

TURNING THE CRUISE SHIP ONE MAN'S GILLETTE INNOVATION JOURNEY



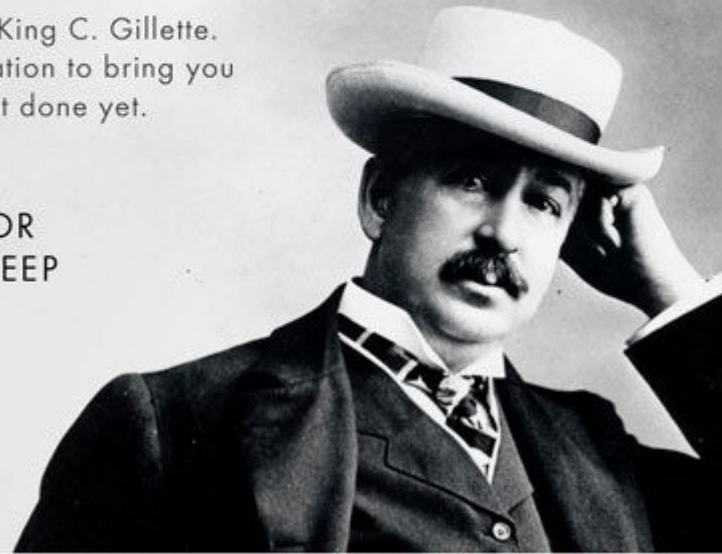
GREG DUBEJSKY

A PERSPECTIVE ON PRECISION

Our legacy of precision began with one man, King C. Gillette.
His vision has inspired over 100 years of innovation to bring you
the best shave in the world. And we're not done yet.

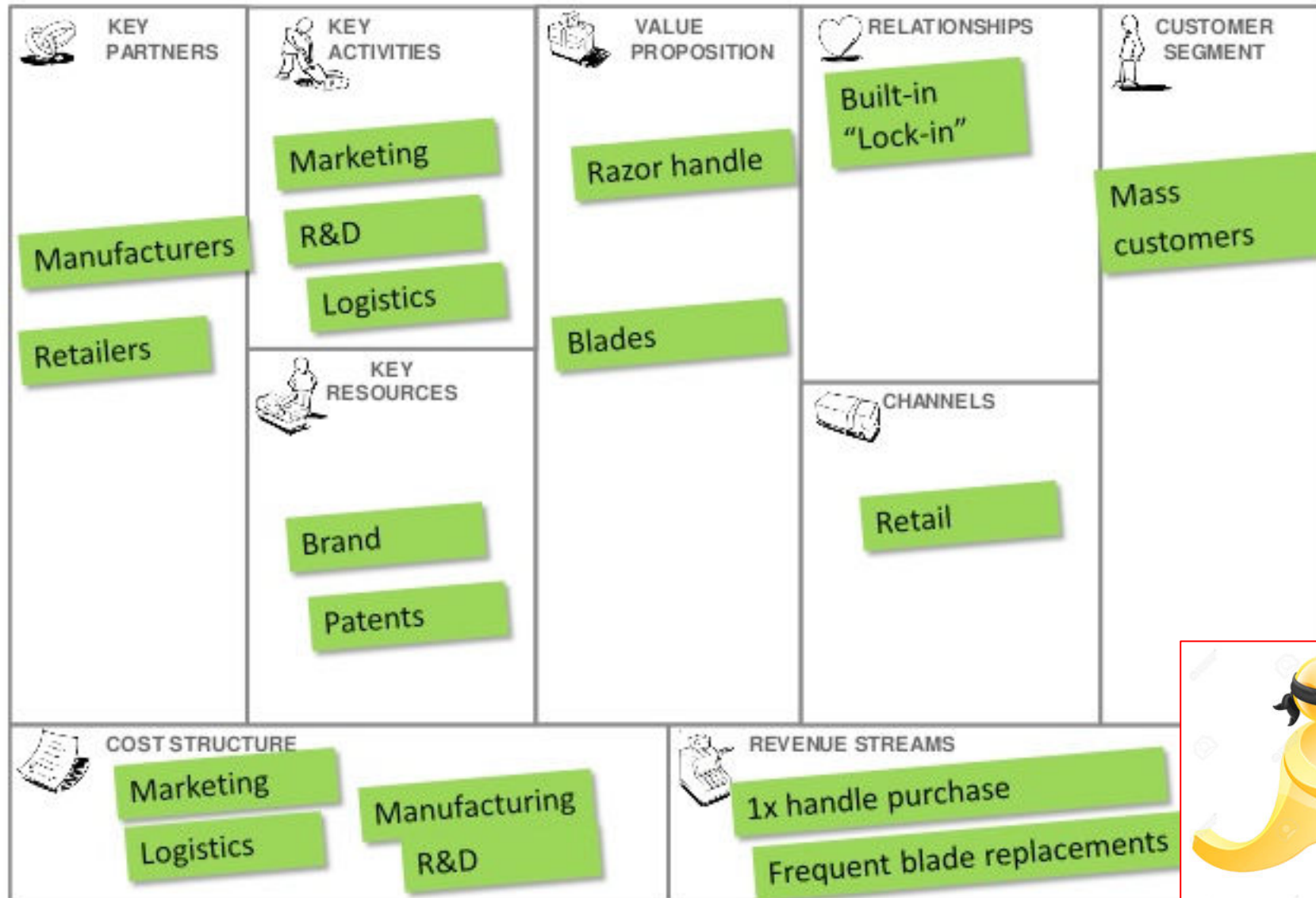
WE'LL STOP MAKING RAZOR
BLADES WHEN WE CAN'T KEEP
MAKING THEM BETTER.

