

Main room:

# Carla Johnson

Innovation Architect, 10xAuthor & Global Keynote Speaker (US)

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RE : Think Innovation



Time: 09:15 - 09:45



NATIVE  
ADVERTISING  
DAYS 24



# RE:THINK INNOVATION®



**CARLA  
JOHNSON**  
Innovation Architect



# William Le Baron Jenney

Architect





# Three-Story

# LIMIT

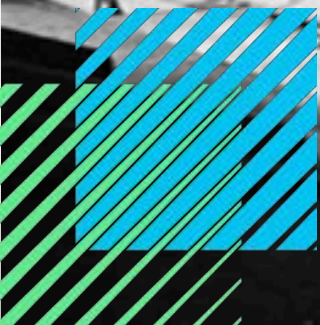




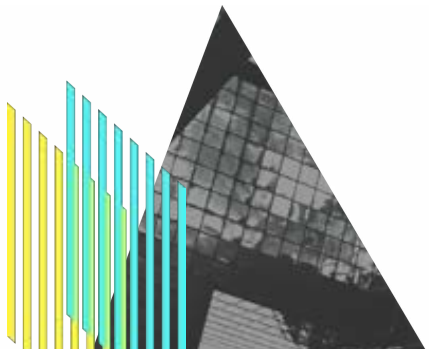


# Home Insurance Building

Chicago, Illinois



# Three-Story LIMIT





# BRAINSTORM

We're not wrong for doing them. It's what we've always been told to do.





# Trewin Restorick

CEO & Founder

*hubbub*





# HUBBUB MISSION

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





**VOTE  
WITH YOUR  
BUTT**

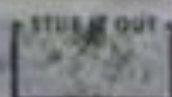


WHO IS THE BEST PLAYER  
IN THE WORLD?

RONALDO



MESSI



VOTE WITH YOUR BUTT







**Lionel Messi**



**Cristiano Ronaldo**

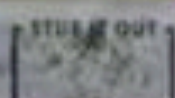


WHO IS THE BEST PLAYER  
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VOTE WITH YOUR BUTT







“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, think, and consider why they litter.”

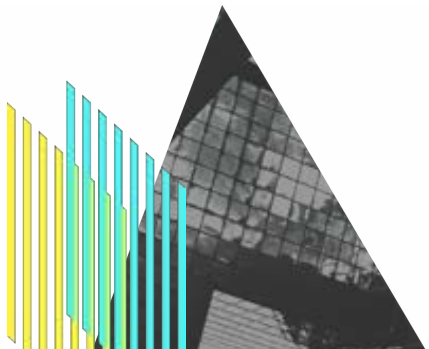
**Trewin Restorick**

Founder & CEO  
Hubbub



# What do the **MASTERS**

do?



# Wheel Of INNOVATION





# 1. OBSERVE

Practice paying attention to the **world around you.**



# Tatiana Lindenberg

Vice President,  
Marketing









ONE IS GUILTY.

THE OTHER  
IS INNOCENT.

BOTH ARE  
LOCKED UP.



CHILDREN NOW SPEND LESS TIME OUTDOORS THAN A PRISON INMATE FREE THE KIDS

#dirtisgood





**Dirt = ~~Bad~~**  
**Our Friend**





# DIRT IS GOOD

## PROJECT

Persil believes taking action, alongside others, has a positive impact on young people's wellbeing, their communities, and the planet. All young people should feel supported and empowered to roll up their sleeves and take action on what matters to them, no matter how messy.

That's why we have set up the Dirt Is Good Project, which empowers young people with challenges, tools and ideas to take action to help create a better world.

# DIRT IS GOOD

## ACADEMY


*For curious kids who want to make a difference in the world – enrol your child and watch them flourish!*



Hosted by  


**START YOUR MISSION**





“If it’s not driving action,  
it’s not real purpose. It  
needs to be an issue that  
people really care about.  
And it needs to be relevant to  
the product truth. It needs to  
be a cause that a brand can  
authentically support, and where  
the brand can make a real  
difference.”

**Tatiana Lindenberg**

Vice President, Marketing  
Persil and #DirtIsGood

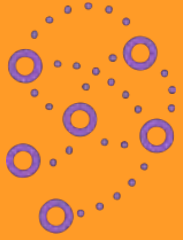




# Ask Yourself...

How can I collect as many *different* details as possible?





