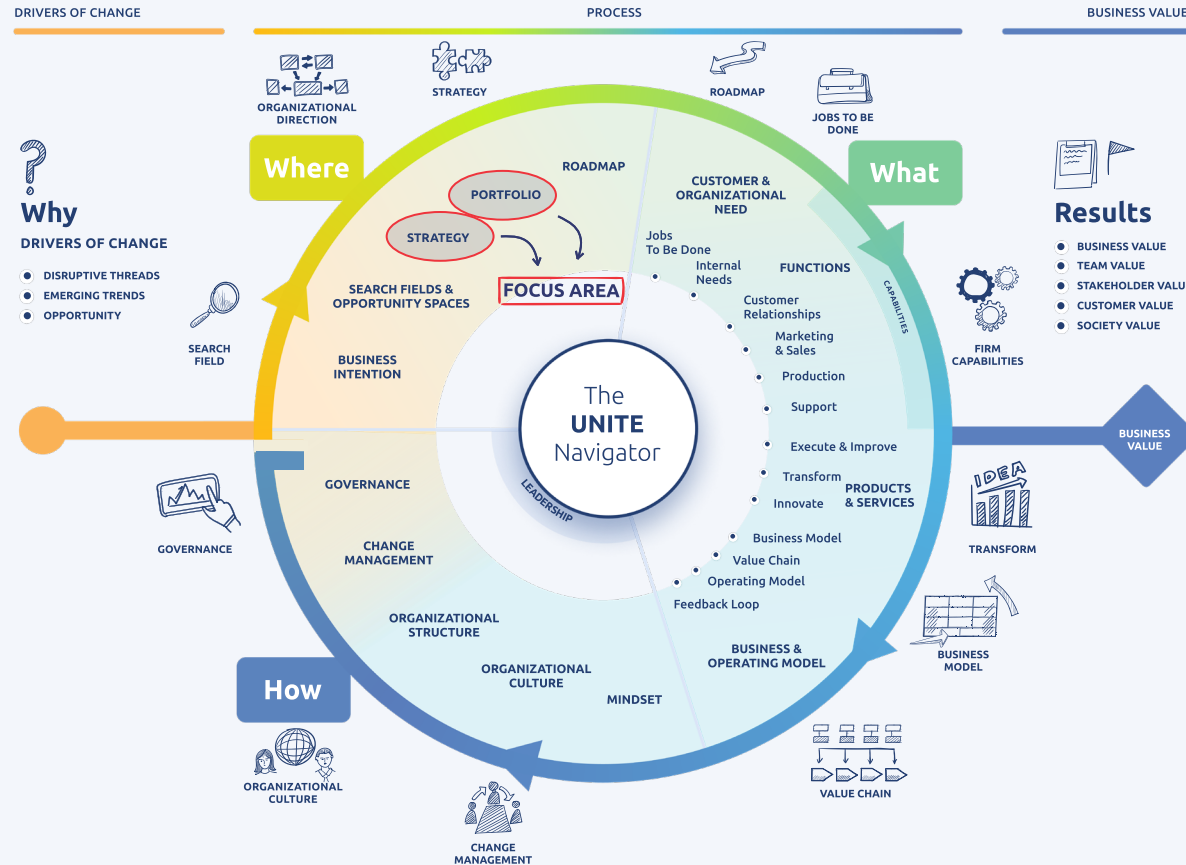
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- > The UNITE models are the by far largest library of innovation and transformation models on the Internet. They cover all areas of digital strategy, innovation, transformation as well as any related field.
- > The UNITE Navigator provides an introduction and overview of all digital-related fields.
- > **As part of this presentation, we will focus on *growth strategies and how to assess your current portfolio.***

Background to the ANSOFF Growth Strategies Matrix

Why we use it

It can be difficult to get a quick but complete view of your current market position and potential future opportunities. Efficiently understanding where your business stands in your market makes planning for innovation easier.