King Gillette



Gillette

Gillette: Razors & Blades



EVERYTHING WRONG WITH

Gillette®

0:04 / 5:23



Everything Wrong With Gillette in 5 Minutes or Less



Brand Sins ✓

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Gillette®



We're just going to keep adding more blades



MY 5 KEY LESSONS

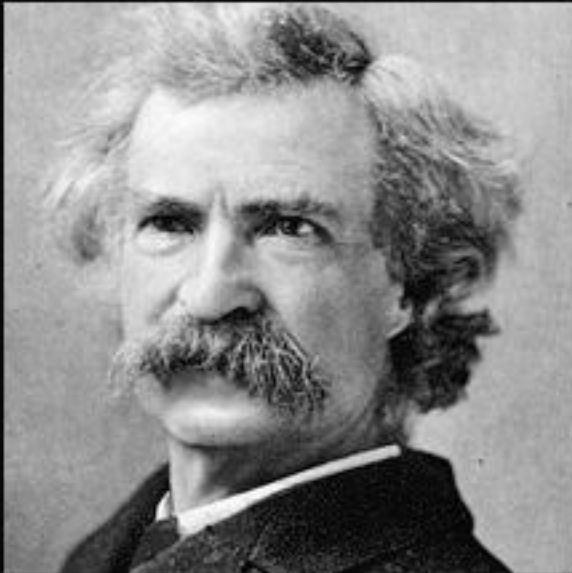


YOUR PASSWORD IS 12345?

THAT'S THE KIND OF THING AN IDIOT WOULD HAVE ON HIS LUGGAGE!

