



# **Innov8rs Miami** Leveraging Suppliers for Innovation

Michael Graber, Founder & Managing Partner

We have partnered with over 100 clients, helping them gain unique innovative insights, drive better results, and have a greater impact through their people.

WAFRA  
PARTNERS

RADIO SYSTEMS  
CORPORATION

Schick

Rheem

NICKLAUS  
DESIGN

MERCK

FRUIT OF THE LOOM<sup>®</sup>

MARS

Hunter

HEIFER  
INTERNATIONAL

FIRST TENNESSEE ServiceMaster

DrScholl's

Coppertone

Non-Drowsy  
Claritin<sup>®</sup>  
Allergy Products

CardinalHealth

BAYER

ARROW ELECTRONICS

Afrin<sup>®</sup>  
Southern Gr

DISCOVER

RING

The Wellness  
NETWORK

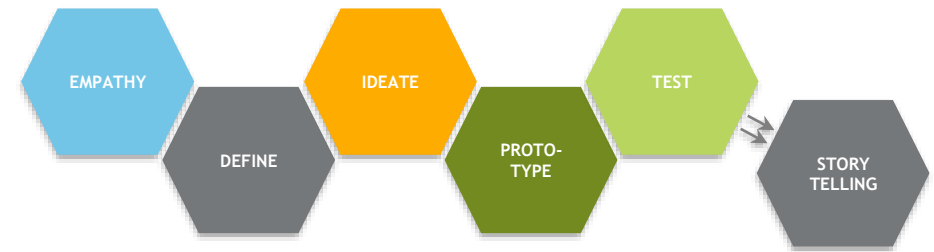
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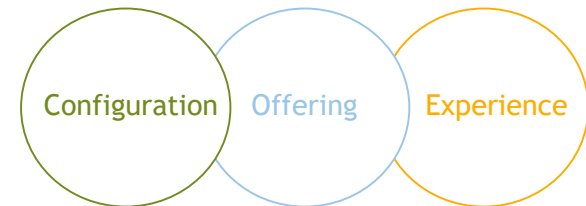
# How we cultivate an innovation mindset

## Finding the right tool for the job

- We embed ourselves in your culture to understand specific needs
- We are methodology-agnostic, allowing us to freely apply the most appropriate techniques to challenges unique to your culture
- Mix of methods we often deploy include:
  - Strategos
  - Design Thinking
  - Doblin Process
  - Jobs to Be Done
  - Others
- This adaptive mindset is revealed by experimenting and learning in rapid cycles, planned collaborations, and by understanding your orthodoxies and areas for growth
- Build innovation “muscle memory”



Design Thinking



Doblin Process



Jobs to be Done

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MICHAEL GRABER

# GOING Electric

TALES OF INNOVATION

*from where*

*Rock'n'Roll was born*

"Michael is a innovation practitioner and visionary. He is a poet who is wildly imaginative, yet a profoundly pragmatic thinker, an authentic Creative Professional."

—  
Jay Morgan, Global VP Innovation, Bayer Consumer Care

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# Leveraging Suppliers for Innovation

Our work with Ring Container

# Partnership between Southern Growth Studio & Ring Container



# The goal

## Optimizing insights for the sale

- New product prototypes developed and tested
- Innovation learnings embedded into sales structure and leveraged to build new and/or stronger relationships with clients



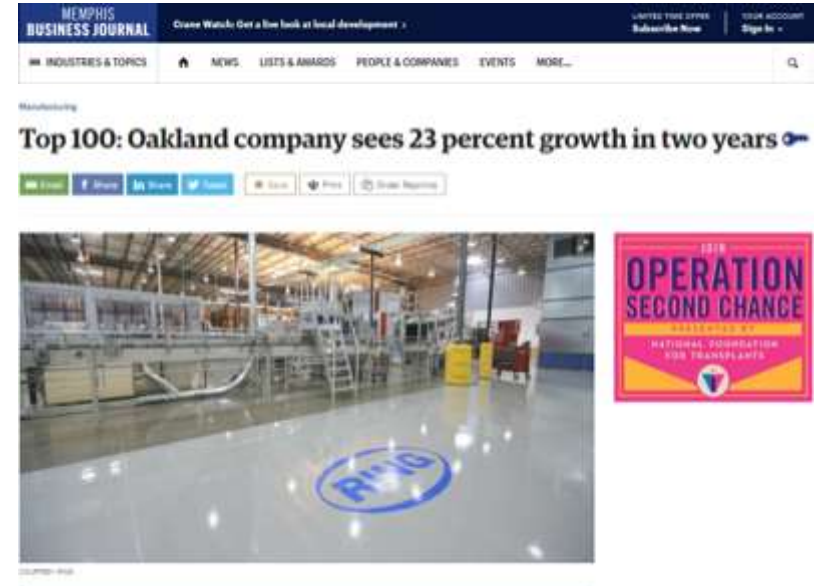
*A restaurant manager tests out a flex packaging prototype as other restaurant stakeholders observe.*



# The impact

## Elevated vendor positioning

- Awarded highest possible vendor rating with a multi-billion-dollar client
- Innovation projects led to multimillion dollar contracts
- A manufacturer that is the subject matter expert on technical form, application, costs, and consumer insights
- Twenty-three percent revenue growth





How do we leverage our suppliers for innovation?

# Supplier Canvas

<p>What is your starting hypothesis?</p> <p>Why</p>		<p>Learning Goals <small>Immediate to stretch</small></p>	
<p>Supplier <small>Market to enter</small></p>	<p>Area <small>to explore</small></p>	<p>Field Insight</p>	
<p>Target Audience <small>Best, segment, channel, etc.</small></p> <p>Who</p>	<p>Types of Insights Seeking</p> <p>What</p>	<p>New Technology</p> <p>How</p>	<p>Concepts</p>

**Thank You**

