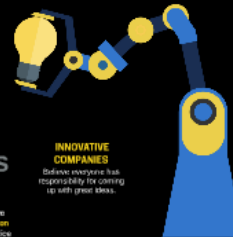




How the world's most innovative teams surface great ideas to deliver extraordinary outcomes.

Carla Johnson
Speaker. Author. Storyteller.

PERPETUAL INNOVATORS



TRADITIONAL COMPANIES
Believe one person or group "owns" ideas.

VS

INNOVATIVE COMPANIES
Believe everyone has responsibility for coming up with great ideas.

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



CARLA JOHNSON
Speaker. Author. CMO.
Carla@CarlaJohnson.co
+1 (720) 219-3062



RE:THINK CONTENT MARKETING

How the world's most innovative teams
surface great ideas to deliver
extraordinary outcomes.

Carla Johnson
Speaker. Author. Storyteller.

ICONIC BRANDS DO **COOL** STUFF



Don't discount great
creative work...
use it for inspiration









on



IBM Watson



Don't discount great
creative work...

use it for inspiration

ICONIC BRANDS DO **COOL** STUFF



Don't discount great
creative work...
use it for inspiration



DIAGNOSE OUR PROBLEM

Zappos!

We suffer from
**BRAND
DETACHMENT
DISORDER**

Virgin

amazon

**BRAND
DETACHMENT
DISORDER**
The tendency to dismiss
the relevancy and
application of great ideas
because our brand or
product is different
or unique

You may have
**BRAND
DETACHMENT
DISORDER** if...



You may have
**BRAND
DETACHMENT
DISORDER** if...



You may have
**BRAND
DETACHMENT
DISORDER** if...



**BDD starts with
admitting we have
a problem.**



F



S

T
E
T

E

Zappos!

ATTITUDE

We suffer from

BRAND DETACHMENT DISORDER

BRAND
DETACHMENT
DISORDER
to dismiss
and es



BRAND DETACHMENT DISORDER

**The tendency to dismiss
the relevancy and
application of great ideas
because our brand or
product is different
or unique**

Virgin

amazon

The Amazon logo, featuring the word "amazon" in a white, lowercase, sans-serif font. Below the text is a thick, yellow-orange curved arrow that starts under the 'a' and points towards the 'n', resembling a smile. The logo is centered on a solid black background. There are some red and grey shapes visible at the top and bottom edges of the frame, likely from another slide.



s with
o have

**BDD starts with
admitting we have
a problem.**

You may have
**BRAND
DETACHMENT
DISORDER** if...



You may have
**BRAND
DETACHMENT
DISORDER** if...



You may have

You may have
**BRAND
DETACHMENT
DISORDER** if...



ve
D
IT
R if...

D

DIAGNOSE OUR PROBLEM

Zappos!

We suffer from
**BRAND
DETACHMENT
DISORDER**

Virgin

amazon

**BRAND
DETACHMENT
DISORDER**
The tendency to dismiss
the relevancy and
application of great ideas
because our brand or
product is different
or unique

You may have
**BRAND
DETACHMENT
DISORDER** if...



You may have
**BRAND
DETACHMENT
DISORDER** if...



You may have
**BRAND
DETACHMENT
DISORDER** if...