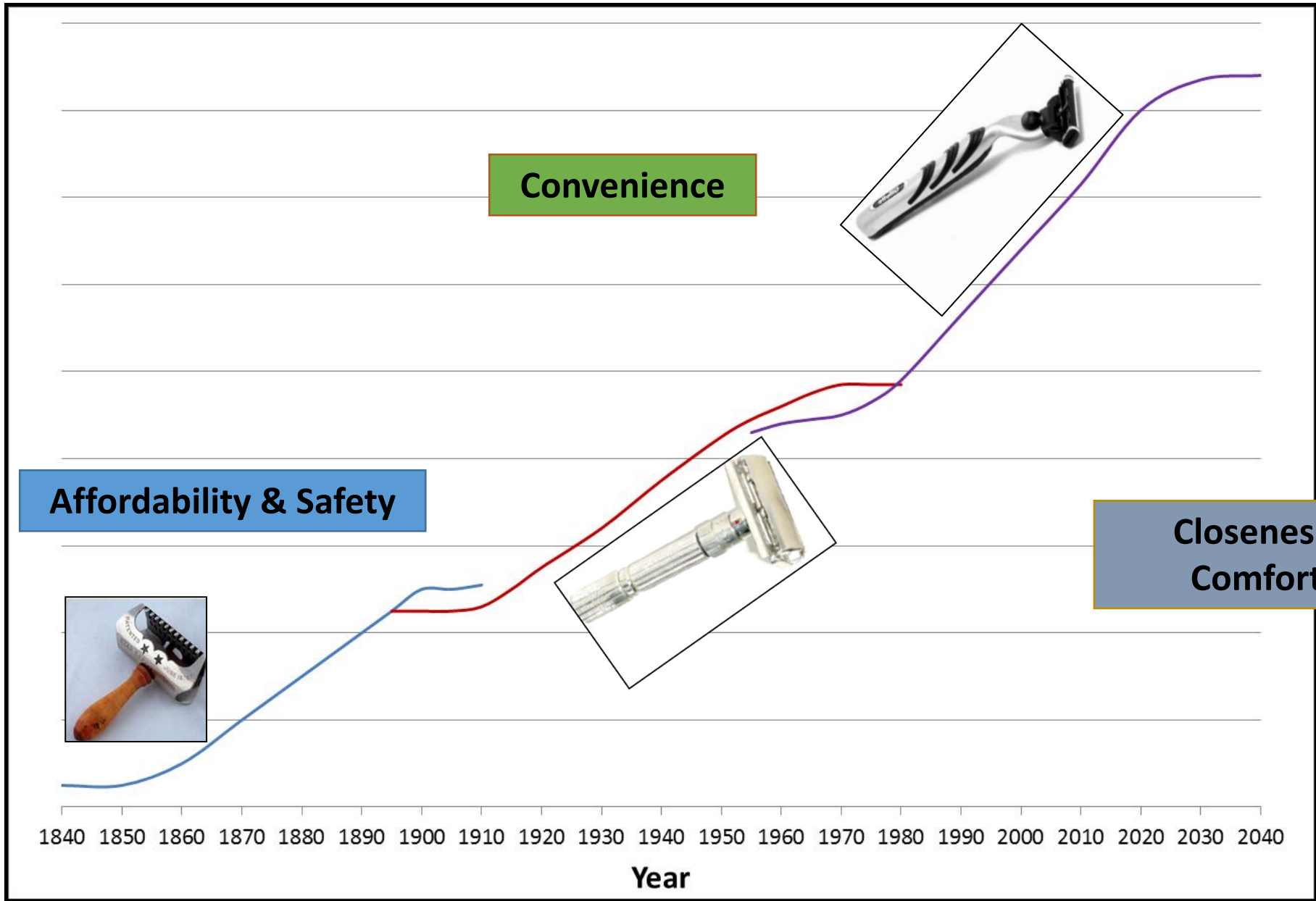
#1. THERE ARE NO NEW IDEAS (Learn from your History)

Mark Twain



There is no such thing as a new idea. We simply take a lot of old ideas and put them into a sort of mental kaleidoscope.

AZ QUOTES





OUR
BLADES
ARE
F**KING
GREAT



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beauty for a
one-of-a-kind
you

CREATE YOUR ...

custom
fine fragrance

This holiday, create your unique scent he'll never forget...

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#2. POINT OUT THE CRACKS IN THE ICE

GILLETTE ORG



INNOVATION TEAM

DUDES, OR \$\$\$?




#3.

