



RE:THINK INNOVATION

CARLA JOHNSON
INNOVATION ARCHITECT



ICONIC

BRANDS DO

COOL

STUFF

SMELL LIKE A MAN, MAN.

Old Spice





ABSOLUT.®

THE VODKA WITH NOTHING TO HIDE



GLOBETROTTER

GLOBETROTTER

VOLVO

FM

VOLVO

FM





\$2,000

Ken



\$5,000

WATSON



\$5,000

BRAD

THINK

ΣΚΕΨΟΥ

DENKE

PENSER



Don't **discount** great
creative work...

USE IT FOR

INSPIRATION

DIAGNOSE

OUR PROBLEM

Zappos
•com

BRAND DETACHMENT DISORDER

The tendency to dismiss the relevancy and application of great ideas because we think what we sell is different and unique.

amazon

The Amazon logo consists of the word "amazon" in a bold, black, lowercase sans-serif font. Below the word is a curved orange arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'. The arrow is thick and has a slight curve, resembling a smile.



Google

BDD

Starts with admitting
we have a problem

Recognizing
**Brand
Detachment
Disorder**
in the real world



BDD



**VERY UNINTERESTED
IN THAT OPTION**

#SCHITTSCEEK

Pop

BDD



BDD



CONDUCT A BRAND TRANSPLANT

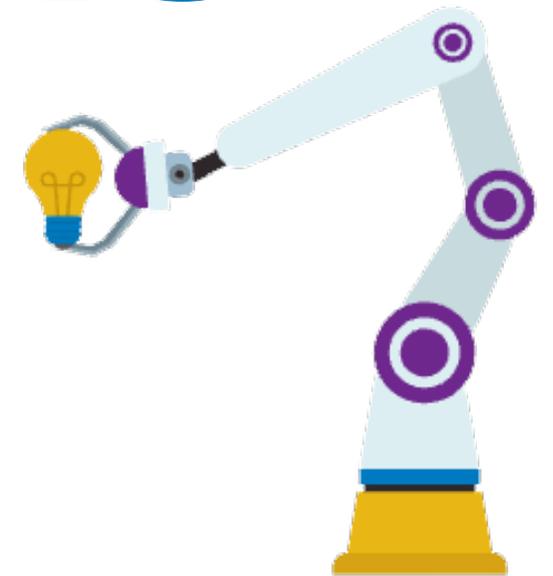
Take the essence behind a great idea, experience or brand and transplant that back into your own work.

Everyone can be an innovator.

EVEN YOU!



PERPETUAL INNOVATORS





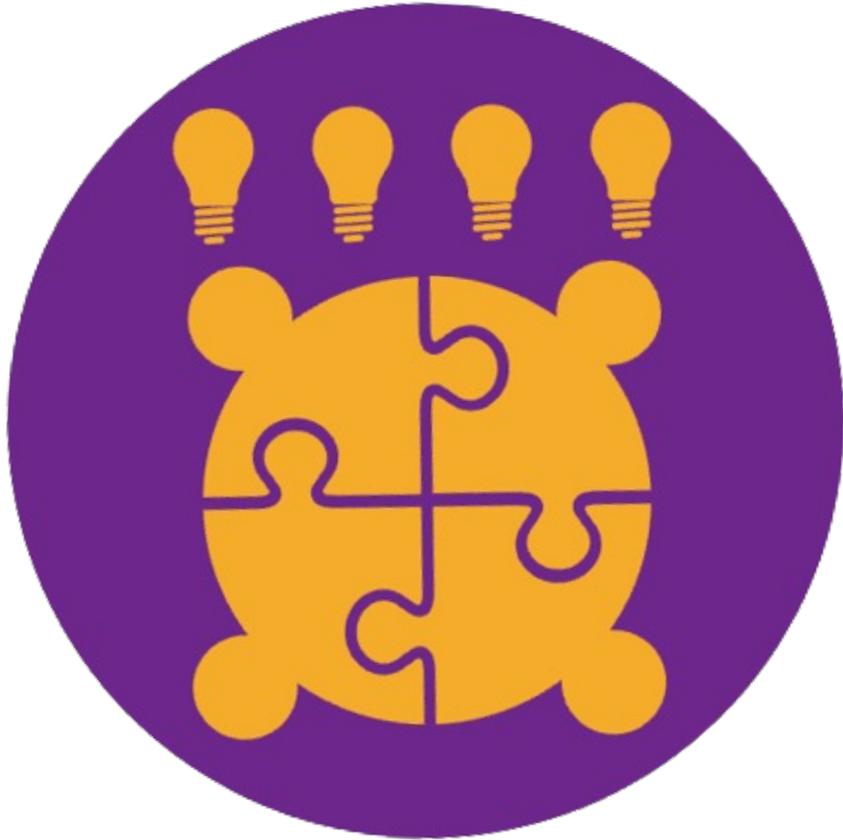
TRADITIONAL COMPANIES

Believe one person or group
“owns” ideas.



INNOVATIVE COMPANIES

Believe everyone has a responsibility *and* an accountability for coming up with great ideas.



You can't have open innovation when you practice closed participation.

**INNOVATION IS
EVERYBODY'S
BUSINESS**



Josh Reeves
CEO







ABOUT GUSTO



Gusto's mission is to create a world where work empowers a better life. By making the most complicated business tasks simple and personal, Gusto is re-imagining payroll, benefits and HR for modern companies. Gusto serves over 200,000 customers nationwide.





“We want to build tools that turn workplaces into communities and take the human experience into account.

We want our software to be about bigger things like, how can you give someone a great first day on the job?

How can you not only process the paperwork for a new teammate, but also celebrate them joining your community?”

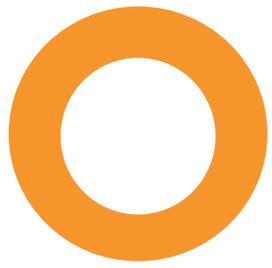
-Josh Reeves, CEO, Gusto



FIND INSPIRATION EVERYWHERE

Be open to what's around you anytime, anyplace.





PRACTICE CREATIVITY

Repetition builds muscle, which makes you a more powerful creative thinker.