**BDD starts with
admitting we have
a problem.**



F



S

T
E
T

E

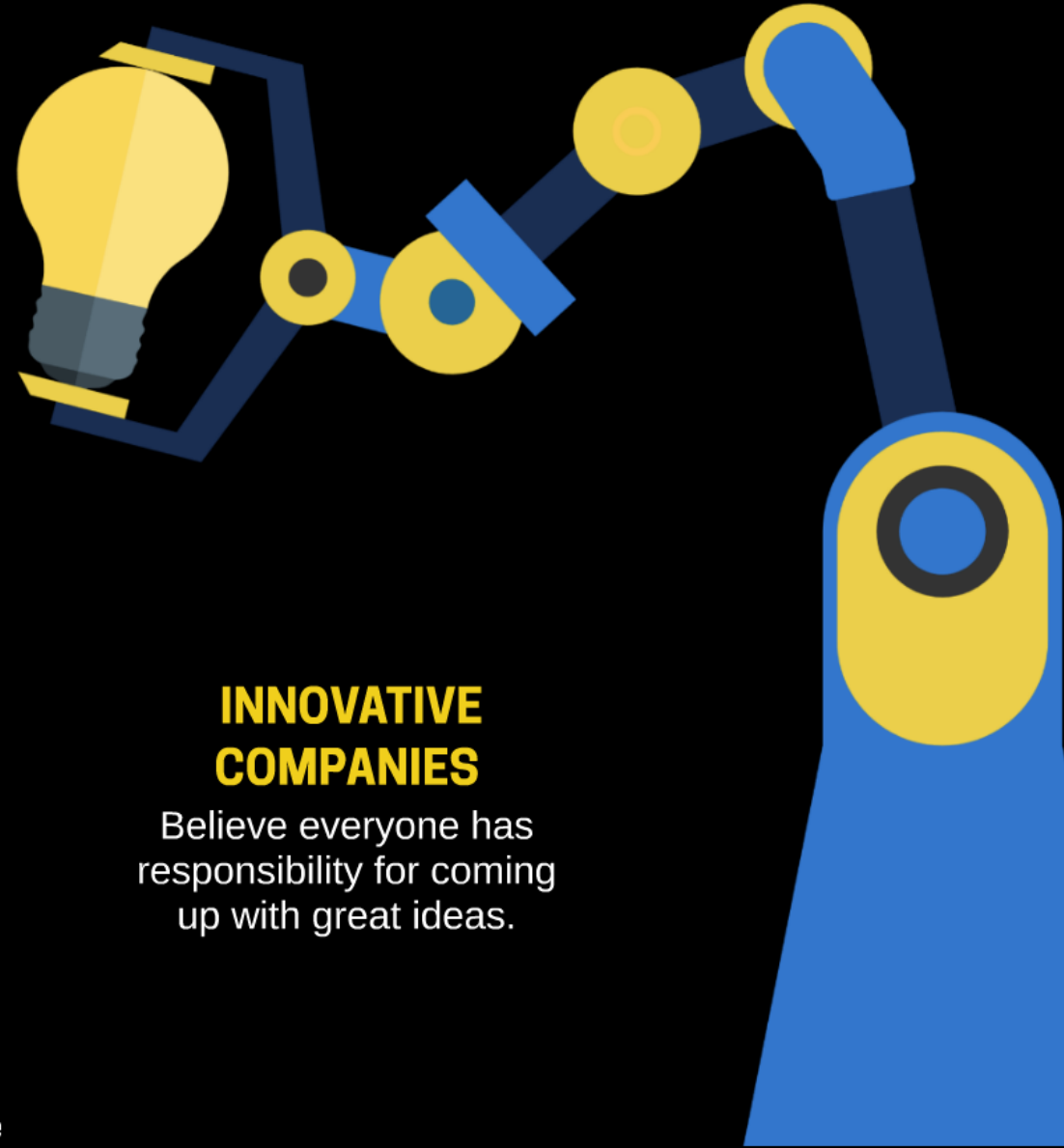
CONDUCT A BRAND TRANSPLANT

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.

VS

INNOVATIVE COMPANIES

Believe everyone has responsibility for coming up with great ideas.

