

Analytical Category	Description
Continuous Reconfiguration	It seeks to capture how the company is characterized by a culture of continuous reconfiguration—one that places change at the heart of all customs and habits, making it natural and an organizational standard. <u>Keywords</u> : mutation; constant change; alterations; experimentation; reorganization; new activities; dynamism; fluidity.
Resource Allocation	It seeks to capture whether the company demonstrates skill, agility, and aptitude in the resource allocation process, aiming to understand if the firm can allocate resources flexibly and reconfigure assets whenever deemed necessary. <u>Keywords</u> : easy and rapid process reconfiguration; resource governance; organization around opportunities; aggressive and proactive withdrawal of competitively obsolete resources; parsimony; access to resources; rapid, continuous budgeting cycles; flexibility in asset utilization.
Leadership and Mindset	It seeks to capture whether leaders are attuned to early warning signs, guiding companies as they transition from one wave to the next—the lifecycle of advantages. <u>Keywords</u> : recognizing that existing advantages will face pressure; questioning traditions and conventions; incorporating diverse opinions and suggestions into the strategic process; embedding a mindset that challenges the status quo; making rapid decisions; actively seeking to challenge assumptions; adopting a leadership style oriented toward options and discovery; maintaining an aggressive focus on the external environment; fostering continuous transitions; demonstrating leadership openness; and facilitating feedback flows.
Innovation Proficiency	It seeks to capture whether a company can demonstrate knowledge, competence, or capacity for innovation, highlighting the importance of it being a disciplined, methodical, and orderly process, rather than a casual, incidental, or chaotic event. <u>Keywords</u> : continuous and systematic process; professionally managed innovation; governance and budgeting; considering the "new" as part of the routine; resources dedicated to innovation; learning underpinning decisions; and innovation as a central process.
Healthy Disengagement	It seeks to capture whether the abandonment of company activities occurs in an orderly and natural manner, through a methodical process for relinquishing declining advantages. <u>Keywords</u> : terminating advantages frequently, formally, and systematically; learning from exits; focusing on early warnings; abandoning consolidated advantages in favor of the new; disengagement as part of the normal business cycle; exits occurring at a stable pace.