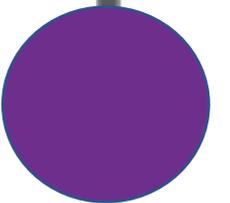
COMPETE ON A BROADER SCALE

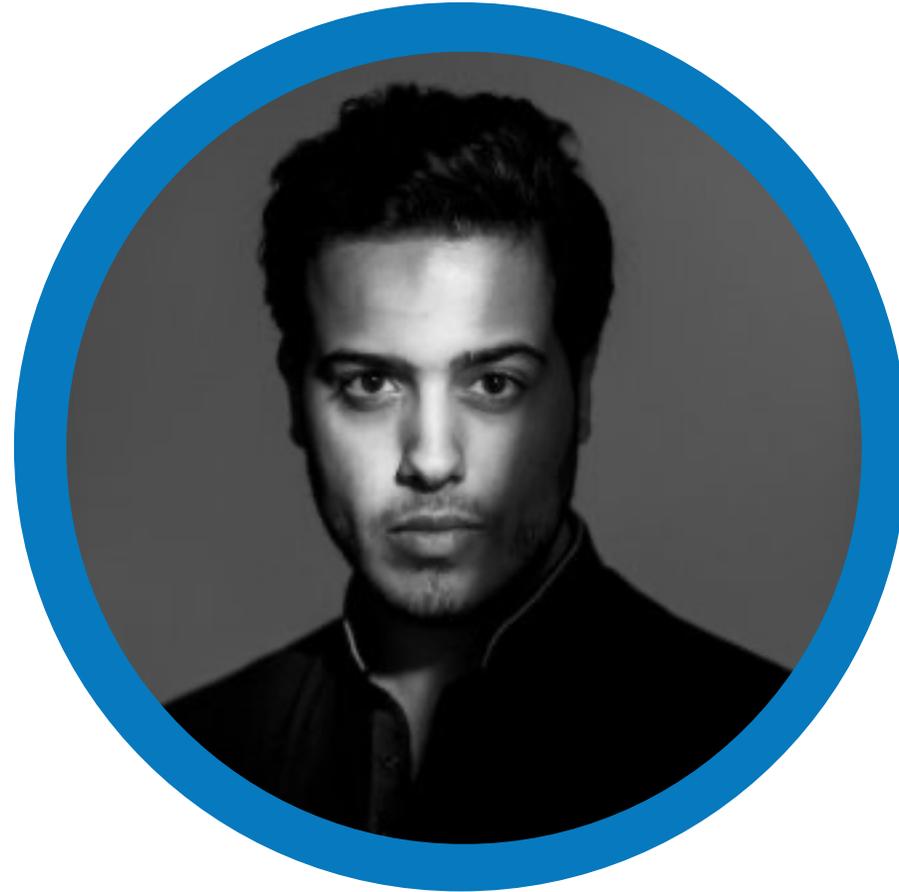
Look at ANY brand a customer or employee might love.





WHAT WOULD
GREAT
BRANDS
DO?





Mohamed Hayel Saeed

TWO TYPES OF STUDENTS





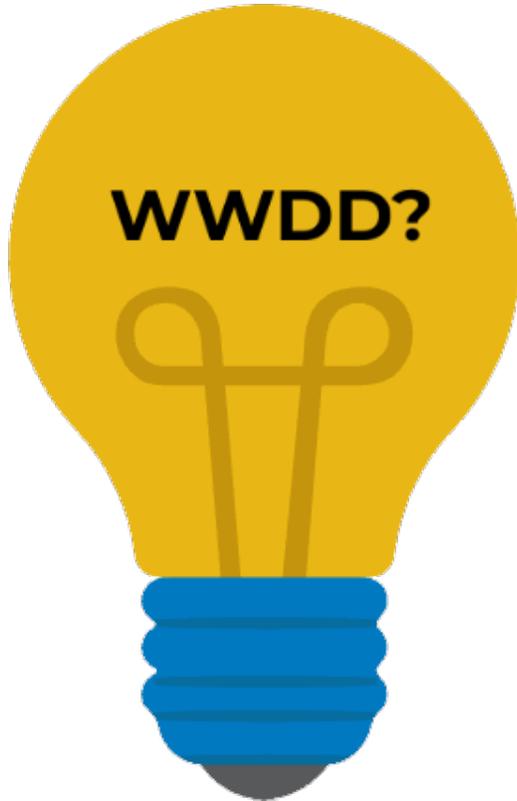
MENTORINA



BIGGER OPPORTUNITIES AND BRIGHTER FUTURES START WITH BETTER EDUCATION.

We're creating bold tomorrows by empowering students to learn better today.





FEAR IS THE BIGGEST HURDLE

We need a process to make new ideas feel safe and familiar.

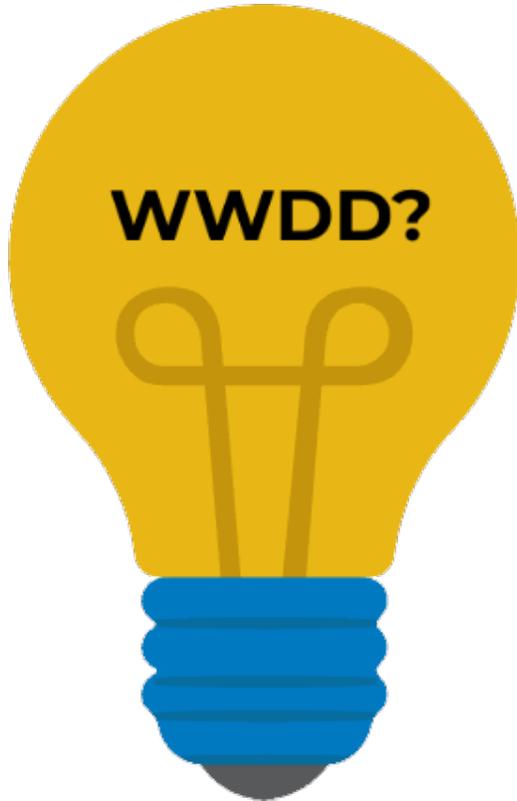




SMALL STEPS = BIG OUTCOMES

We need to make creativity a habit and consistently practice in small amounts.