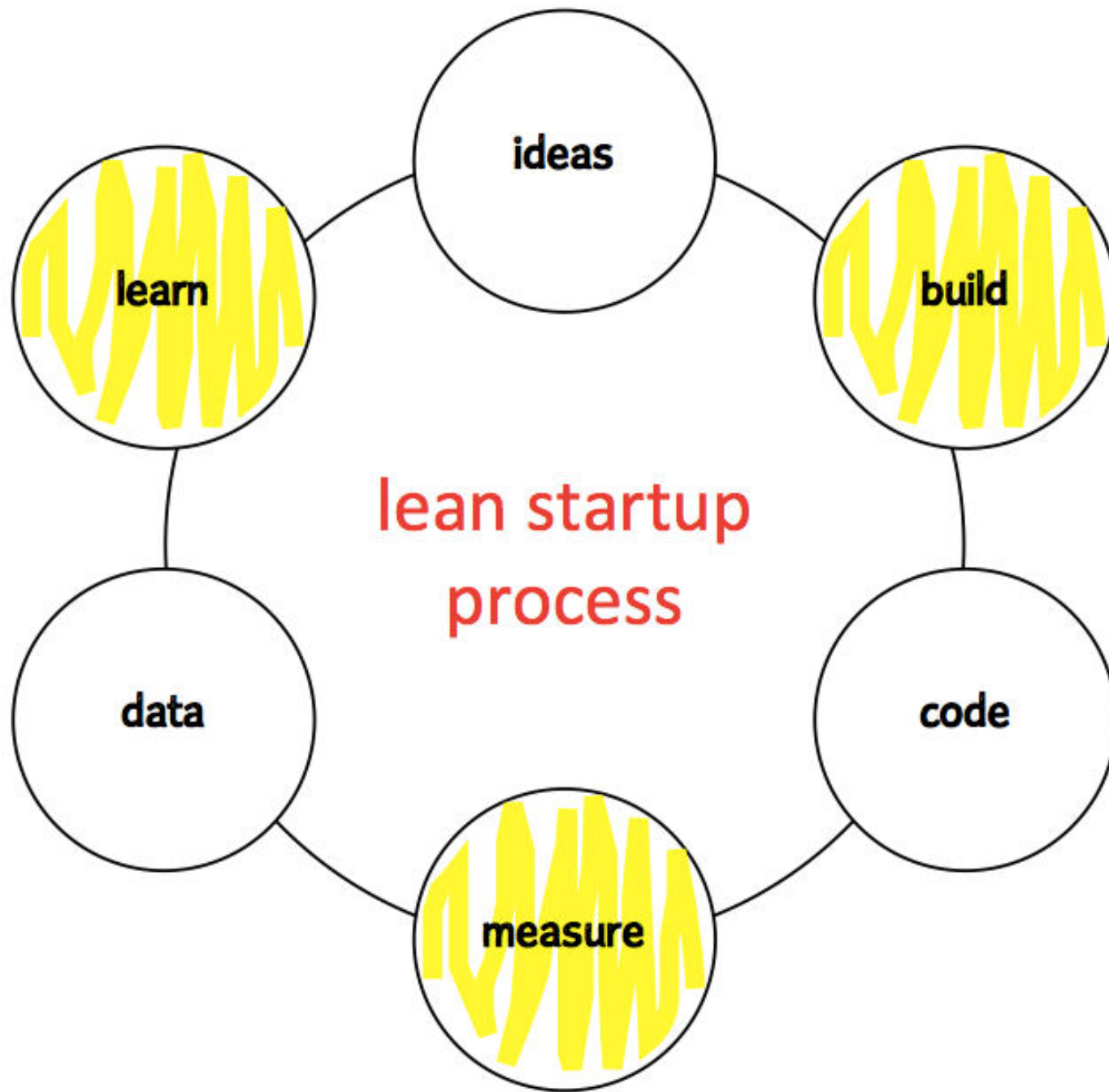
BUILD,
MEASURE,
LEARN





A glowing blue inverted triangle is centered within a dark, circular, multi-layered frame. The text "OUTLOOK NOT SO GOOD" is written in white, uppercase letters inside the triangle. The background is a dark, gradient-like circular shape with concentric rings, suggesting a lens or a camera viewfinder.

