

Business Evolution

This Free Masterclass Helps You Drive Innovation-Led Growth In Your Business

Masterclass Series Overview



Brought to you by:

HowDo[®]

www.howdo.com

Educational Content and Innovation Disclaimer

Potintia, Inc (HowDo) shares this material exclusively through HowDo.com. This is for educational and informational purposes only. Innovation involves risk and potential failure. Any use by you of the information contained in this presentation is solely at your own risk. Think independently and always apply thorough due diligence to your ideas before investing. PAST PERFORMANCE IS NOT INDICATIVE OF FUTURE PERFORMANCE, FUTURE RETURNS ARE NOT GUARANTEED.

Content

	Slide #
Business Evolution Overview	3
Business Evolution – Introduction	7
Mindset – Introduction	13
Plan – Introduction	19
Tools – Introduction	24
Team – Introduction	32



Business Evolution

MASTERCLASSES

Overview



Business Evolution Teaches You Innovation – for Free

What Is Innovation?

Innovation is the process of introducing new **solutions** to your business.

Solutions can be products, platforms, processes, services, technologies, experiences, and brands.

How Does Innovation Help You?

Innovation helps business leaders:

- **Grow revenue** by identifying untapped markets and creating new solutions. *E.G.: **Amazon** created the cloud computing category by launching AWS.*
- **Decrease operating costs** through automation, continuous improvement, supply chain optimization, and efficient resource use. *E.G.: **Toyota** reduced waste and costs with lean manufacturing and just-in-time inventory.*
- **Delight customers** by improving customer service, anticipating needs, and personalizing experiences. *E.G.: **Netflix** keeps users engaged with AI-based content recommendations, increasing engagement and reducing churn.*
- **Mitigate risks** by proactively identifying and addressing potential threats. *E.G.: **Siemens** uses AI-powered sensors to predict maintenance and prevent failure.*
- **Empower teams** to increase productivity by automating tasks while accelerating creativity. *E.G.: **Google's** innovation policy led to the creation of two of their most popular products: Gmail and AdSense.*
- **Attract investors.** Investors prefer innovators. *E.G.: The most innovative companies are consistently the most valuable companies: **Alphabet (Google), Amazon, Apple, Meta (Facebook), and Microsoft.***

Business Evolution Gives You a Comprehensive Curriculum

These **Free** Masterclasses Walk You Step-By-Step Through the Innovator's Journey

01

Mindset



Develop the mindsets that drive business innovation and growth.

- [Growth Mindset](#)
- [Resilience](#)
- [Continuous Learning](#)
- [Data-Driven Decisions](#)
- [Customer Obsession](#)

02

Plan



Grow your business by designing solutions that customers need.

- [Customer Analysis](#)
- [Competition Analysis](#)
- [Market Analysis](#)
- [Solution Analysis](#)

03

Tools



Boost growth using proven tools from top companies.

- [Key Performance Indicators](#)
- [Weekly Business Reviews](#)
- [Product Management](#)
- [Startup Accelerator](#)
- [Business Incubator](#)
- [Mergers and Acquisitions](#)
- [Research and Development](#)

04

Team



Build talented teams that act with urgency to drive growth.

- [Talent Acquisition](#)
- [Corporate Culture](#)
- [Team Experience](#)
- [Mentorship](#)
- [Communities of Practice](#)

Accelerate your growth with educational videos, full text, and masterclass updates.

Register today on <https://howdo.com> or follow HowDo on [YouTube](#), [LinkedIn](#), [Facebook](#), [X](#) and [Reddit](#)

Business Evolution was Created by an Innovation Expert

West Stringfellow created Business Evolution.

West has over 27 years of experience growing startups and Fortune 500s with innovation:

- **Innovation Leader**
 - **Amazon:** Senior Product Manager
 - **PayPal:** Senior Director, Product & Platform Innovation
 - **Rosetta Stone:** Chief Product Officer
 - **Target:** Vice President, Innovation and Entrepreneur in Residence
 - **Techstars:** Created & led the Techstars + Target Startup Accelerator
 - **Visa:** Vice President, European eCommerce & Innovation
- **Inventor:** Awarded five patents for advertising, payments, and social technologies
- **Entrepreneur:** Sold two patents to a Fortune 50 company
- **Coach:** Empowered hundreds of entrepreneurs, executives, and teams

West founded HowDo in 2017 to democratize innovation.

Dear Innovator,

To help you grow your business using innovation, I'm excited to offer you HowDo's **free** Business Evolution Masterclasses.

These Masterclasses contain actionable insights that you and your team can use to grow your business today. They distill the growth formulas used by the world's most innovative companies into step-by-step guides designed to transform your business ideas into profitable realities.

Having spent nearly three decades navigating the highs and lows of innovating in Fortune 500s and bootstrapped startups, I designed these Masterclasses to work for your business, regardless of size or budget.

I am sharing these Masterclasses as part of my ongoing commitment to democratize innovation.

Wishing you the very best,



West Stringfellow

Founder & CEO, HowDo
Creator, Business Evolution



Business Evolution

MASTERCLASSES

Introduction



Business Evolution: A Structured Journey to Growth

The sequence of Business Evolution's Masterclasses mirror the innovation journey.