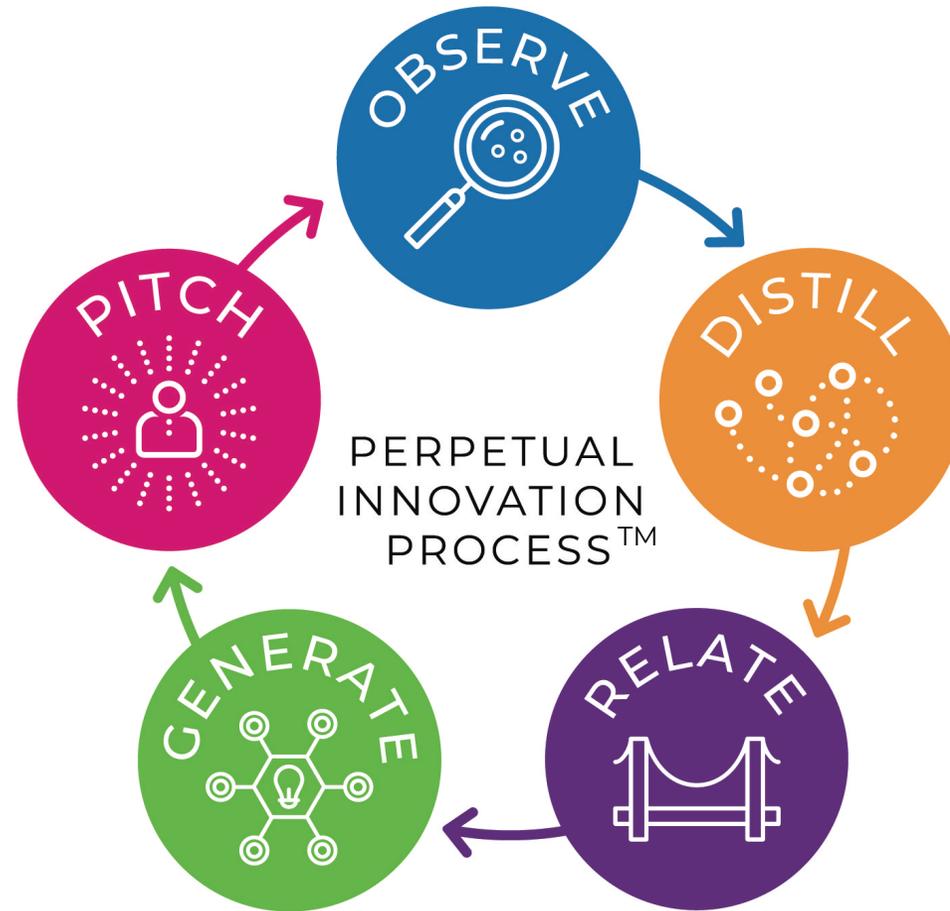


PROCESS OVER PRODUCT

We need to focus on the process we use to get there, not the product we create.



Perpetual Innovation Process



1. OBSERVE

Gives **meaning** to the minutia.





Trewin Restorick
Founder & CEO

hubbub

OUR MISSION

To make everyone an environmentalist.
Whether they realize it or not.

hubbub







**VOTE WITH YOUR
BUTT**

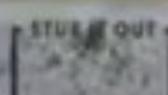


WHO IS THE BEST PLAYER
IN THE WORLD?

RONALDO



MESSI



VOTE WITH YOUR BUTT

**DOES IT HAVE TO
BE ABOUT
SPORTS?**







“Hubbub is seeking to create a fresh approach to fighting litter. We aim to induce behavior change, not through punitive measures, but through fun and engaging projects that make people stop and think, and consider why they litter.”

-Trewin Restorick, CEO & Founder, Hubbub

FIRST STEP

Notice one unique thing while you're at Fight Club tonight.



2. DISTILL

Gives **context** to the minutia.





Dave Bainer
CEO







tinder

It's a Match!

