



# Lux Expertise Services

Lux Strategy Workshop



The  
Deciding  
Factor

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## How should we address opportunities/risks as the market evolves?



### Target Audience

Leadership tasked with formulating technology-reliant strategy within your organization



### Audience Need

Gauging organizational wherewithal — foresight, team, resources, and methods — to seek and harness external innovation in a target market



### Lux Engagement

Co-produced workshop discussion between Lux and your organization's key stakeholders to coalesce beliefs/preferences and ascertain path to enter and compete in a target market



### Delivered Value

Best elements of market entry/expansion from Lux's experience across diverse industries — to illuminate your technology-reliant growth strategy

## How to get started

<b>Duration</b>	<ul style="list-style-type: none"><li>• 4–6 weeks, culminating in up to a full-day workshop</li></ul>
<b>Data Sources</b>	<ul style="list-style-type: none"><li>• Lux dialogue with your organization to understand beliefs/preferences, capabilities, and objectives</li><li>• Lux analysts' coverage of emerging technologies — and implications relevant to your organization for a target market</li><li>• Insights from Lux's ongoing interviews with technology developers and review of public/private data lakes</li></ul>
<b>Deliverables</b>	<ul style="list-style-type: none"><li>• <b>Up to full-day workshop</b> – including workshop presentation slides to provoke robust discussion around elements of technology-reliant strategy</li><li>• <b>PowerPoint final deliverable</b> – comprising ~10–30 slides summarizing workshop takeaways, including appendices, plus an Excel data container of applications/technologies/ companies as relevant</li></ul>

# Enterprise AI prioritization and workshop for major consumer goods manufacturer



## Challenge

The client, a major international consumer goods manufacturer needed to prioritize AI use-cases to promote buy-in for the company's AI strategy.



## Solution

Lux compiled an extensive database of AI use-cases relevant to the client's various business units and hosted a full-day workshop with representatives from each of the client's business units. Following the workshop, Lux prioritized the identified use-cases by impact to the client's business and availability of commercial providers.



## Value

Through the workshop, Lux promoted awareness and enthusiasm between business units on ongoing and upcoming AI initiatives within the company and was able to prioritize three use-cases with company-wide appeal to accompany the roll out of the corporate AI strategy.

## AI is made of functionalities to enable systems to mimic, or excel, on human cognitive tasks



# Envisioning potential futures and charting best competencies for a government entity to shape those futures



## Challenge

The client, a leading U.S. national laboratory, found itself at a watershed moment. How could this cradle of inventions thrive on the road to 2050?

## Solution

Lux designed and conducted workshops for 400 scientists, engineers, and administrators to contemplate needs across materials, energy, life sciences, and elsewhere in the future; provoke debate on the client's potential role in service of those needs; and identify equipment, talent, and other capabilities that the client would require in pursuit of addressing those needs. Lux then generated an analysis of megatrends and identified grand challenges that only a national lab is best positioned to address on the path to 2050.



## Value

The client utilized Lux's thinking, analysis, and outcomes to develop a commitment to address specific challenges in the national interest over the next 30 years — and crafted corresponding requests for budget authorizations from the U.S. Congress.

