

People influence people.

Nothing influences people more than a recommendation from a trusted friend and more than a broadcast message and is the Holy Grail of advertising.





The biggest threat to innovation is internal politics and an organizational culture, which doesn't accept failure and/or doesn't accept ideas from outside, and/or cannot change.



the wørkshop

Working it Experiencing it Connecting it Enabling it Making it Scaling it

the guerrilla sessions

the KITCHEN



25 ideas prototyped + 178% VS 2016













OUR COMMUNITY









working with the **business**



the guerrilla sessions











Topics include...



Drones



DIY Arduino boards



Chatbots



fashion





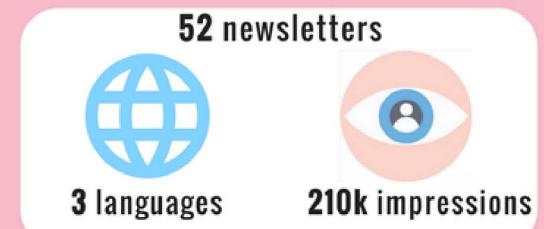
Artificial intelligence



Entrepreneurship

& more!

COMMUNICATIONS COLLABORATION









Culture speaks to people





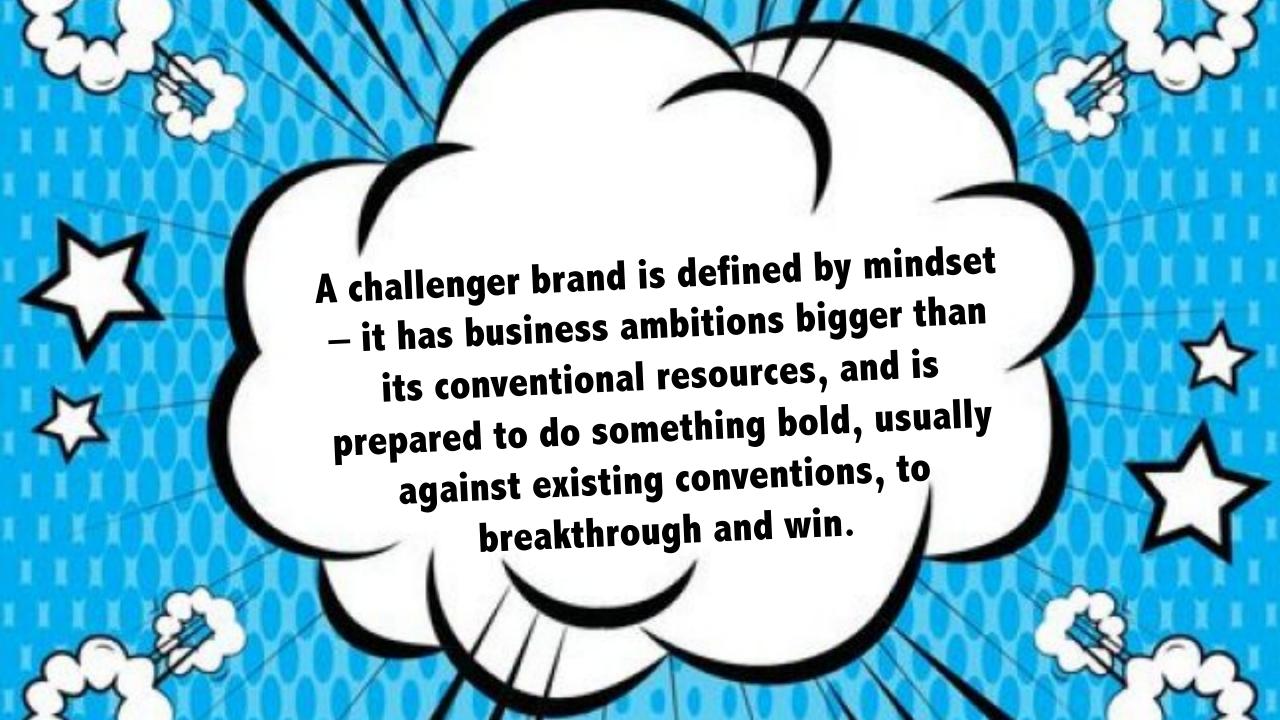




Send me an email... ...and I'll ignore it later.



CHALLENGER BRANDS









Influencing like a challenger brand:

- 1. If you're not talking about your innovation work, it's the same as not innovating.
- 2. You get attention by being creative. You're competing for time and eyeballs.
- 3. Make it personal. WIIFM?
- 4. Influence for n=1 and then scale it.
- 5. Engage your people, empower your influencers, and neutralize your opposition.3 separate strategies for 3 separate groups.