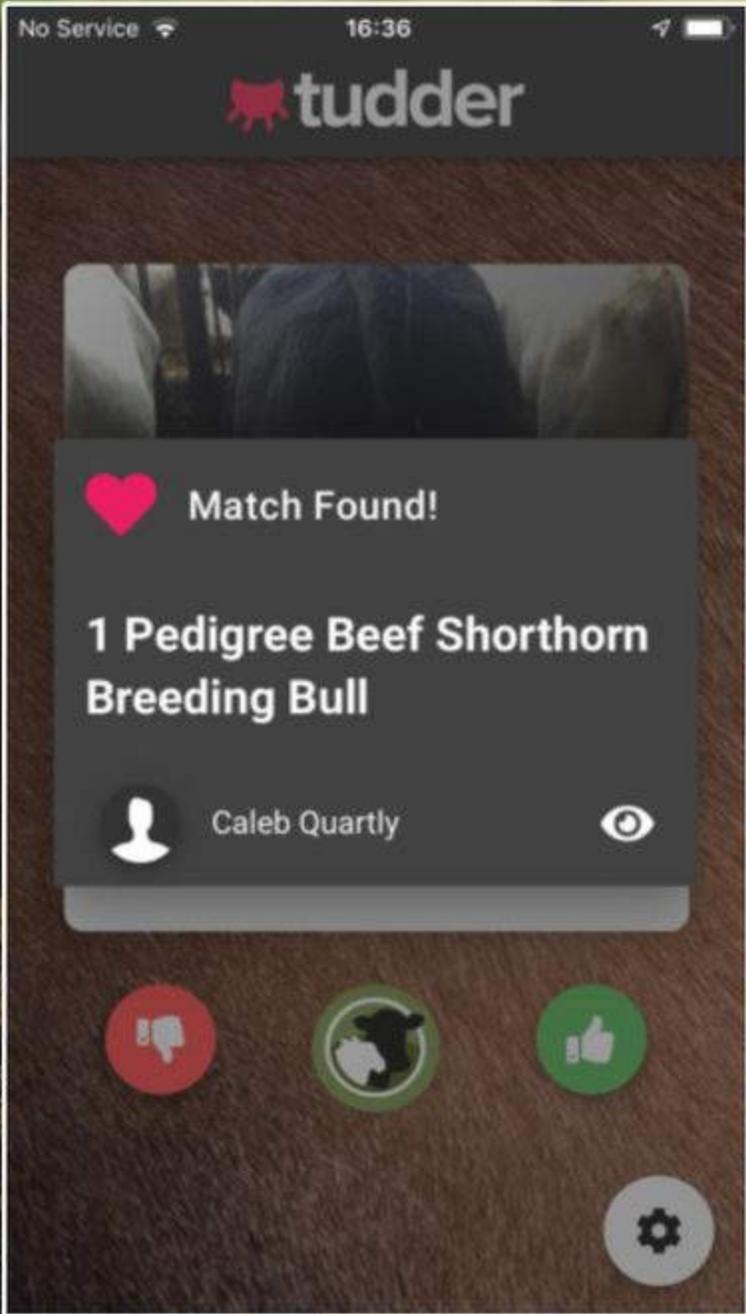


You and Allison have liked each other.



There's a lot
TO BE GAINED
IN
150 DAYS.

LONGRANGE
ESTROGEN





“We were overwhelmed by the results of the Tudder campaign. The incredible media coverage led to an unprecedented increase in new registrations...and put us at the center of the agritech conversation with both media and investors.”

-Dave Bainer, CEO, Hectare

FIRST STEP

Watch for **patterns** you see throughout the BABA Summit.



3. RELATE

A person is sitting on a wooden suspension bridge that spans a deep valley. The bridge is made of several parallel wooden planks and is supported by thick black cables. The person is wearing a white long-sleeved shirt and dark pants. The valley below is filled with green hills and a winding river. The sky is a clear, pale blue.

Gives **credibility** to outside inspiration.



Kathy Button Bell
CMO



OneEmerson







客户至上



我们要主动聆听客户的意见以便深入了解他们的需求，
提供能够确保他们取得成功的独特解决方案。
助力我们践行承诺。



CONSIDER IT SOLVED™

诚实守信 • 安全与质量 • 支持员工 • 客户至上 • 不断进取 • 协同合作 • 追求创新

îmbunătățire continuă



Facem constant îmbunătățiri în toate aspectele
activității noastre, pe bază de date, feedback și
pe baza unui proces riguros de management.
Ne ajută sa ne respectăm promisiunile.



EMERSON

CONSIDER IT SOLVED™

integritate • siguranță și calitate • ne sprijinim oamenii • orientare către client • îmbunătățire continuă • colaborare • inovare

One Emerson



誠実
安全と品質
従業員サポート
お客様第一
継続的な改善
コラボレーション
イノベーション

共通バリューのもとに私たちがOne Emersonとして行動すると、お客様の課題解決に
徹底的に取り組むことができます。- 私たちにお任せください Consider It Solved -



EMERSON

CONSIDER IT SOLVED™



“The Barbie ad sticks because there’s a shine to the kids and a truth to the message. That’s hard to bring into the corporate culture.

It’s the juxtaposition that works – the unexpectedness of having children explain values to an engineering culture.”