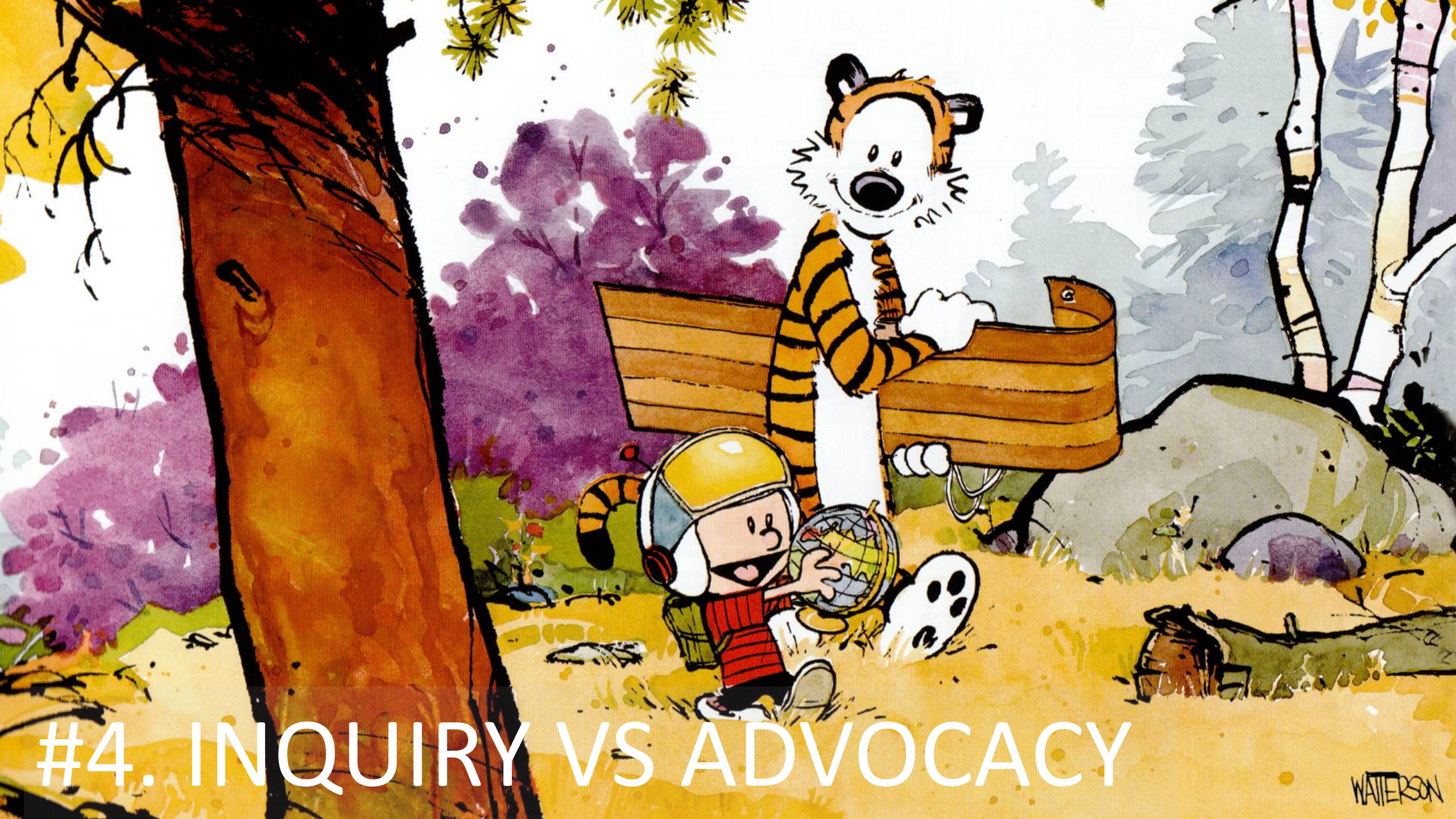
OUTLOOK
NOT SO
GOOD





twinkl.me

#4. INQUIRY VS ADVOCACY



#4. INQUIRY VS ADVOCACY

#5. 3 LEGS OF THE STOOL



Business (\$\$)

Consumer

Product/Tech



5 Key Lessons

- There are no new ideas (learn from your history)
- Point out the cracks in the ice
- Build, Measure, Learn
- Inquiry vs. advocacy
- 3 Legs of the Stool

A hand-drawn business diagram in pencil on a light background. The diagram is a complex web of interconnected concepts and data. At the top, there are four circular light fixtures. The central text 'THANK YOU' is written in large, bold, black letters. Below it, 'GREG DUBEJSKY' and 'gdubes@gmail.com' are also in large, bold, black letters. The background is filled with various sketches: a cloud labeled 'CONCEPT', a flowchart with 'NO', 'FAIL', 'STRATEGY', 'PLAN', 'TAKE', 'MARKETING', 'PRODUCT', 'CONSUMERS', 'SUCCESS!', 'WORK', 'MOTIVATION', 'TEAM', 'ANALYSIS', 'INNOVATION', 'IDEA', 'PLAN', 'ACTIVITIES', 'MONEY', 'THINK OUTSIDE THE BOX', 'CLOUD', 'LAPTOP', 'PHONE', 'SERVER', 'WORLD MAP', 'PIE CHARTS', 'BAR CHARTS', 'LINE GRAPHS', 'MATH FORMULAS', 'CURRENCY SYMBOLS', 'PERCENTAGES', 'ARROWS', 'CIRCLES', 'RECTANGLES', 'TRIANGLES', 'SQUARES', 'DIAMONDS', 'HEXAGONS', 'OCTAGONS', 'CIRCLES WITH DOTS', 'CIRCLES WITH SLASHES', 'CIRCLES WITH X'S', 'CIRCLES WITH PLUS'S', 'CIRCLES WITH MINUS'S', 'CIRCLES WITH EQUALS', 'CIRCLES WITH LESS THAN', 'CIRCLES WITH GREATER THAN', 'CIRCLES WITH NOT', 'CIRCLES WITH AND', 'CIRCLES WITH OR', 'CIRCLES WITH IF', 'CIRCLES WITH THEN', 'CIRCLES WITH BUT', 'CIRCLES WITH SO', 'CIRCLES WITH YET', 'CIRCLES WITH UNLESS', 'CIRCLES WITH AS', 'CIRCLES WITH LIKE', 'CIRCLES WITH AS IF', 'CIRCLES WITH AS THOUGH', 'CIRCLES WITH AS IF NOT', 'CIRCLES WITH AS THOUGH NOT', 'CIRCLES WITH AS IF NOT', 'CIRCLES WITH AS THOUGH NOT', 'CIRCLES WITH AS IF NOT', 'CIRCLES WITH AS THOUGH NOT'.

THANK YOU

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