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

TRADITIONAL COMPANIES

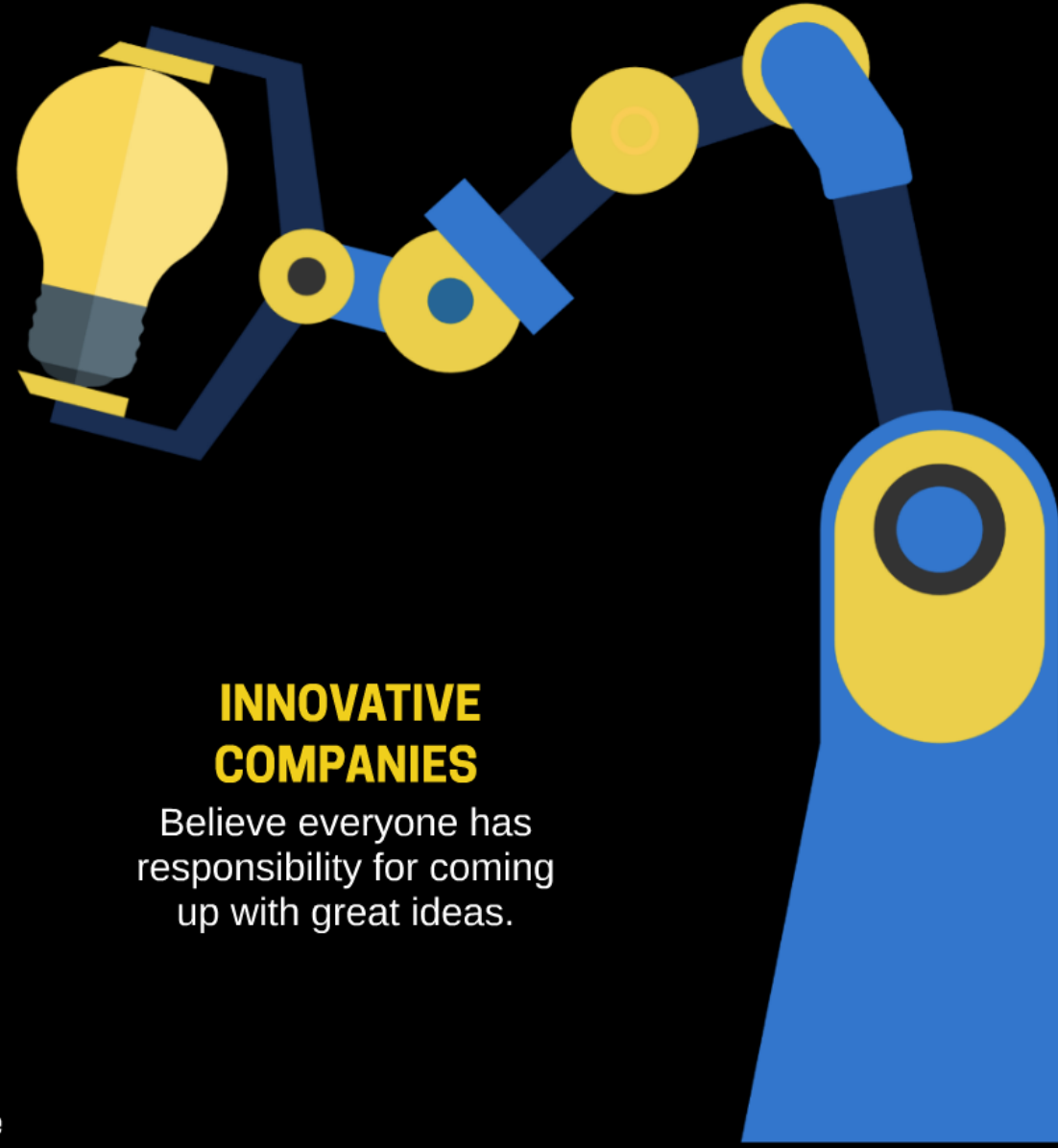
Believe one person
or group "owns" ideas.

INNOVATIVE COMPANIES

Believe everyone has
responsibility for coming
up with great ideas.

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

PERPETUAL INNOVATORS



TRADITIONAL COMPANIES

Believe one person or group "owns" ideas.

VS

INNOVATIVE COMPANIES

Believe everyone has responsibility for coming up with great ideas.

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

WHERE'S MY STAPLER?



COMPETE ON A BROADER SCALE

Look at ANY brand a customer or employee might love.

PRACTICE CREATIVITY

Repetition builds muscle, which makes you more aware of creativity.

FIND INSPIRATION EVERYWHERE

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

"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?"



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 40,000 companies.





Josh Reeves
CEO



638602





W
m
per
bene
G

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 40,000 companies.



"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?"

which
u more
of
vity.

**FIND
INSPIRATION
EVERYWHERE**

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

oyee might
love.

no
tea

PRACTICE CREATIVITY

**Repetition builds
muscle, which
makes you more
aware of
creativity.**

**F
INSPI
EVERY**



COMPETE ON A BROADER SCALE

**Look at ANY brand
a customer or
employee might
love.**

**PRACTICE
CREATIVITY**

WHERE'S MY STAPLER?



COMPETE ON A BROADER SCALE

Look at ANY brand a customer or employee might love.

PRACTICE CREATIVITY

Repetition builds muscle, which makes you more aware of creativity.

FIND INSPIRATION EVERYWHERE

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

"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?"



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 40,000 companies.



AR IS THE
ST HURDLE
A PROCESS TO
NEW IDEAS FEEL
ND 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.

WHAT WOULD GREAT BRANDS DO?



