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Discovery-Driven Growth: A Breakthrough Process to Reduce ...

Discovery-driven planning is a powerful tool for any significant strategic undertaking that is fraught with uncertainty: new product or market ventures, technology development, joint ventures, strategic alliances, even major systems redevelopment. Unlike platform-based planning, in which much is known, discovery-driven planning forces managers to articulate what they don't know, and it forces a discipline for learning.

Discovery Driven Growth - by Rita Gunther McGrath & Ian C ...

McGrath and McMillan, in their appropriately titled book Discovery-Driven Growth: A Breakthrough Process to Reduce Risk and Seize Opportunity, provide a framework and a set of analytical tools that assist in this analysis process.

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In Discovery-Driven Growth, authors McGrath and MacMillan show how companies can plan and pursue an aggressive growth agenda with confidence.

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It is possible to drive growth opportunities even in uncertain times. Doing so isn't complex or expensive, but requires a different set of organizational disciplines and practices than are typically ... - Selection from Discovery-Driven Growth: A Breakthrough Process to Reduce Risk and Seize Opportunity [Video]

Discovery-Driven Growth: A Breakthrough Process to Reduce ...

Discovery-driven planning is a planning technique first introduced in a Harvard Business Review article by Rita Gunther McGrath and Ian C. MacMillan in 1995 and subsequently referenced in a number of books and articles. Its main thesis is that when one is operating in arenas with significant amounts of uncertainty, that a different approach applies than is normally used in conventional planning. In conventional planning, the correctness of a plan is generally judged by how close outcomes come to

Discovery-driven planning - Wikipedia

Discovery-Driven Growth : A Breakthrough Process to Reduce Risk and Seize Opportunity by Rita Gunther McGrath and Ian C. MacMillan Overview - You've been charged with growing your business.

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Discovery-Driven Growth: A Breakthrough Process to Reduce Risk and Seize Opportunity (Inglés)
Pasta dura - 17 febrero 2009 por Rita Gunther McGrath (Autor), Ian C MacMillan (Autor)

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