Start with the right mindset, chart out your strategic direction, equip yourself with the right tools, and build a winning team.

- 1 Mindset** Learn how to develop the mindset required turn rapidly changing customers, competitors, technologies, and markets into opportunities for your business.
- 2 Plan** Learn how to develop a growth plan for your business by deeply understanding your customers, outmaneuvering competitors, and seizing market opportunities.
- 3 Tools** Learn the tools that accelerate business growth, increase operational efficiency, align your business with customer needs, and ensure long-term profitability.
- 4 Team** Learn how to build, lead, and develop a talented, motivated, and cohesive team that drives business growth.

01 Mindset Overview

Harness the mindsets that fuel your business innovation and growth.

Develop the mindset required transform rapidly changing customers, competitors, technologies, and markets into opportunities for your business.



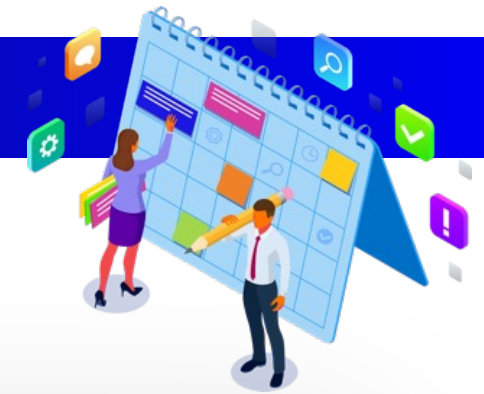
Masterclass Title	How does this Masterclass empower you to grow your business with innovation?
Growth Mindset	You'll cultivate a mindset that embraces challenges, learns from criticism, and sees effort as a path to mastery.
Resilience	You'll gain strategies to navigate setbacks and challenges, ensuring your business remains robust in the face of adversity.
Continuous Learning	You'll instill a culture of perpetual growth, ensuring your team remains agile and informed in a rapidly evolving market.
Data-Driven Decisions	You'll make more informed decisions, leveraging data to guide strategic directions and optimize outcomes.
Customer Obsession	You'll deeply understand and anticipate customer needs, ensuring your products and services exceed market expectations.

This foundational mindset is crucial for consistently growing your business while adapting to the market.

02 Plan Overview

Planning is your roadmap to growing with innovation.

Develop a growth plan for your business by deeply understanding your customers, outmaneuvering competitors, and seizing market opportunities.



Masterclass Title	How does this Masterclass empower you to grow your business with innovation?
Customer Analysis	You'll identify and understand your target customers' needs and preferences, allowing for more effective solutions and product/market fit
Competition Analysis	You'll strategically position your business by analyzing competitors, identifying gaps in the market, and leveraging your strengths.
Market Analysis	You'll assess market trends and dynamics to inform strategic decisions, ensuring your business capitalizes on new opportunities.
Solution Analysis	You'll evaluate the feasibility, viability, scalability, and potential impact of your solutions, ensuring they are well-designed to meet customer and market needs.
Build, Buy, Partner Analysis	You'll make strategic decisions on developing, acquiring, or partnering for solutions, optimizing resource allocation, and accelerating time to market.

Building a plan grounded in real-world feasibility and market needs is critical for identifying unique opportunities and positioning your business for growth.

03 Tools Overview

Leverage the tools that launch startups and elevate enterprises.

Accelerate business growth, increase operational efficiency, align your business with customer needs, and ensure long-term profitability with the tools used by the world's best companies.



Masterclass Title	How does this Masterclass empower you to grow your business with innovation?
KPIs	You'll define and track the metrics that truly matter to your business's success, enabling focused and strategic growth efforts.
WBRs	You'll implement effective review mechanisms to keep projects on track and ensure alignment with strategic objectives.
Product Management	You'll master the end-to-end process of product development, from ideation to launch, ensuring market fit and user satisfaction.
Startup Accelerator	You'll leverage accelerator programs to fast-track the innovation in big companies while accelerating the startup's development and scaling processes.
Business Incubator	You'll access resources and support necessary for nurturing early-stage business ideas into viable ventures.
Mergers and Acquisitions	You'll understand when and how to strategically expand your business through mergers and acquisitions, ensuring successful integration and growth.
Research and Development	You'll foster a culture of innovation through focused R&D, keeping your business ahead of technological advancements and market trends.

This curated selection of proven tools is designed to enhance your existing growth toolkit with new capabilities, capacity, and efficiencies.

04 Team Overview

Build talented teams that help you grow your business.

Build, lead, and empower teams that are talented, motivated, cohesive and help you innovate to grow your business.



Masterclass Title	How does this Masterclass empower you to grow your business with innovation?
Talent Acquisition	You'll attract and retain the right talent, crucial for driving your business forward and ensuring competitive advantage.
Corporate Culture	You'll cultivate a workplace culture that supports innovation, collaboration, and high performance.
Team Experience	You'll enhance team dynamics and productivity through effective leadership and management strategies
Mentorship	You'll implement mentorship programs to develop internal leadership and foster professional growth among your team members.
Communities of Practice	You'll promote knowledge sharing and continuous learning within your organization, enhancing collective expertise and innovation capacity.

To sustain innovation in your business, you must be able to attract talent, shape corporate culture, and foster mentorship and communities of practice.