Disney



MENTORINA



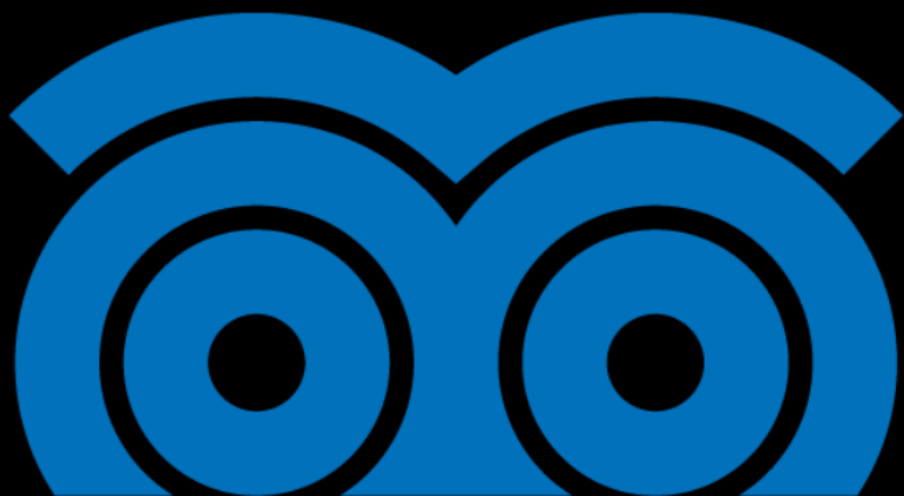
Muhammad Hanyel Saad





Mohamed Hayel Saeed





MENTORINA



[SOLUTION](#)

[COMMUNITY](#)


[ABOUT MENTORINA](#)

[HOW MENTORINA HELPS](#)

[CONNECT](#)

BIGGER OPPORTUNITIES AND BRIGHTER FUTURES START WITH BETTER EDUCATION.

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



Disney[®]

**SMALL STEPS =
BIG OUTCOMES**

WE NEED TO MAKE
CREATIVITY A HABIT AND
CONSISTENTLY PRACTICE
IN SMALL AMOUNTS.

**FEAR IS THE
BIGGEST HURDLE**

WE NEED A PROCESS TO
MAKE NEW IDEAS FEEL
SAFE AND FAMILIAR.

**PROCESS OVER
PRODUCT**

WE NEED TO FOCUS ON
THE PROCESS WE USE TO
GET THERE, NOT THE
PRODUCT WE CREATE.




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.**

WW/DD?

SMALL STEPS =
BIG OUTCOMES
WE NEED TO MAKE
CREATIVITY A HABIT AND
CONSISTENTLY PRACTICE
IN SMALL AMOUNTS.

FEAR IS THE
BIGGEST HURDLE
WE NEED A PROCESS TO
MAKE NEW IDEAS FEEL
SAFE AND FAMILIAR.

PROCESS OVER
PRODUCT
WE NEED TO FOCUS ON
THE PROCESS WE USE TO
GET THERE, NOT THE
PRODUCT WE CREATE.

WHAT WOULD GREAT BRANDS DO?



Mohamed Hayel Saeed



GET COMEDIANS TO MARKET



Tim Washer
Former Creative Director



OBSERVING
gives
meaning
to the
minutia

"It's not about selling...it's about sharing. Analysts and the media love it...they see the humanness in Cisco. This builds a stronger, deeper relationship earlier in the process, which creates trust. People want to do business with people they know, like and trust."



LET BA INSPIRE

EMERSON



Kathy Button Bell
CMO

DISTILLING
gives
context

"The Barbie ad shines to the kids' message. That's corporate culture that worked -- the having children engineers."



Tim Washer
Former Creative Director







Worldwide [change]

[Log In](#)

[Account](#)

[Register](#)

[About Cisco](#)

[Go](#)

[Solutions](#)

[Products & Services](#)

[Ordering](#)

[Support](#)

[Training & Events](#)

[Partner Central](#)

Switch Your Business into High Gear with Borderless Networks

Deliver any media to any device.
Reduce energy costs.
Enforce secure access everywhere.

[Learn](#)



LATEST NEWS



[Cisco Celebrates Two Years of Globalisation Centre East - 21 Dec 2009](#)

[View All News](#)



QUICK LINKS



Information for:

[Small Business](#)
[Enterprise](#)
[Service Provider](#)
[Consumer](#)
[Government and Education](#)



Eliminate Borders, Expand Your Business

Switch to Cisco Catalyst Switches with
incentives available for a limited time.