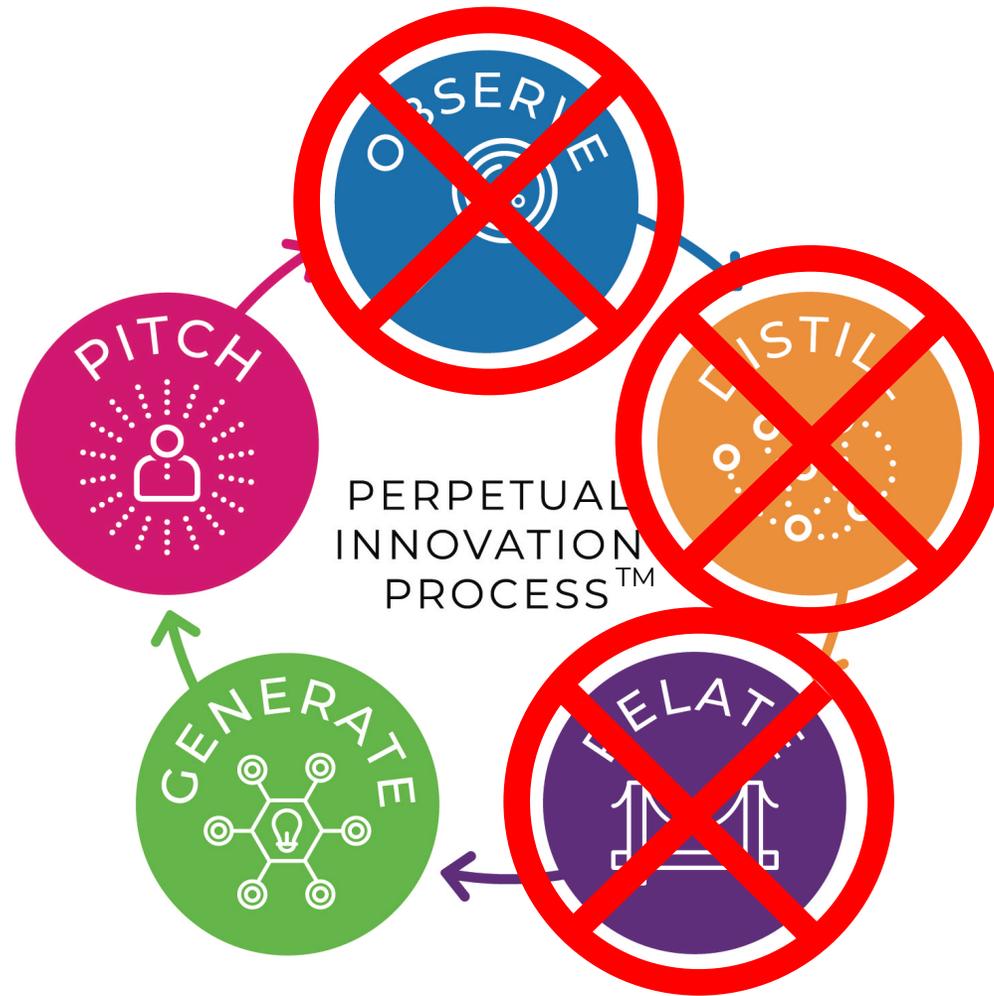
-Kathy Button Bell, CMO, Emerson

FIRST STEP

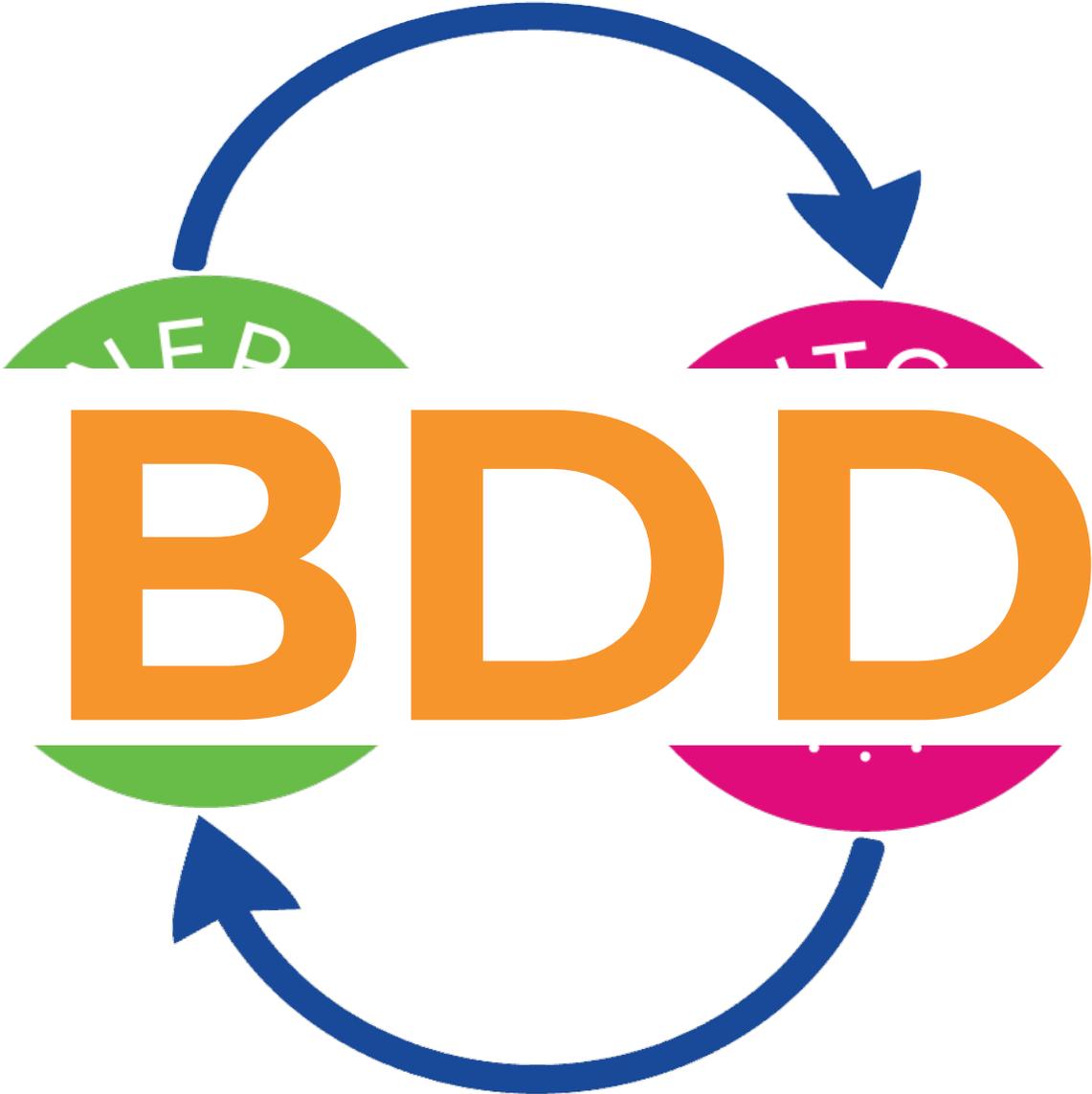
A person is sitting on a wooden suspension bridge that spans a deep valley. The bridge is made of several parallel wooden planks and is supported by thick black cables. The person is wearing a white long-sleeved shirt and dark pants. The valley below is filled with green hills and a winding river. The sky is a clear, light blue.

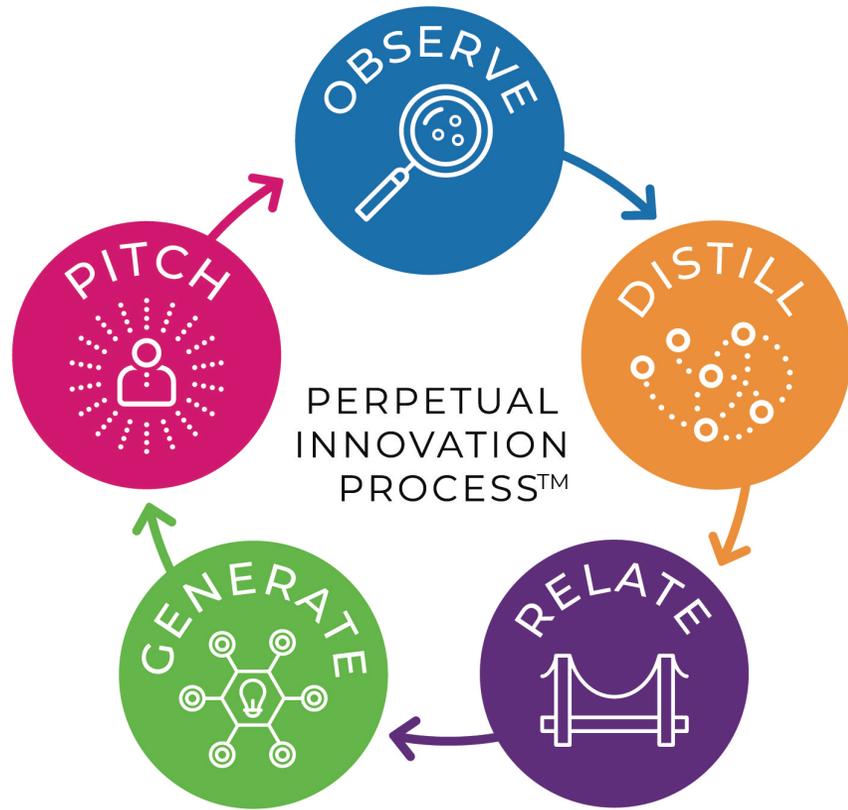
How can you **connect the dots** between the BABA Summit and an agency project?