Business Evolution

MASTERCLASSES

Mindset



Mindset: Growth Mindset



What does the masterclass cover?

- Understanding Your Mindset: **A Key to Unlocking Growth**
- Activity: **Assess your Mindset**
- Harness the Power of "Yet": **Reframing Limitations as Growth Opportunities**
- **Value the Process** Over the Outcome
- **Reframe Challenges** as Opportunities
- Activity: **Journal on a Reflection of Your Mindset Shift**

How does this help you?

You will adopt an empowering, flexible (aka: "growth") mindset that unlocks greater innovation, achievement, and leadership. By reframing challenges as opportunities and valuing progress, you are set up to thrive in times of change.

How does this accelerate your growth?

With a growth mindset, you proactively turn challenges that could overwhelm you into opportunities for personal, professional, and business growth, empowering you to rapidly evolve.

How does this delight your customers?

Customers are changing faster than ever and value brands that evolve with them. Mastering growth mindset techniques ensures you consistently align with customer expectations and build lasting loyalty.

How does this empower your team?

Leaders with a growth mindset encourage their teams to embrace challenges and view setbacks as learning opportunities, fostering resilience and collaboration which are essential for growth.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/mindset/growth-mindset/>

Mindset: Resilience

What does the masterclass cover?

- Embracing Challenges: Transforming Obstacles into Opportunities for Growth
- Building Resilience Through Learning
- Self-Care Builds Resilience
- Strengthening the Foundations of Resilience



How does this help you?

The masterclass sharpens your ability to navigate through volatility, positioning you to proactively capitalize on change rather than just reactively adapting to it.

How does this accelerate your growth?

Resilience training directly translates to sustained business performance, enabling you to persistently pursue innovation and growth even in the face of setbacks.

How does this delight your customers?

A resilient mindset allows you to quickly adapt to customer feedback, new technologies, and market shifts, leading to products and services that consistently meet evolving customer needs.

How does this empower your team?

It equips your team with the skills to maintain momentum during challenges, transforming obstacles into innovative solutions that drive the business forward.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/mindset/resilience/>

Mindset: Continuous Learning



What does the masterclass cover?

- A Tailored Approach to Continuous Learning
- Where: Crafting Your Personalized Learning Space
- How do you find the Right People to Learn From
- How do you find the Right Books and Articles

How does this help you?

This masterclass will hone your skills in identifying and integrating new knowledge, keeping you ahead in strategic thinking and execution in an ever-evolving business landscape.

How does this accelerate your growth?

Continuous learning fuels innovation by exposing you to the latest trends and strategies, ensuring your business remains competitive and can pivot quickly to capture new opportunities.

How does this delight your customers?

By staying on the cutting edge of your industry's knowledge, you can anticipate and meet customer needs more effectively, leading to products and services that set new standards.

How does this empower your team?

Implementing a culture of continuous learning inspires your team to constantly improve and contribute new ideas, fostering a dynamic environment that drives collective success.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/mindset/continuous-learning/>

Mindset: Data-Driven Culture

What does the masterclass cover?

- Creating a data-driven culture
- What is a Data-Driven Culture?
- Why is a Data-Driven Culture Important?
- Principles for Building a Data-Driven Culture
- Seven Steps to Cultivate a Data-Driven Culture
- Building a Data-Driven Culture Through Accountability
- Harnessing Feedback: Your Roadmap to a Data-Enabled Team



How does this help you?

Embracing a data-driven approach sharpens your decision-making, allowing you to act on concrete insights rather than intuition, which is crucial for growing your business with confidence.

How does this accelerate your growth?

A data-driven culture equips you with the ability to identify trends and optimize processes rapidly, streamlining operations and propelling your business ahead of competitors.

How does this delight your customers?

Data-driven strategies enable you to tailor experiences and innovate solutions that directly address customer behaviors and preferences, thereby enhancing customer satisfaction and loyalty.

How does this empower your team?

Integrating data into your team's workflow encourages evidence-based thinking, fosters a sense of accountability, and drives efficiency in tackling complex challenges while pursuing growth.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/mindset/data-driven-decisions/>

Mindset: Customer Obsession



What does the masterclass cover?

- Introduction: Cultivating Customer Obsession in Your Business
- Benefits of Customer Obsession
- Empathy and Customer Obsession
- When to Be Customer Obsessed
- How to Steer Your Business Towards Customer Obsession

How does this help you?

Innovation thrives when customers are at the core. Dive into this masterclass to cultivate a customer-centric mindset, aligning your solutions with your customer's heart, mind, and wallet.

How does this accelerate your growth?

Customer obsession drives product and service innovation tailored to create market-leading offerings, setting the pace in your industry and contributing to accelerated business growth.

How does this delight your customers?

Tune in to your customers; feel their vibe. With this masterclass, learn to keenly listen and adapt, ensuring your offerings hit the mark every time, fostering loyalty and sparking enthusiastic referrals.

How does this empower your team?

Embedding customer obsession in your team's ethos cultivates a proactive approach to service and innovation, encouraging them to take ownership and pride in driving customer success.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/mindset/customer-obsession/>

Business Evolution

MASTERCLASSES

Plan



Plan: Customer Analysis



What does the masterclass cover?

