

**COHN**  **REZNICK**  
ACCOUNTING • TAX • ADVISORY



**INNOVATION**  *happens here*

“Innovation distinguishes  
between a leader  
and a follower.”

— Steve Jobs

# INNOVATION Is Forward Thinking

Characteristics of Successful Innovators  
and Innovative Companies

Authentic and  
Insatiable Curiosity

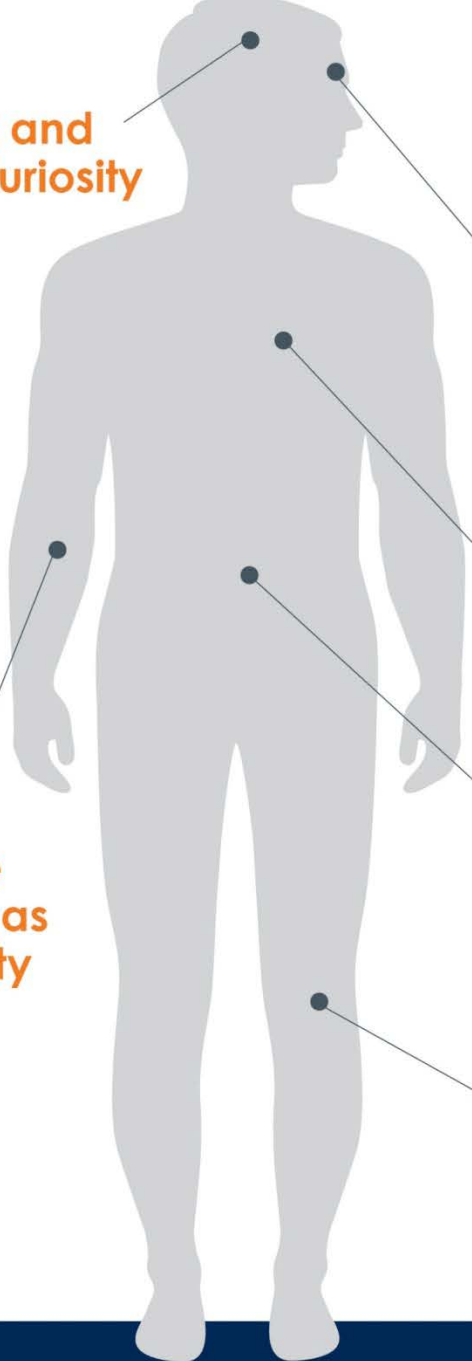
Empathetic  
Observers

Courage to  
Push Boundaries

Collaboration and  
Diversity are Essential  
to Survival

Stamina to See  
a Cause Through

Embrace  
Innovation as  
Opportunity



# Creating Breakthrough Advantage Through **INNOVATION**

CUSTOMER  
DEMANDS



DISRUPTION



DIGITAL  
TRANSFORMATION



BUSINESS  
PERFORMANCE



**Innovation Leads to Value Creation.**



**Value Creation Leads to Revenue Growth and Increased Margins.**

# Creating Breakthrough Advantage Through **INNOVATION**

## CUSTOMER DEMANDS



- Millennial Driven Property Design
- Changing nature of retail/healthcare, etc., influencing Real Estate
- Office environment of the future

## DISRUPTION



- Smart buildings to drive efficiency and experience
- Aging population
- Sustainability as a Revenue Generator

## DIGITAL TRANSFORMATION



- Online tools for property exchange
- Mobile tenant experiences
- Digital Advertising

## BUSINESS PERFORMANCE



- Analytic insights from Building systems
- CPM replacing spreadsheets
- Artificial Intelligence in Lease Management

# CohnReznick's **INNOVATION** Framework

