Category

Strategy

Diversification & Adjacency Growth Strategy Playbook

Choosing adjacencies that leverage a real capability, not just an appealing market

- Executive
- Intermediate
- Template Included

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Overview

A framework for evaluating adjacent growth moves against what capability or asset actually transfers from the core business, using a structured adjacency map instead of pursuing markets that simply look attractive.

How is an "adjacency" different from a completely new business line?

An adjacency shares a genuine link to the core business — customers, channels, capabilities, or products — that provides a real advantage over a competitor entering fresh. A completely new business line shares none of that and should be evaluated as its own standalone bet, not as an adjacency.

What's the most common adjacency mistake?

Pursuing a market that looks attractive (large, growing) without a genuine capability or asset transfer from the core — which means competing from scratch against established players, with none of the advantage a true adjacency should provide.

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which means\ncompeting from scratch against established players, with none of the\nadvantage a true adjacency should provide." } }] }

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