

## Welcome to KiteTail!

"Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or a different service. It is capable of being presented as a discipline, capable of being learned, capable of being practiced. Entrepreneurs need to search purposefully for the sources of innovation, the changes and their symptoms that indicate opportunities for successful innovation. And they need to know and to apply the principles of successful innovation." - Peter F. Drucker

KiteTail is your resource, concepts and ideas to support your innovation journey. KiteTail is here, working with you to define and implement your innovation and technology roadmap for sustainability and growth of your firm. Welcome to KiteTail!

Although accelerated globalization and technology advances have intensified the competition, shareholders have not eased up on demanding faster growth and returns for their investments. With that, innovation is now the white knight that will enable and sustain the growth that firms are looking for. Firms innovate in order to:

- Establish sustainable competitive advantage over their competitors;
- Achieve attractive economic returns;
- And/or establish productivity gains;

Unfortunately for many, the investment and energy spent on innovating falls short and does not deliver the needed returns, resulting in waste for the firm: waste in utilization of precious resources and time.

Many feel that innovation is risky and unpredictable; yet there have been many studies outlining the forces that impact innovation. Innovation management is about understanding and managing those forces in your firm to positively influence the innovation's success and its resulting growth for your firm.

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