- Customer Obsession
- Mindset Check
- Preliminary Research
- Qualitative Research
- Quantitative Research
- Determine Your Beachhead Customer(s)
- Build Customer Persona(s)
- Share What You Learned

How does this help you?

This masterclass walks you through the process of collecting the data you need to guide your business to deliver impactful innovations that gain early traction with your target customer.

How does this accelerate your growth?

With the insights gained, you'll be able to quickly iterate and launch products that not only fill market gaps but also establish new demands, fueling rapid business expansion.

How does this delight your customers?

By fine-tuning your business' alignment with your customers' unique needs and desires, you'll craft offerings that resonate deeply. This delights customers, builds loyalty and turning them into advocates.

How does this empower your team?

Training in customer analysis equips your team to independently identify and act on customer-driven opportunities, enhancing their autonomy and driving operational efficiency as they grow the company.

Where is this Masterclass available?

The free Customer Analysis masterclass and playbook are available at:
<https://howdo.com/masterclass/plan/customer-analysis/>

Plan: Competitive Analysis



What does the masterclass cover?

- Why Conduct a Competitive Analysis
- Review of Existing Literature
- Run the analysis
- Identify your Competitors
- Collect Data on Direct Competitors
- Interview Competitor Customers
- Be The Competitor's Customer
- SWOT Analysis
- Determine Your Competitive Position

How does this help you?

This masterclass equips you with a process to collect and understand the data you need to anticipate competitive moves and differentiate your offerings, keeping you one step ahead the the competition for customers and growth.

How does this accelerate your growth?

See the broader business chessboard. By understanding your competition, you can pinpoint and exploit gaps in the market, swiftly repositioning your solutions to capturing share and driving organic growth.

How does this delight your customers?

Gaining a competitive edge allows you to deliver superior value to customers by outshining the competition.

How does this empower your team?

Knowledge of the competitive landscape arms your team with the context needed to make proactive, informed decisions that contribute to your business's growth.

Where is this Masterclass available?

The free Competitive Analysis masterclass and playbook are available at:
<https://howdo.com/masterclass/plan/competition-analysis/>

Plan: Market Analysis



What does the masterclass cover?

- Introduction
- Market Analysis Overview
- Market Analysis
- Market Research
 - Secondary Research
 - Primary Research
- External Factors Analysis
 - Market Value Chain
 - Market data
 - Market dynamics and risks
- Porter's Five Forces
 - Rivalry Among Existing Competitors
 - Threat of New Entrants
 - Threat of Substitute Solutions
 - Bargaining Power of Suppliers
 - Bargaining Power of Buyers

How does this help you?

This masterclass provides you with a comprehensive process that gives you an understanding of market trends and consumer behavior, enabling you to make strategic decisions that align with current and future market demands.

How does this accelerate your growth?

By identifying unmet needs and emerging opportunities in your market, you can innovate more effectively and capture market share faster than competitors, including exploring new markets with existing solutions.

How does this delight your customers?

Deep market insights allow you to tailor your products and services to exactly what your customers want, enhancing satisfaction and loyalty from both customers and investors.

How does this empower your team?

The market is inherently noisy. Vetted market insights help teams focus, make decisions faster, and drive growth in an efficient and collaborative way.

Where is this Masterclass available?

The free Market Analysis masterclass and playbook are available at:
<https://howdo.com/masterclass/plan/market-analysis/>

Plan: Solution Design

What does the masterclass cover?

- Solution Design
 - Define the Opportunity
 - Define the Solution
 - Develop the Solution
 - Go-to-Market
- Build / Buy / Partner Analysis
 - R&D Overview
 - M&A Overview
 - Business Incubator Overview
 - Startup Accelerator Overview



How does this help you?

In this masterclass, you'll synthesize your strategic insights from customer, competitor, and market analyses to craft a robust solution, ensuring your business leads rather than follows—whether through building in-house, acquiring key players, or forging powerful partnerships.

How does this accelerate your growth?

By integrating strategic insights from your customer, competitor and market analyses, you can develop valuable solutions that position your business to proactively lead market trends and capitalize on opportunities through innovation and strategic partnerships or acquisitions.

How does this delight your customers?

This masterclass ensures the solutions you create are finely tuned to your customer's needs and ahead of market trends, resulting in innovative products and services that exceed expectations and foster lasting customer loyalty.

How does this empower your team?

Equip your team with the processes and tools to create solutions that directly address customer needs, thereby fostering a culture of innovation and proactive thinking.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/plan/solution-analysis/>

Business Evolution

MASTERCLASSES

Tools



Tools: Key Performance Indicators (KPIs)



What does the masterclass cover?