[Learn More](#) ▶



Borderless Networks

Bring more innovation
to your business.

[▶ Watch Now](#)







"It's not about selling...it's about sharing. Analysts and the media love it...they see the humanness in Cisco. This builds a stronger, deeper relationship earlier in the process, which creates trust. People want to do business with people they know, like and trust."

OBSERVING

gives

meaning

to the

minutia

"P
s

GET COMEDIANS TO MARKET



Tim Washer
Former Creative Director



OBSERVING
gives
meaning
to the
minutia

"It's not about selling...it's about sharing. Analysts and the media love it...they see the humanness in Cisco. This builds a stronger, deeper relationship earlier in the process, which creates trust. People want to do business with people they know, like and trust."



LET BA INSPIRE



Kathy Button Bell
CMO

DISTILLING
gives
context

"The Barbie ad shines to the kids' message. That's corporate culture that worked -- the having children engineers."

MARKET

CON

LET BARBIE INSPIRE CONTENT



EMERSON



Kathy Button Bell
CMO

DISTILLING
gives
context
to the
minutia

"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 worked -- the unexpectedness of having children explain values to an engineering culture."

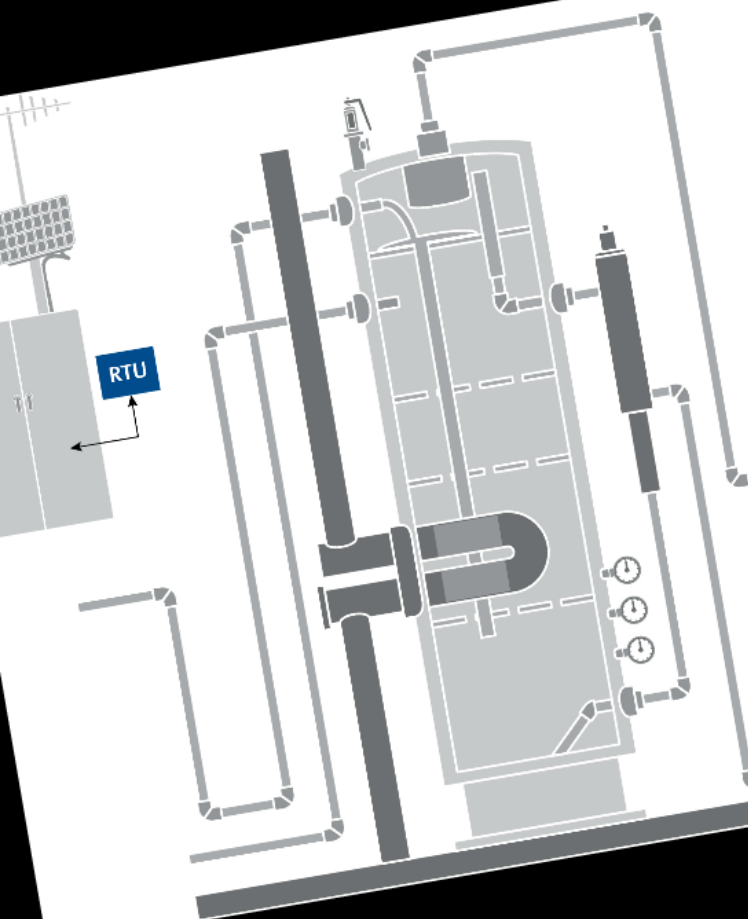


Tim In
Global Brand

RELATING
gives
credibility
to outside
inspiration.



Kathy Button Bell
CMO

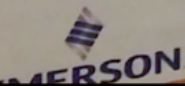




& quality



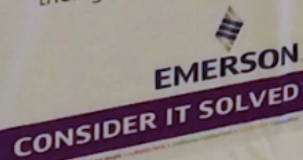
We are unwavering in our commitment to the highest standards of safety and quality for ourselves and our customers.



support
our people



We attract, develop, and retain exceptional people in an inclusive work environment, where all employees can reach their greatest potential.



customer
focus



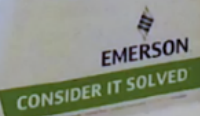
We actively listen to our customers to deeply understand their needs and deliver the unique solutions that ensure their success.



continuous
improvement



We constantly strive for improvement in all aspects of our business, guided by metrics, feedback, and our disciplined management process.



collaboration



We work seamlessly across geographies, platforms, business units, and functions to fully leverage our breadth and expertise.



innovation



We work seamlessly across geographies, platforms, business units, and functions to fully leverage our breadth and expertise.





mbunătăț

sécurité et qualité



Nous faisons preuve d'un engagement constant à l'égard des normes de sécurité et de qualité les plus strictes, tant pour nos clients que pour nous-mêmes. Cela nous aide à tenir nos promesses.