Perpetual Innovation Process



**BREAK THE
CYCLE**





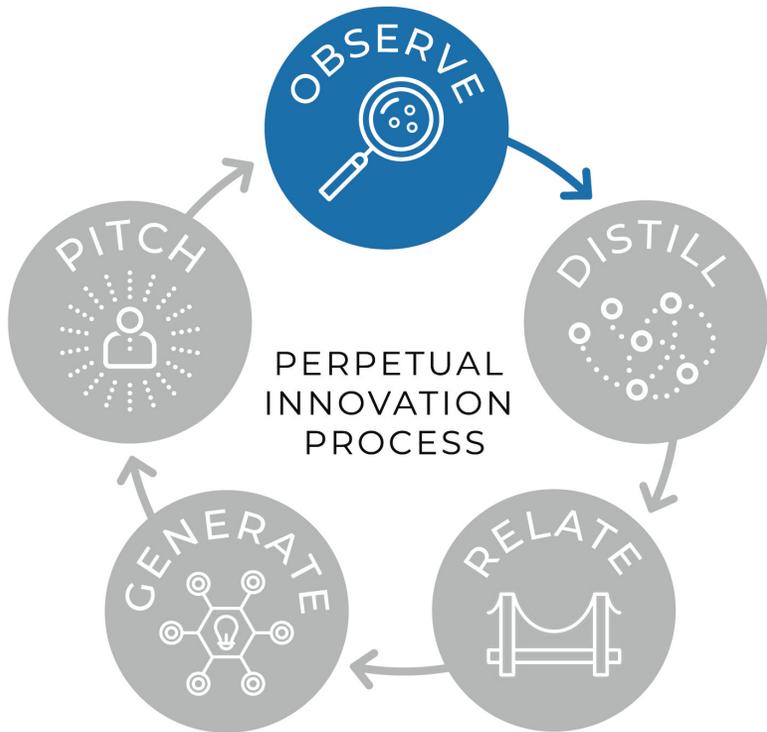
**The most innovative
people in the world
follow this process...**

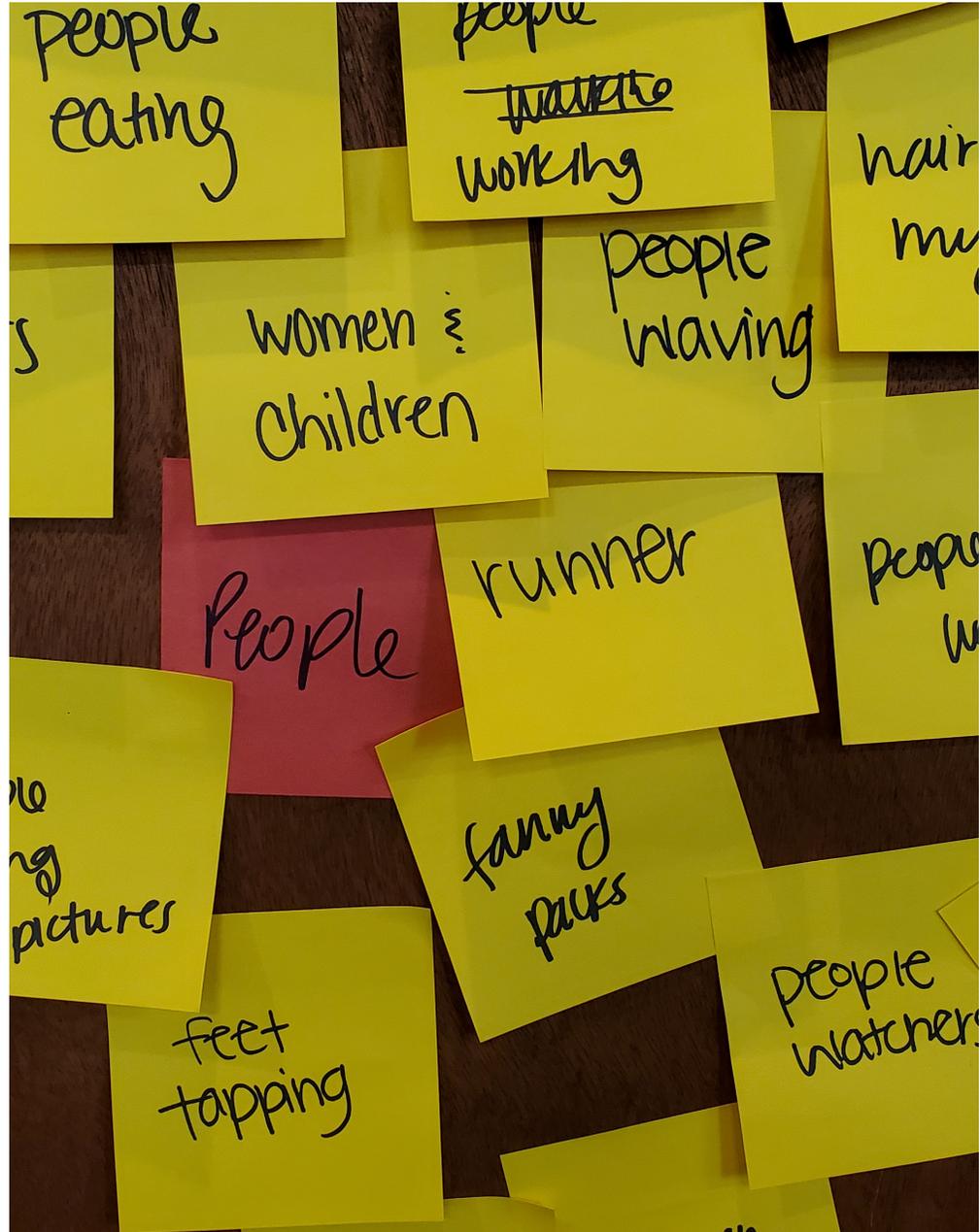
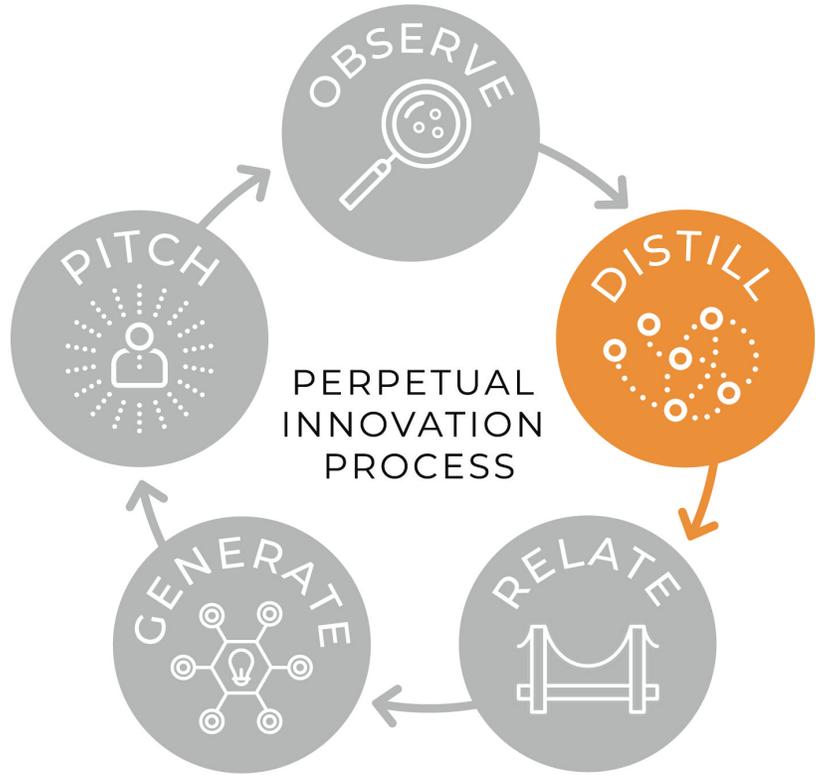
***WHETHER THEY
REALIZE IT OR NOT.***