- Introduction to Key Performance Indicators (KPIs)
- Choosing the Right KPIs: Measuring What Matters Most
- Navigating Business with SMART KPIs
- Navigating Industry Benchmarks: A Guided Approach to Aligning KPIs with Market Realities
- Turn KPIs into Action: Translate KPIs into specific actions that drive the organization forward.
- Iterate and Refine
- Harnessing KPIs for Business Evolution
- Exercise 1: Analyze Business Objectives
- Exercise 2: Align KPIs with Business Objectives
- Exercise 3: Align KPIs with Your Customer
- Exercise 4: Continuously Improve Your KPIs

How does this help you?	The masterclass provides you with insights and process needed to select and implement the most impactful KPIs, enabling you to track progress accurately and consistently make data-driven decisions.
How does this accelerate your growth?	By focusing on KPIs that align with your growth and innovation goals, you can swiftly identify areas of success and improvement, streamlining your path to scaling your business.
How does this delight your customers?	Effective use of KPIs allows for continuous improvement in customer experience and product quality, leading to increased customer satisfaction and loyalty. As you refine your KPIs, you'll find yourself consistently delighting customers.
How does this empower your team?	Training in KPI management enhances team accountability and motivation, as clear metrics provide them with direct feedback on their contributions and progress towards growth.
Where is this Masterclass available?	The free masterclass and playbook are available at: https://howdo.com/masterclass/tools/key-performance-indicators-kpis/

Tools: Weekly Business Reviews (WBRs)



What does the masterclass cover?

- Gathering Data on Your Company's Weekly KPIs
- Organizing and Structuring Your Weekly KPI Data
- Convening the relevant stakeholders and team members
- Engaging in a Constructive Discussion on Weekly KPIs
- Crafting Effective Action Plans from WBR Insights
- Assigning Responsibilities for Effective Implementation
- Scheduling and Preparing for the Subsequent WBR

How does this help you?

This masterclass teaches you to effectively conduct WBRs, which serve as a powerful tool for staying aligned with all of your business goals, ensuring you remain agile and responsive to market changes.

How does this accelerate your growth?

Regular WBRs enable you to quickly identify trends, adjust strategies, and capitalize on opportunities, significantly speeding up your business's ability to scale and innovate.

How does this delight your customers?

By using WBRs to stay on top of operational efficiencies and market shifts, you can enhance your service or product offerings, directly improving customer satisfaction and engagement which drives growth.

How does this empower your team?

WBRs create a rhythm of accountability and transparency, empowering your team with clear objectives and real-time feedback, which boosts motivation and fosters a culture of continuous improvement.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/tools/weekly-business-reviews/>

Tools: Product Management Principles



What does the masterclass cover?

- Product Discovery
- Product Strategy
- Product Roadmaps
- Product Design

How does this help you?	Learning product management principles equips you with a structured approach to developing and iterating on products that align with market needs and business objectives, enhancing your strategic decision-making.
How does this accelerate your growth?	Mastering these principles enables you to streamline product development cycles, efficiently allocate resources, and bring innovations to market faster, accelerating business growth.
How does this delight your customers?	Implementing effective product management ensures your solutions are continuously refined based on customer feedback and emerging trends, leading to solutions that consistently meet and exceed customer expectations and organically grow.
How does this empower your team?	Adopting product management principles fosters a culture of ownership and collaboration, where team members are clear on their roles, driven by customer-centric goals, and engaged in improving existing solutions while delivering new solutions that drive growth.
Where is this Masterclass available?	The free masterclass and playbook are available at: https://howdo.com/masterclass/tools/product-management/

Tools: Startup Accelerator

What does the masterclass cover?

- Choose the Design
 - Choose the Duration
 - Choose the Location
 - Choose the Sector
- Design the Learning Process
- Market your Accelerator
- Select the Startups
- Select Mentors
- Manage your Accelerator
- Post-Accelerator
- Investing in Startups
- Wrap Up
- Activities & Worksheets



How does this help you?

The masterclass clarifies how startup accelerators speed up your growth, linking large firms with disruptive startups and providing startups with mentorship, funding, and key partnerships and customers for early traction and growth.

How does this accelerate your growth?

Participating in a startup accelerator provides concentrated growth opportunities, offering mentorship, networking, and funding to swiftly scale multiple businesses and advance in market position.

How does this delight your customers?

Accelerators facilitate rapid enhancement of startups' offerings based on customer feedback, benefitting both the startups and the host businesses through increased satisfaction, loyalty, and growth.

How does this empower your team?

Startup accelerators foster cross-company collaboration in a concentrated time period and environment, boosting product innovation to achieve customer satisfaction, and rapidly advancing team skills in all involved companies.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/tools/startup-accelerator/>

Tools: Business Incubator

What does the masterclass cover?

- Why Participate?
- Underlying Theories in Support
- How to build an Incubator
 - Step 1: Select Model
 - Step 2: Select Industry Focus
 - Step 3: Select Program Length
 - Step 4: Select the Location
 - Step 5: Select the Learning Program
 - Step 6: Select your Tenant
 - Step 7: Manage your Incubator
 - Step 8: Conduct a Post Review
 - Incubator Metrics and KPIs
 - What Does Success Look Like



How does this help you?

This masterclass will reveal how business incubators can significantly reduce your operational risks and provide essential resources, such as mentorship and network access, to navigate the early stages more effectively; whether you are a startup or an internal idea at a Fortune 50 company.

How does this accelerate your growth?

Business Incubators connect you with experts, investors, and entrepreneurs, providing a structured support system to evolve early-stage ideas into market-ready businesses quickly, ensuring you lead in technology and customer growth.

How does this delight your customers?

Incubators provide customer discovery and validation, helping tailor your offerings to enhance user satisfaction and engagement, ensuring your products meet customer needs effectively enabling early-stage traction and growth.