EMERSON
CONSIDER IT SOLVED

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

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。

EMERSON
CONSIDER IT SOLVED

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



"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 worked -- the unexpectedness of having children explain values to an engineering culture."

DISTILLING

gives

context

to the

minutia

*"T
s
mes
corpo
that v
having*

MARKET

CON

LET BARBIE INSPIRE CONTENT



EMERSON



Kathy Button Bell
CMO

DISTILLING
gives
context
to the
minutia

"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 worked -- the unexpectedness of having children explain values to an engineering culture."



RELATING
gives
credibility
to outside
inspiration.

BECOME THE CONTRARIAN



Tim Irwin
Global Brand Director



RELATING
gives
credibility
to outside
inspiration.

"We've stuck with the brand essence...that truth is stranger than fiction. If it's traditional wine thinking, then we think differently. There's an appreciation of a story that's unique and interesting."



NT

BR
C

GENERAT



**TREASURY
WINE ESTATES**



Tim Irwin
Global Brand Director







THE 19 Crimes

Nineteen crimes turned criminals into colonists. Upon conviction British rogues guilty of a least one of the 19 crimes were sentenced to live in Australia, rather than death. This punishment by "transportation" began in 1783 and many of the lawless died at sea. For the rough-hewn prisoners who made it to shore, a new world awaited.

As pioneers in a frontier penal colony, they forged a new country and new lives, brick by brick.

This wine celebrates the rules they broke and the culture they built.





19 Crimes.





"We've stuck with the brand essence...that truth is stranger than fiction. If it's traditional wine thinking, then we think differently. There's an appreciation of a story that's unique and interesting."

RELATING
gives
credibility
to outside
inspiration.

BECOME THE CONTRARIAN



Tim Irwin
Global Brand Director



RELATING
gives
credibility
to outside
inspiration.

"We've stuck with the brand essence...that truth is stranger than fiction. If it's traditional wine thinking, then we think differently. There's an appreciation of a story that's unique and interesting."



NT

BR
C

GENERAT

Speaker. Author. Storyteller.

GET COMEDIANS TO MARKET



LET BARBIE INSPIRE CONTENT



BECOME THE CONTRARIAN



BREAK THE CYCLE

GENERATE

PITCH



A blue abstract graphic consisting of a thick, curved line at the top and a triangular shape at the bottom, both pointing towards the center of the image.

GENERATE

The image features two abstract blue shapes on a black background. One is a large, sharp triangle pointing downwards, located in the upper left quadrant. The other is a smaller, rounded, teardrop-like shape pointing upwards, located in the lower center.