How it works

In the fast-paced world of business and innovation, it's easy to lose sight of where you are in relation to your competition. It's challenging to retain a full-view of how you're meeting customer needs while at the same time being on the lookout for opportunities to invest, iterate, and adapt.

The Matrix helps identify Current and New Markets, and Current and Potential Products and Services. Through these, you track current Market Penetration and identify markets or products that you can develop to encourage growth.

As a visual tool, the Matrix positions your different business practices and abilities within the context of market viability and current results, helping you select where to boost investment and development and where to reallocate resources.

The goals include Diversification and Development to secure lasting success as markets and customer expectations change.

What is the goal

By taking a simple but complete look at the current state of your business practices, the Ansoff Matrix quickly **identifies areas of potential growth**. It's used to uncover areas for innovation.

THE ANSOFF GROWTH STRATEGIES MATRIX



THE UNITE ASSESSMENT OF STRATEGIC MOVES

	HORIZON 1 Improve	HORIZON 2 Transform		HORIZON 3 (Radically) innovate	
BUSINESS MODEL DOMAINS	Current Core Business Model	1-step move	2-step move	3-step move	Full diversification
VALUE MODEL	No change to the as-is Business Model	Limited changes to one or max 2 Business Model Areas	Major change to one or max. 2 areas	Complete change to one area	Complete change to more than one area
SERVICE MODEL					
EXPERIENCE MODEL					
OPERATING MODEL					
REVENUE MODEL					
COST MODEL					
	Low	Economic distance from core			High

- › Limited change = less risk
- › Existing customer groups

- › Increased unknowns = higher risk
- › New customer groups

- > The big question as an organization is where you want to go. A step-change to your business model (meaning a transformation) is increasingly risky as you increase the economic distance from your existing core operation.
- > Learn more about this key tool by downloading the full **UNITE Assessment of Strategic Moves** Download Package here:



THE UNITE ASSESSMENT OF STRATEGIC MOVES

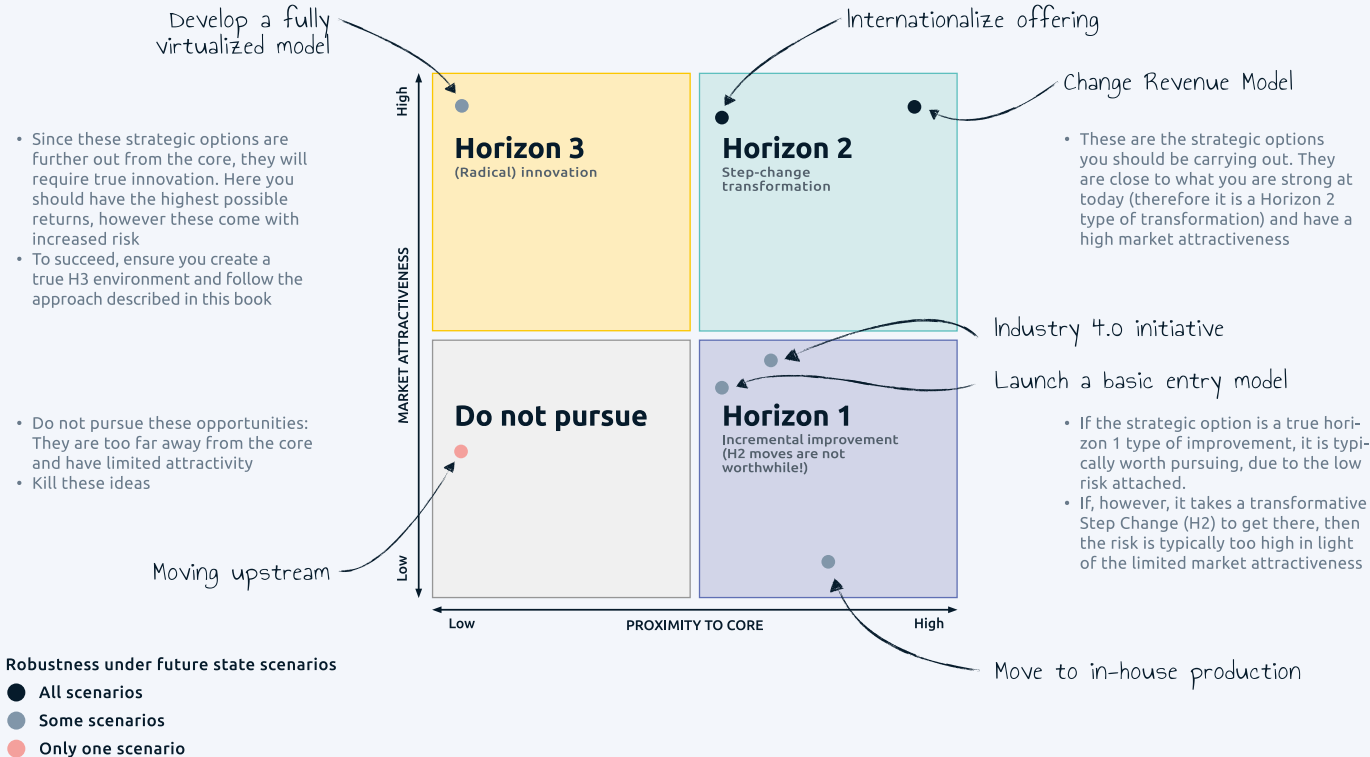


Download the UNITE Models for FREE



THE UNITE STRATEGIC OPTIONS MATRIX -

Exemplary Strategic Options plotted against Market Attractiveness and Proximity to Core



- > A related concept to the Ansoff Growth Strategy Matrix is the UNITE Strategic Options Matrix.
- > With the help of the UNITE Strategic Options Matrix, you can equally assess your portfolio but this framework allows you to much better understand the implications of your strategic choices.
- > Learn more about this key tool by downloading the full **UNITE Strategic Options Matrix** Download Package here:

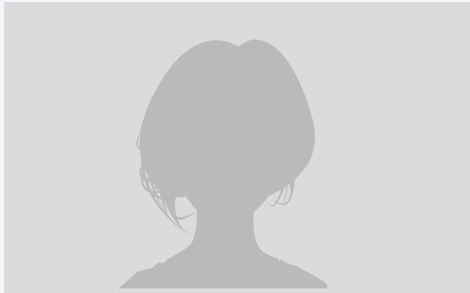


**THE UNITE STRATEGIC
OPTIONS MATRIX**

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Main authors



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Your title and job

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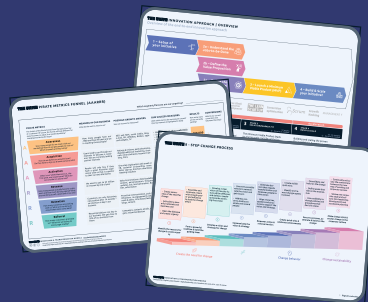
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METHODOLOGY GLOBALLY.**

THE UNITE MODELS are the by far largest library of innovation and digital transformation models available on the market globally. They cover all important domains end2end and uniquely – they are deeply integrated. Please be invited to leverage them in your organization. **Let's UNITE and create a world worth living in !**



**THE BOOK ABOUT HOW
TO CREATE INNOVATION**

HOW TO CREATE INNOVATION is a practical, comprehensive, OpenSource guide for successful innovation and digital transformation. The UNITE initiative and movement, supported by a global team of industry leaders and innovation researchers, aims to spark a revolution in global innovation and transformation.

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Digital transformation is an art few manage well

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Digital transformation is often much more complex than we think. You often touch one element to find out that it has systemic impacts on all other areas.

In addition, we find strategies to be stuck too often in silos. Rather than focusing on one bit, we bridge the silos, develop a vision everybody will buy into, and create a unifying strategy and roadmap for getting there, including realigning the value-, service-, experience- and operating model.



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