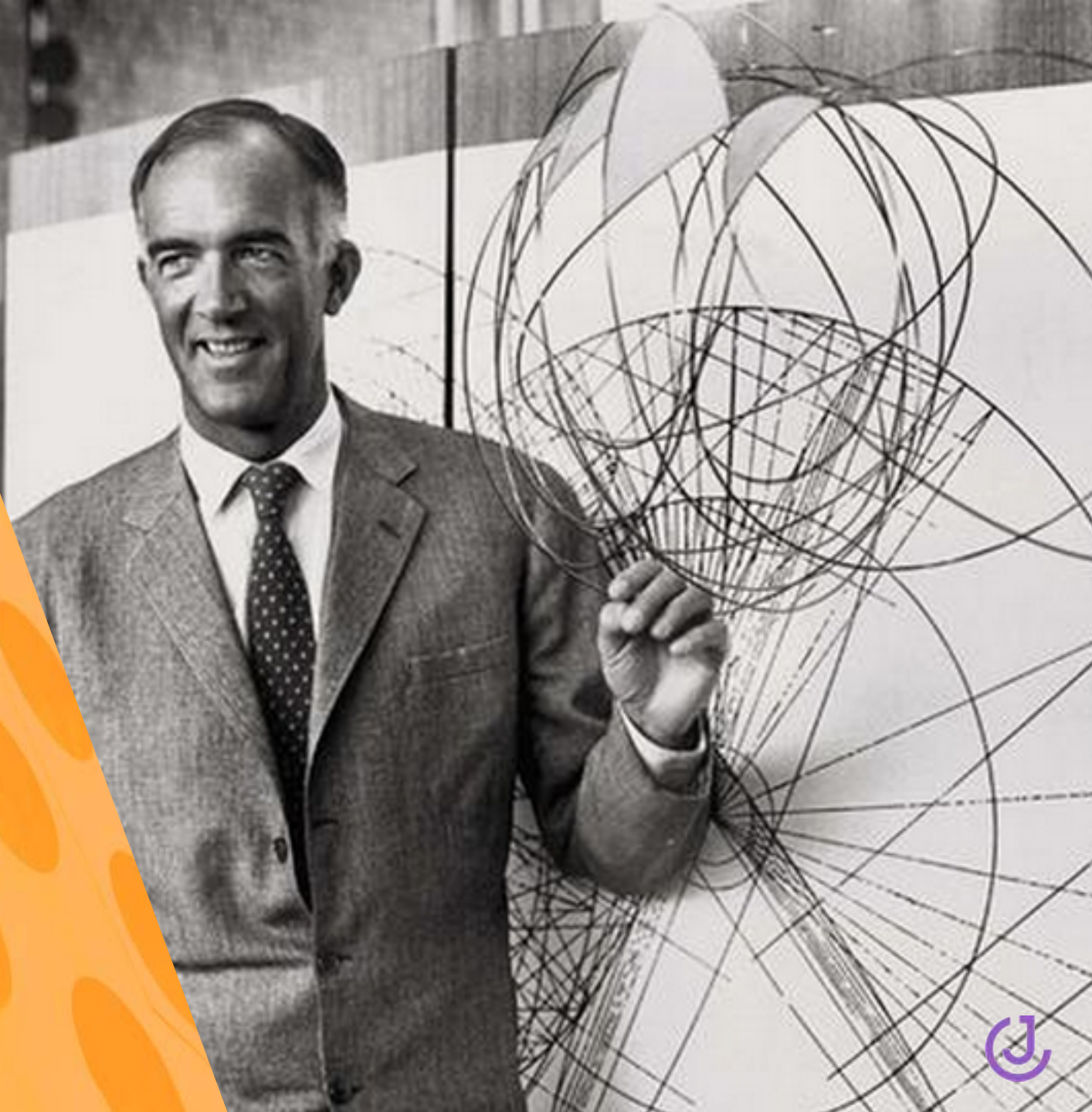
## 2. DISTILL

Look for **patterns** in your observations.