PITCH

BREAK THE CYCLE

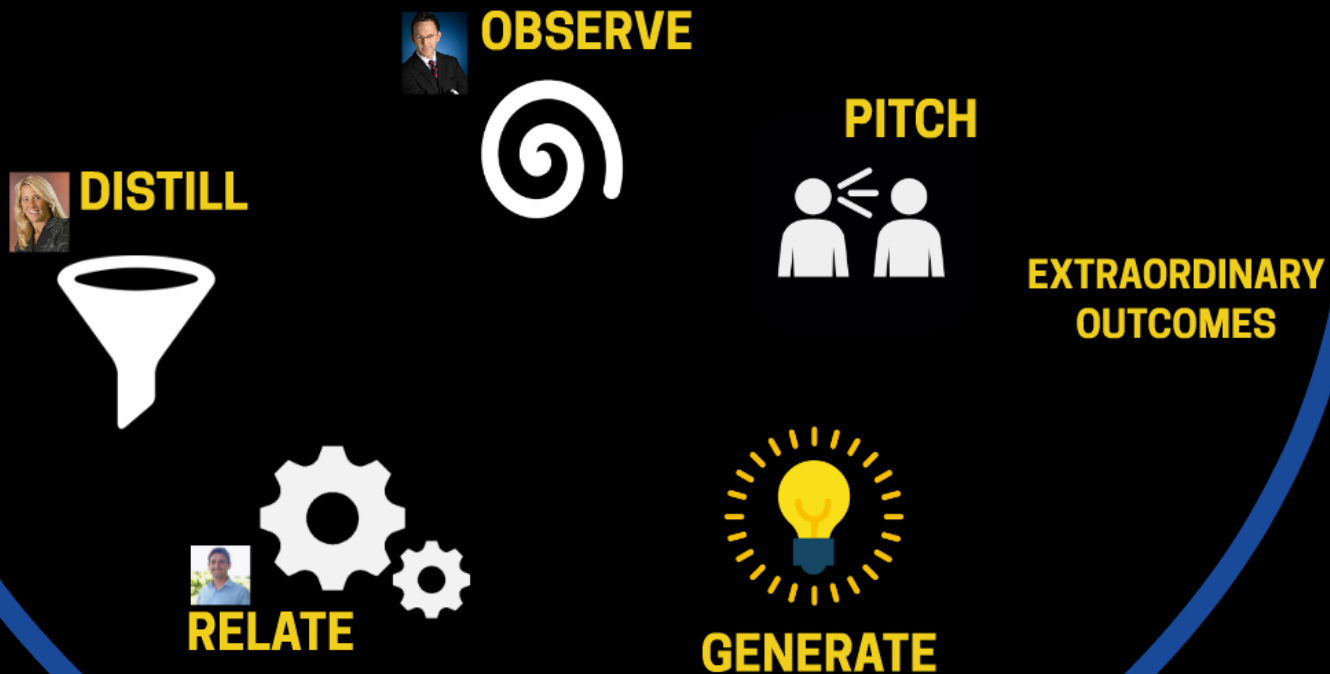
GENERATE

PITCH



IT TURNS OUT

The best innovators all follow the same process...*even if they don't realize it.*