How does this empower your team?

Incubators enhance your team's innovation and collaboration, equipping them with the skills and clarity to creatively overcome challenges and grow your business.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/tools/business-incubator/>

Tools: Mergers and Acquisitions (M&A)



What does the masterclass cover?

- M&A Overview
- Defining the M&A Spectrum
- The Search for Synergy
- M&A The Risks and Hurdles
- Use Metrics for Deals
- When to Buy Instead of Build
- Managing Tech Deals
- After the Deal
- Divestiture for Value Creation
- The Impact of Covid
- Case Study on Cisco
- Insights from M&A Strategy Leaders

How does this help you?

Innovation often goes hand in hand with strategic Mergers and Acquisitions (M&A). This masterclass offers you an introductory yet comprehensive understanding of M&A basics, ensuring you're equipped to leverage such strategies to fuel your innovation.

How does this accelerate your growth?

M&A is a springboard for rapid growth and transformation. By understanding its foundational principles, you can tap into new innovations, merge with trailblazers, or pivot your business to seize market opportunities that achieve or exceed your ambitious growth plans.

How does this delight your customers?

M&A enables rapid adoption of innovations that meet customer demands, keeping your business ahead and enhancing your offerings to improve customer experience.

How does this empower your team?

M&A is about merging teams. Like any great coach, you should constantly be scouting for opportunities to improve your team by integrating the capabilities and talent of another team. By ensuring smooth integration of the teams, you amplify the talent and accelerate business growth.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/tools/mergers-and-acquisitions/>

Tools: Research and Development (R&D)



What does the masterclass cover?

- Research And Development
- The State of Modern R&D
- How Big Tech Does R&D
- Case Study: Amazon
- Case Study: Google X
- Metrics for R&D Optimization
- The Innovation Ambition Matrix
- Determining R&D Focus
- Where Companies Fail
- R&D Portfolios
- Measuring Patents
- Modern Metrics For R&D
- Allocating Resources To Initiatives
- M&A and Acquiring as R&D
- Best practices For R&D

How does this help you?

The masterclass offers strategies to align R&D with your business goals, ensuring innovations drive desired outcomes and positions you at the forefront of industry innovation by adopting practices from leading tech giants.

How does this accelerate your growth?

Understanding R&D fundamentals empowers you to anticipate tech trends, innovate, and differentiate, driving your business's growth and market distinction by rapidly launching breakthrough products on your own path of continual evolution and differentiation.

How does this delight your customers?

R&D insights enable you to exceed customer expectations with innovative solutions that evolve with their needs, fostering loyalty and enhancing satisfaction.

How does this empower your team?

Integrating R&D principles cultivates a culture of curiosity and innovation, empowering your team to creatively solve problems and drive your business's innovation agenda, fostering a dynamic workplace of continuous improvement and creativity.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/tools/research-and-development/>

Business Evolution

MASTERCLASSES

Team



Team: Talent Acquisition

What does the masterclass cover?

- A Better Approach
- The New Model
- Employment Branding
- Big Data Tools
- The Human Touch
- The Initial Candidate Conversation
- Job Profiling and Personality Traits
- The Hidden Costs of Bad Hiring



How does this help you?

People drive business transformation. Dive into this masterclass to unlock top hiring strategies, ensuring you secure the talent that champions your vision.

How does this accelerate your growth?

Talent is the catalyst for innovation and growth. Mastering the art of Talent Acquisition ensures you're not just filling positions but strategically integrating individuals who align with your business ethos, bring fresh perspectives, and drive initiatives that set you apart in the market.

How does this delight your customers?

Strategic hires mean better products and stellar service. By prioritizing quality in recruitment, you're ensuring every hire plays a part in delivering unmatched customer experiences.

How does this empower your team?

Effective Talent Acquisition goes beyond just hiring—it's about building a cohesive team. When you bring onboard individuals who complement existing team strengths, share the company's vision, and add unique skill sets, you foster an environment of collaboration, mutual respect, and collective growth.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/team/talent-acquisition/>

Team: Corporate Culture



What does the masterclass cover?

- Unique Challenges
- The Research So Far
- Data's Role in Cultural Change
- Culture and The Value Chain
- Case Study
- Changing Existing Culture

How does this help you?

Corporate culture is the heartbeat of an organization, dictating its rhythm, pace, and direction. In this masterclass, you'll unlock insights to shape, nurture, and align culture with your innovation goals

How does this accelerate your growth?

A well-defined and nurtured corporate culture fosters a unified vision, ensures alignment across departments, and acts as a beacon for attracting like-minded talent, ultimately accelerating consistent growth and innovation.

How does this delight your customers?

A well-curated corporate culture ensures every touchpoint resonates with consistency and authenticity, forging deeper customer connections and loyalty.

How does this empower your team?

Corporate culture is the unseen hand that guides, supports, and motivates. Foster a culture that mirrors your innovation ambitions, and you'll cultivate a space where innovation thrives.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/team/corporate-culture/>

Team: Team Experience

What does the masterclass cover?