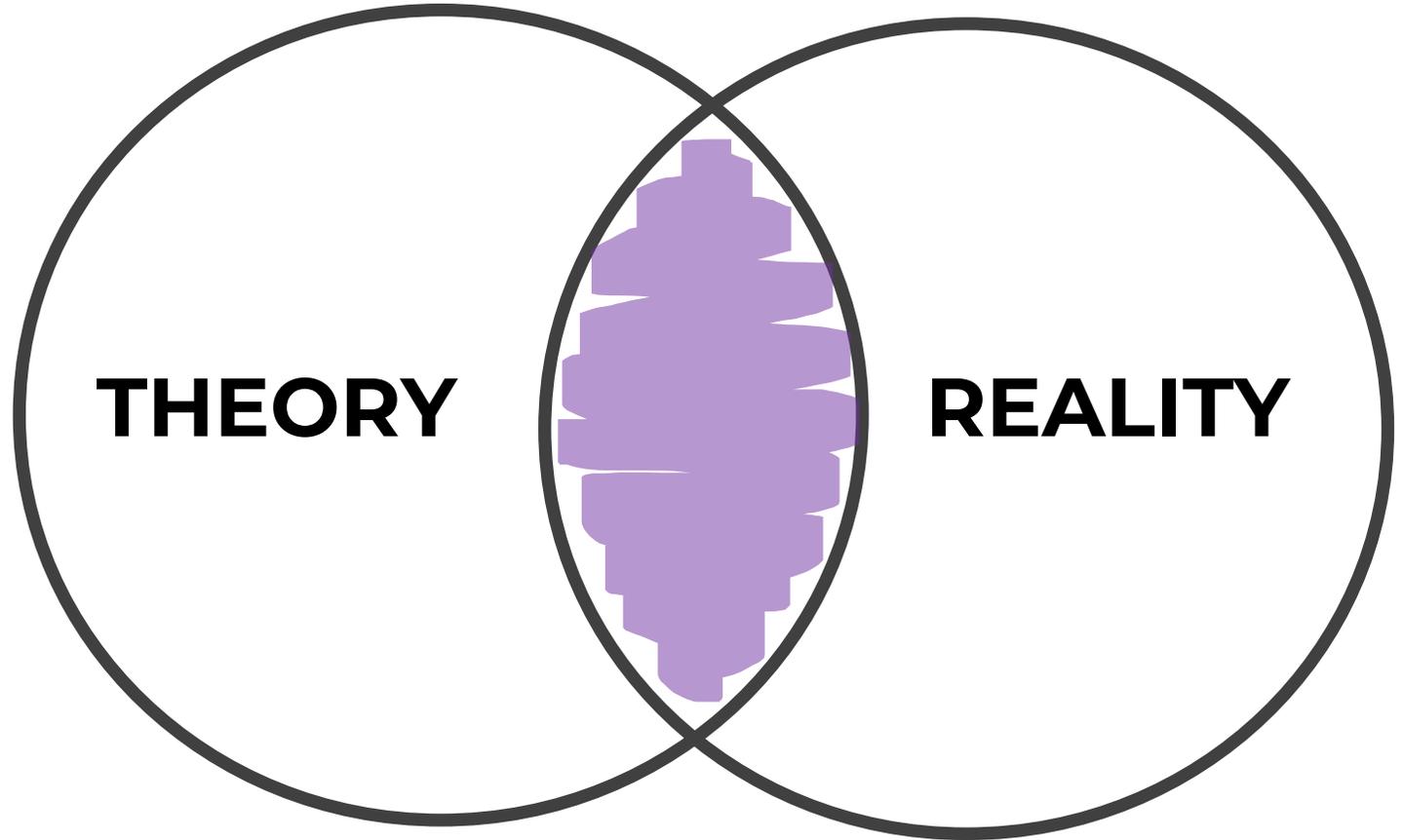
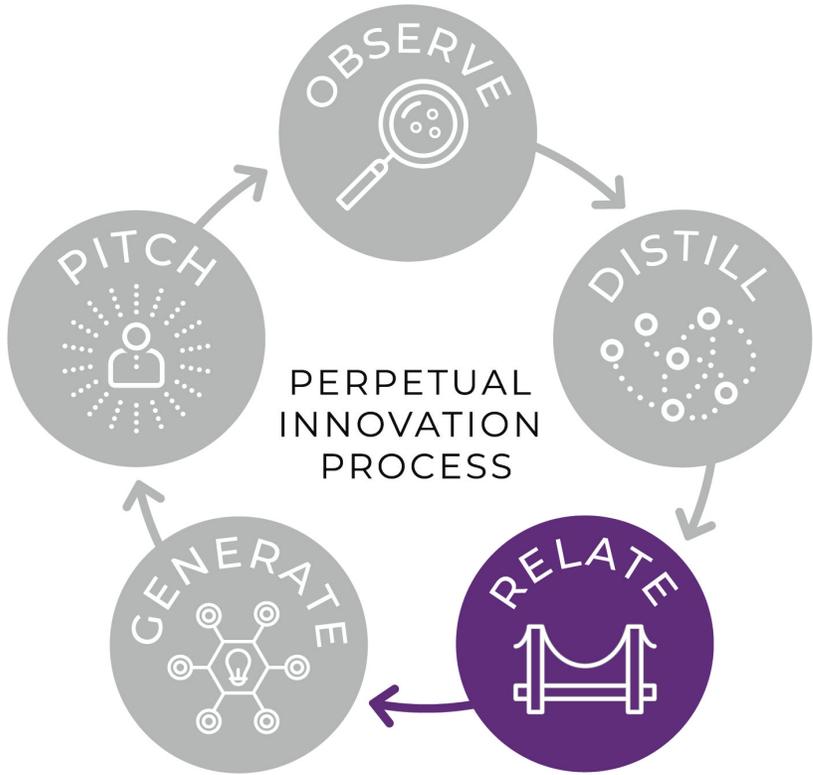