OBSERVE





DISTILL



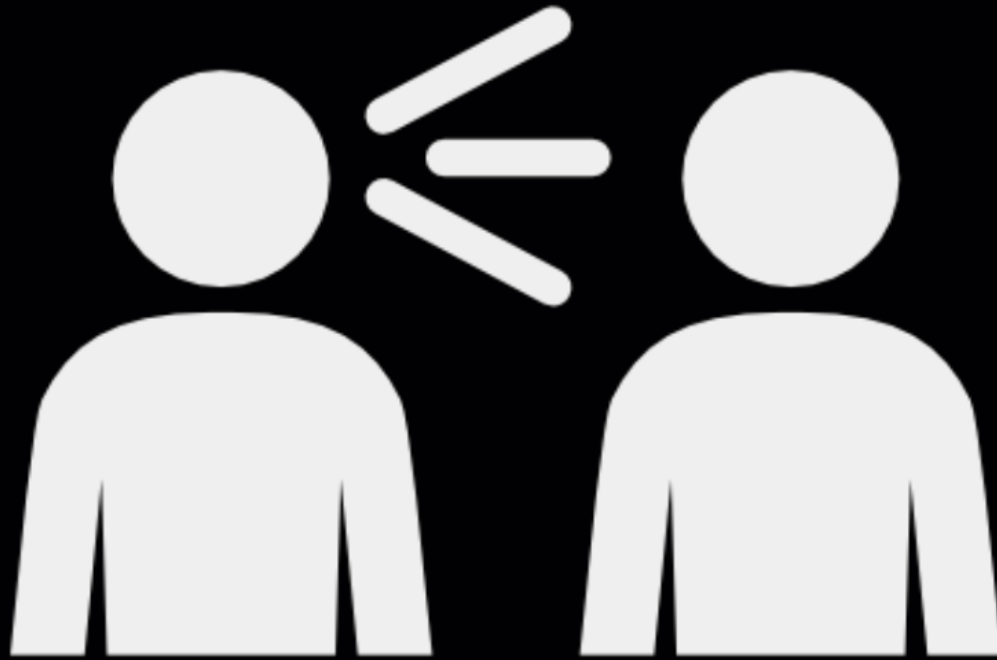


RELATE



GENERATE

PITCH

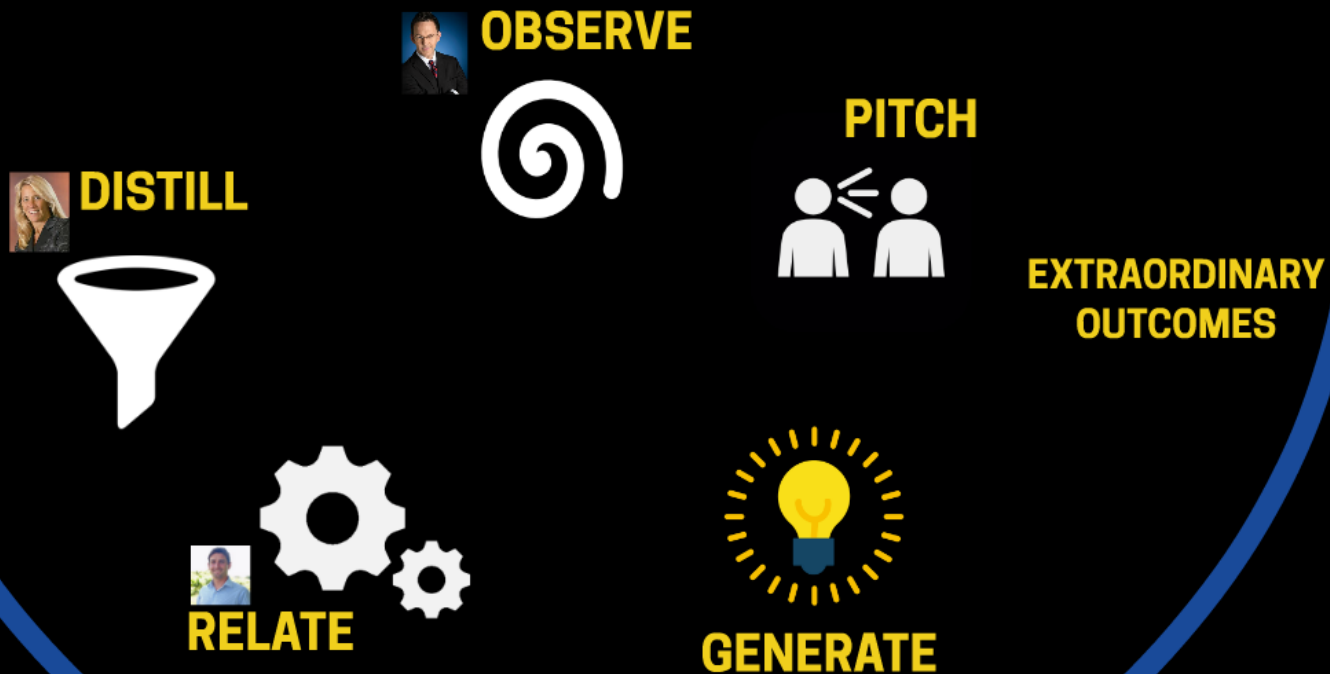


EX

**EXTRAORDINARY
OUTCOMES**

IT TURNS OUT

The best innovators all follow the same process...*even if they don't realize it.*





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!*

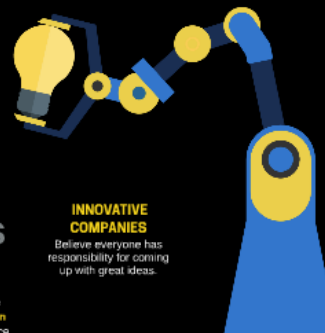


RE:THINK CONTENT MARKETING

How the world's most innovative teams surface great ideas to deliver **extraordinary outcomes**.

Carla Johnson
Speaker. Author. Storyteller.

PERPETUAL INNOVATORS

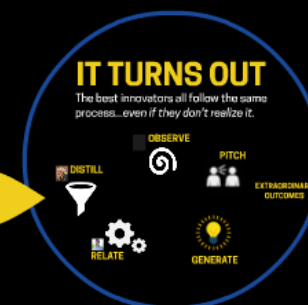
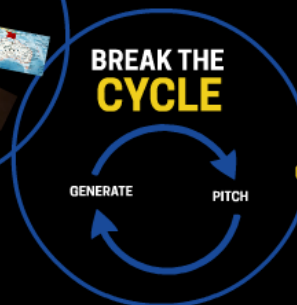


TRADITIONAL COMPANIES
Believe one person or group "owns" ideas.

VS

INNOVATIVE COMPANIES
Believe everyone has responsibility for coming up with great ideas.

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





CARLA JOHNSON

Speaker. Author. CMO.

Carla@CarlaJohnson.co

+1 (720) 219-3062