- Building Culture From The Start
- The Team Experience Matters
- Design Thinking For Team Experience
- The Never-Ending Feedback Loop
- Ongoing Growth Opportunities
- A Safe Work Environment
- Recognition and Rewards
- Embrace New Technology Solutions
- Retaining Employees
- How to Keep and Develop the Best Talent
- Keep staff committed, engaged
- Promote goodwill
- Use intelligent mentoring
- Train leaders to have an HR mindset
- Prioritize the Team Experience
- Bring Talent Management To The Digital Era



How does this help you?

Team experience is your strategic edge. In this masterclass, you'll learn how to shape a team environment that amplifies innovation, commitment, and loyalty.

How does this accelerate your growth?

Crafting an outstanding team experience creates an environment where innovation thrives, and your team's potential is unlocked. By enhancing team experience, you boost productivity and ensure agility in facing market challenges.

How does this delight your customers?

A team that feels valued, heard, and motivated consistently delivers beyond expectations. Their dedication shines in their output, guaranteeing top-notch solutions, and fostering trust, loyalty, and long-term customer relationships.

How does this empower your team?

By focusing on team experience, you create an environment where every team member feels acknowledged, their potential recognized, and their performance nurtured. This helps them continuously upskill, innovate, and contribute to the company's growth.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/team/team-experience/>

Team: Mentorship

What does the masterclass cover?

- Mentorship
- The Data
- Mentoring Models
- Types of Mentors
- The Mentoring Relationship
- Building a Program
- Matching Mentors and Mentees
- “Selling” Mentorship



How does this help you?

In an age where information is abundant, yet wisdom is scarce, effective mentorship stands out as the keystone of leadership development. This masterclass equips you with the tools to forge impactful mentor-mentee bonds, driving both personal and organizational success.

How does this accelerate your growth?

Mentorship provides a unique combination of guidance, knowledge transfer, and perspective. It accelerates your professional growth, helping you see beyond challenges and ensuring you lead with vision and insight.

How does this delight your customers?

Great mentorship creates great leaders, who in turn craft exceptional products, services, and experiences. By investing in mentorship, you ensure a continuous influx of fresh ideas, refined strategies, and innovative solutions that consistently meet and exceed customer expectations.

How does this empower your team?

A culture of mentorship promotes continuous learning, collaboration, and growth. It fosters an environment where team members feel valued, their potential acknowledged, and their growth nurtured. This not only boosts morale but also fosters an environment of continuous improvement.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/team/mentorship/>

Team: Communities of Practice (CoP)



What does the masterclass cover?

- Building Successful Communities
- What is a Community of Practice?
- The Value of COPs for Organizations
- Types of COPs
- Designing COPs
- COPs and Other Teams
- Behavior and Culture Change
- Knowledge Capture
- Metrics and Management for COPs
- Learning from External Online Communities
- Calculating ROI from COPs

How does this help you?

Collaboration and knowledge sharing are foundational innovation accelerators. In this masterclass, learn to harness Communities of Practice (CoP), amplifying your organization's shared expertise and driving collective innovation.

How does this accelerate your growth?

CoPs serve as reservoirs of collective wisdom and expertise. Engaging with them unlocks diverse insights, fuels innovative thinking, and sharpens your adaptability, positioning you at the forefront of change.

How does this delight your customers?

An organization that harnesses the power of CoPs is better equipped to identify customer needs, trends, and pain points. This collective know-how results in tailored, innovative solutions, consistently delighting your customers.

How does this empower your team?

CoPs foster a culture of continuous learning and collaboration. They empower team members by providing them platforms to share knowledge, learn from peers, and grow in their roles. This enhances team morale, motivation, and professional development.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/team/communities-of-practice/>

Congratulations on Completing the Overview

Your path to innovation doesn't stop here – it's just getting started.

Click below to continue learning with free world-class innovation masterclasses.

01

Mindset



Develop the mindsets that drive business innovation and growth.

- [Growth Mindset](#)
- [Resilience](#)
- [Continuous Learning](#)
- [Data-Driven Decisions](#)
- [Customer Obsession](#)

02

Plan



Grow your business by designing solutions that customers need.

- [Customer Analysis](#)
- [Competition Analysis](#)
- [Market Analysis](#)
- [Solution Analysis](#)

03

Tools



Boost growth using proven tools from top companies.

- [Key Performance Indicators](#)
- [Weekly Business Reviews](#)
- [Product Management](#)
- [Startup Accelerator](#)
- [Business Incubator](#)
- [Mergers and Acquisitions](#)
- [Research and Development](#)

04

Team



Build talented teams that act with urgency to drive growth.

- [Talent Acquisition](#)
- [Corporate Culture](#)
- [Team Experience](#)
- [Mentorship](#)
- [Communities of Practice](#)

Accelerate your growth with educational videos, full text, and masterclass updates.

Register today on <https://howdo.com> or follow HowDo on [YouTube](#), [LinkedIn](#), [Facebook](#), [X](#) and [Reddit](#)

West's Closing Note to Innovators

For those driven by a passion to make an impact, solve large problems, and reap significant rewards, successfully innovating stands as one of the most exhilarating and fulfilling pursuits. That said, **just a friendly reminder:**

Knowledge is Power. To empower you, I am sharing the knowledge I have gained from 27+ years of hands-on experience. Please do not stop learning here.