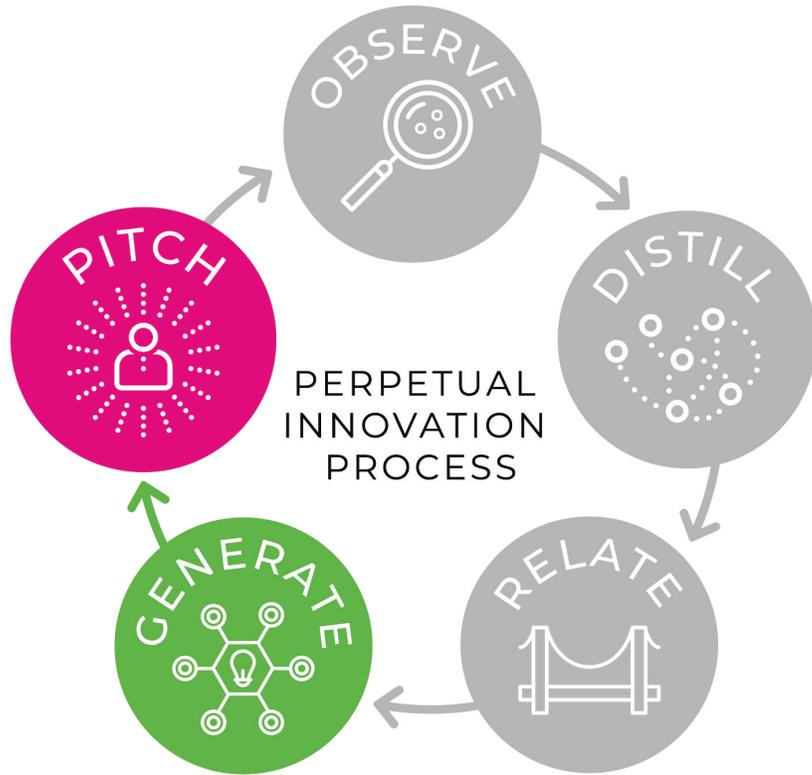
Kurt Kleidon
President
kleidon











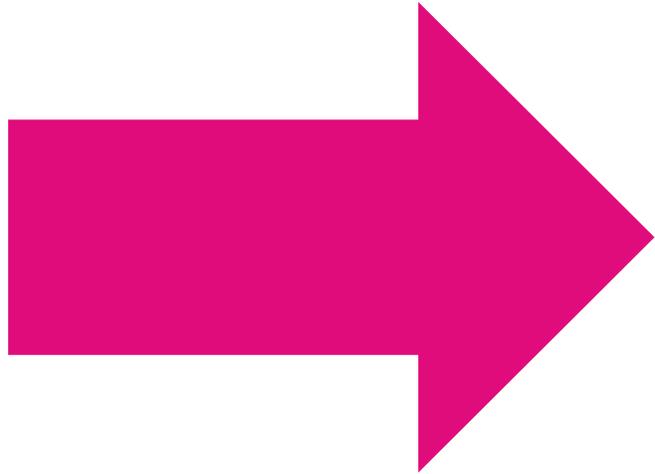
“We walked out of the room after four hours with what we wanted to accomplish. We had a mission statement, and everybody had a piece of ownership.

The structure of the process lets people take common things around them and associate with something they may not have thought about originally.

And that, to me, is the heart of creativity.

-Kurt Kleidon, President, Kleidon Associates





EXTRAORDINARY
OUTCOMES

ICONIC
BRANDS DO
COOL
STUFF

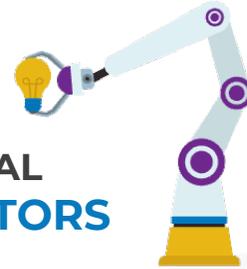
DIAGNOSE
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PERPETUAL
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WHAT
GREAT
BRANDS DO



VOTE
WITH YOUR
BUTT

LET
BARBIE
INSPIRE

UDDERLY
GENIUS

BREAK
THE
CYCLE

IT
TURNS
OUT



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