

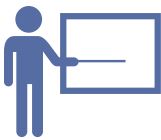
A New School of Thought

A new world requires a new approach to innovation.

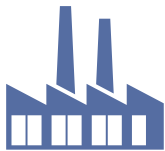
OLD SCHOOL



Use static quantitative marketing tools, relying on survey data and demographics



Learn public speaking, employee command/control, receive personal coaching



Learn operations skills such as managing a supply chain



Use traditional models to bring products and services to market

VS.



MARKETING



LEADERSHIP



OPERATIONS



BIZ PLANS

NEW SCHOOL



Use dynamic ethnographic observation to understand customers in their 'natural habitats'



Learn how to co-create with customers, manage creative teams and accept feedback



Learn how to iteratively prototype business systems up and down the value chain



Use a broad range of models to rapidly cross the chasm from early adopters to mass market