- **Empower yourself with the right knowledge.** Do not rely solely on my experience and knowledge. To determine what is right for you, your team, your business, investors, and customers, do your own research. To help, I have curated thousands of links in Business Evolution's [Masterclasses](#). Use this as the foundation for your further research.
- **Seek multiple experienced perspectives.** Follow relevant experts who share their insights on YouTube, LinkedIn, X, StackOverflow, Reddit, GitHub, or wherever they share their insights. The more you know, the more likely you are to make the right decision.
- **Stuck? Get help.** Others have solved your problem before. They may have even written about it. You may be able to hire them. Or use a generative AI to brainstorm (I'll show you how). In my experience, the joy of the journey is finding answers, learning and growing.

Innovation takes commitment and requires real time, money, and effort.

INNOVATION IS HIGH RISK

- **Innovation involves real risks.** If you fail, you risk your professional reputation, your credibility, your mental health, and your personal wealth.
- **Everyone fails at some point on their journey.** But remember, every great success story 🎉 has its chapters of challenges overcome.
- **To reduce the risk of failure, hire experts and use data-driven decision making, customer-obsession, long-term planning, and continuous improvement.**
- **When you fail, learn quickly from the lessons, ensure you don't repeat the mistakes, and forge ahead only if you assess it is safe to do so.**

Time is our only non-renewable resource. Use yours wisely.

- **Please take time for yourself – especially your health and loved ones.** It's easy to get lost in innovation's allure and lose track of what truly matters.

“Best Wishes Innovating! I hope the Business Evolution Masterclasses help you on your journey.” – West Stringfellow

Legal Disclaimer

This video, audio and/or written presentation (the “Presentation”) is presented to you by Potintia, Inc. (dba HowDo) (“HowDo”) and its use by you is governed by HowDo’s Terms of Use located [here](#).

The information contained in this Presentation is solely for your personal, non-commercial use and is for educational and informational purposes only.

No Warranties. The information contained in this Presentation is provided on an “as is” basis, with all faults. **To the extent permitted under applicable law, HowDo and its officers, directors, owners, employees, agents, representatives, suppliers and service providers (collectively, the “HowDo Parties”) expressly disclaim all warranties, representations, and conditions of any kind, whether express or implied.**

No Liability: Release. **To the extent permitted under applicable law, HowDo and the other HowDo Parties disclaim any and all liability to any party for any direct, indirect, implied, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of the information contained in this Presentation. TO THE EXTENT PERMITTED BY APPLICABLE LAW, YOU AGREE TO RELEASE AND WAIVE ANY AND ALL CLAIMS AND/OR LIABILITY AGAINST HOWDO AND THE OTHER HOWDO PARTIES ARISING FROM CONNECTION WITH YOUR USE OF THE INFORMATION CONTAINED IN THIS PRESENTATION.**

No Advice or Reliance. The information contained in this Presentation is not intended to be, should not be understood or construed as, and does not constitute business advice, innovation advice, financial advice, investment advice, trading advice, or any other advice. **You should not rely on the information contained in this Presentation as a basis for making any decision. You are solely responsible for evaluating any such decision to determine the appropriate course for you in light of all relevant circumstances and factors. Any use by you of the information contained in this Presentation is solely at your own risk. We disclaim all liability and responsibility arising from any reliance placed on information contained in this Presentation by you or anyone who may be informed of such information.**

Without limiting the prior paragraph, the information contained in this Presentation does not constitute professional or expert advice in any regulated field, such as, but limited to, the financial, legal, or medical fields, and does not provide guidance in any such field. You should always consult with a qualified professional or expert for any such advice or guidance. Never disregard professional or expert advice or delay in seeking it because of something you have read or seen in this Presentation.

No Guarantee of Results. This Presentation relates to innovation, which is inherently risky. There is a high likelihood that any innovation will fail. Any case studies, testimonials, financial or other results or other examples contained in this presentation are for illustrative purposes only, and do not guarantee any future performance or results. Each circumstance is different, and your results may vary. **You are solely responsible for, and HowDo and the other HowDo Parties take no responsibility for, your work and its success or failure.**

No Guarantees of Accuracy, Applicability, Fitness or Completeness. The information contained in this Presentation is believed to be accurate, but HowDo and the HowDo Parties make no warranties as to its accuracy, applicability, fitness, or completeness and take no responsibility for any errors or omissions.

No Endorsement of Third Parties or Third-Party Opinions or Materials. Reference or links to any other person or entity or any product, service, website, content or other materials (collectively “Materials”) of any other person or entity does not imply endorsement by HowDo of such person, entity, or Materials. Any individuals or companies referenced or quoted have no official affiliation with HowDo unless explicitly stated, and their opinions do not necessarily reflect the views of HowDo. HowDo assumes no liability for any third party or their opinions or Materials.

Copyright Protection. This Presentation is protected by U.S. and international copyright laws. You may not reproduce, distribute, modify, create derivative works of, publicly display, publicly perform, republish or transmit any portion of this Presentation without the prior written consent of HowDo. Notwithstanding the foregoing, you may print one copy of any written portion of this Presentation for your permitted personal, non-commercial use and not for further reproduction, publication, or distribution. Copyright © 2024. All rights reserved.

HowDo[®]