

Lucid launches new strategic consultancy, providing strategic capabilities across the life cycle.

Passionate about using examples from outside pharma to inspire and generate exceptional commercial growth.

Born out of academic research¹ and adapted to address the realities of the pharma industry, Lucid's new approach is called Momentum Strategy.

Momentum Strategy is based on 3 key spheres: discover, value and enable.

The dynamic nature of the approach leads to increased connectivity, high energy and ongoing engagement.

Momentum

Discover



The discover sphere enables us to generate *compelling insights*, through a combination of data analysis and investigative behaviour approaches. Essentially, we go wider and deeper, using our expertise and behaviour-change experience to prioritise the commercial value of discovery, support decision making, and initiate momentum from within your team.

Inspired by Under Armour, one of the most exciting and successful consumer brands. Under Armour discovered a functional need for sports clothing that stays fresh and dry, and a behavioural need to support the sporting 'underdog'. They now compete with Nike and Adidas, achieving unstoppable momentum!

Value



The value sphere enables us to capture the *compelling value* for brands and portfolios, building a strong strategic value core, and aligning strategic imperatives within the value sphere. The strategic value core translates compelling insights into a differentiated and sustainable customer experience. An experience compelling enough to attract and retain customers. Our value matrix integrates key elements of the value sphere – positioning, value story and scientific narrative – and determines the strategic imperatives.

Inspired by the Innocent promise: "Tastes good, does good". The Innocent promise captures functional, emotional and societal benefits. The result is compelling value for the consumer, and unstoppable momentum!

Enable



The enable sphere provides the framework to achieve *compelling engagement*, translating strategy into innovative initiatives that are connected between cross-functional teams, and aligned to the leading indicators of behaviour-change. Our approach ensures teams are working together, and that there is effective communication, deployment and review. Our commitment is to follow up and ensure there is full momentum.

Inspired by giffgaff "the mobile network run by you". giffgaff involve customers directly in customer service, product design and pricing. The result is a fully aligned and engaged organisation, deeply connected with the compelling customer value, achieving unstoppable momentum!



To find out more about Lucid Strategic Consultancy and its new approach please contact Duncan Ferguson +44 (0)1494 755707; duncan@lucid-group.co.uk or visit www.lucid-group.co.uk/strategic-consultancy

1. Larreche JC. The momentum effect: how to ignite exceptional growth; Wharton School Publishing, 2008