# Jørn Utzon

Architect

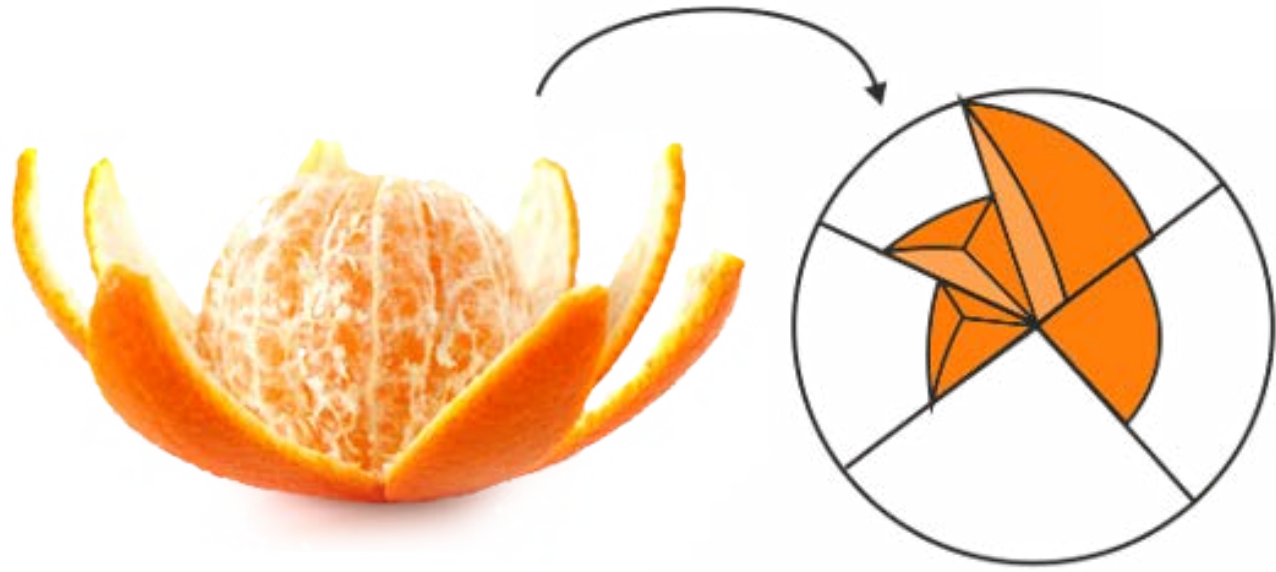


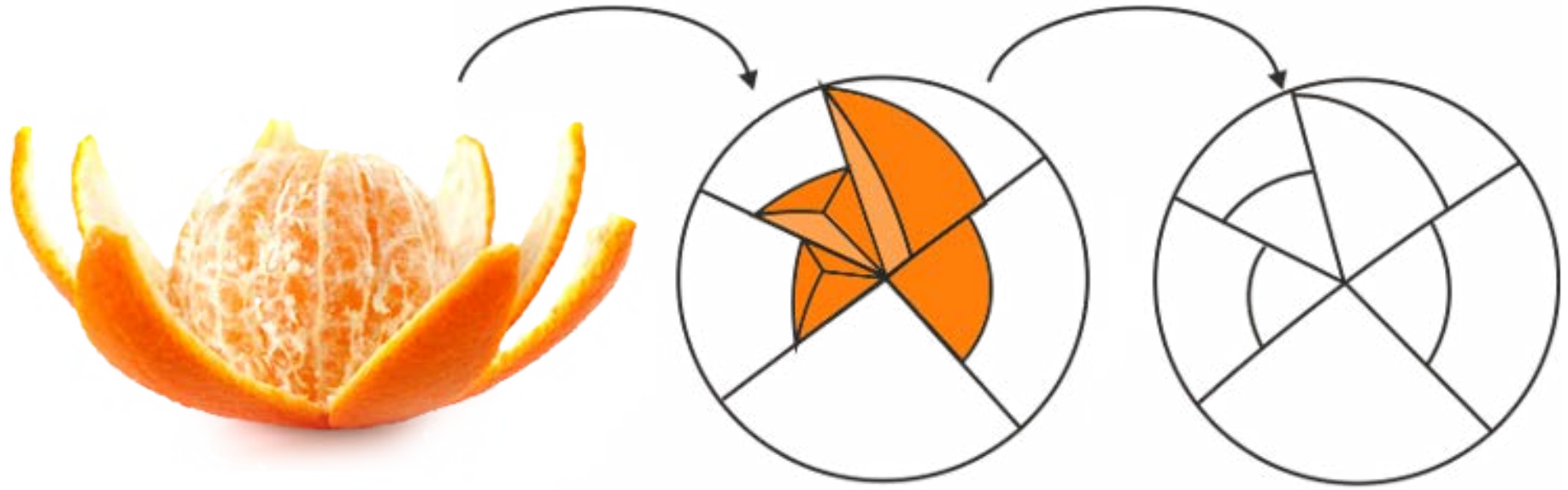
# Recognizing PATTERNS

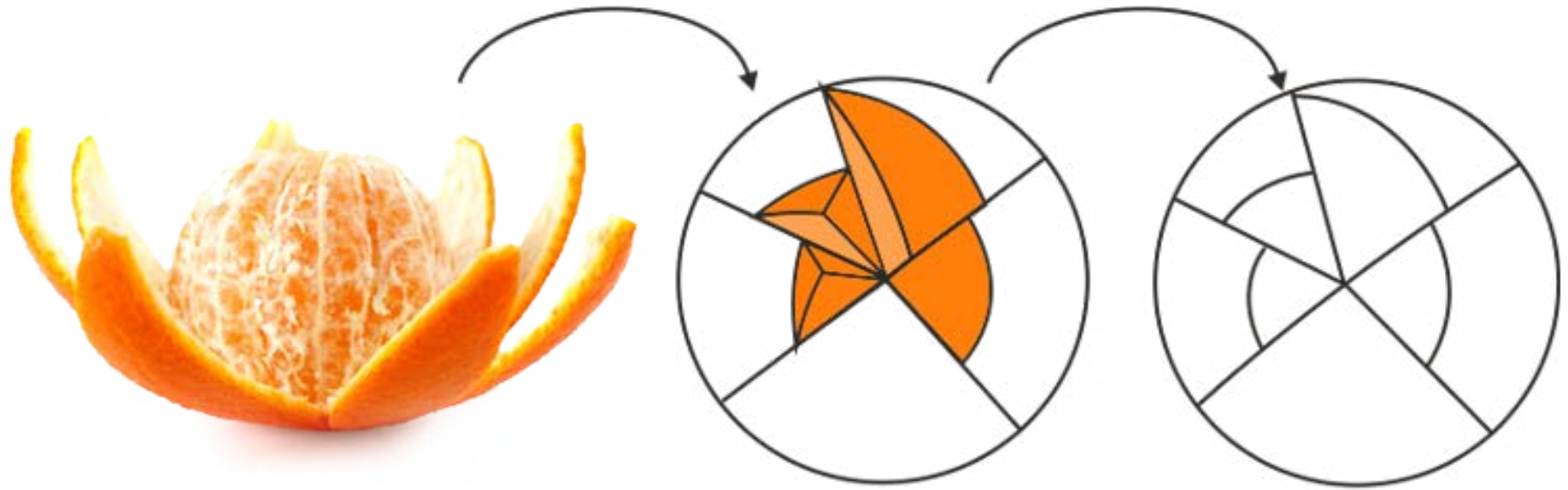














# COMEDY



# Tim Washer

Former Creative Director





**Conan O'Brien**



**Tim Washer**  
**John Oliver**  
**Bill Nye (*The Science Guy*)**



**Amy Poehler**





**ASR9000**







“It’s not about selling,  
it’s about sharing. Analysts  
and the media love it...they  
see the humanness in Cisco.  
When you cut through the  
noise and make someone  
laugh, you’ve created a  
human connection.”

**Tim Washer**

Former Creative Director, Cisco

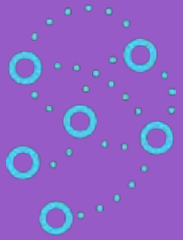




# Ask Yourself...

What patterns do I see?





# 3. Relate

Bring **outside**  
**inspiration** to  
internal ideas.





# Every *Barbie* Career

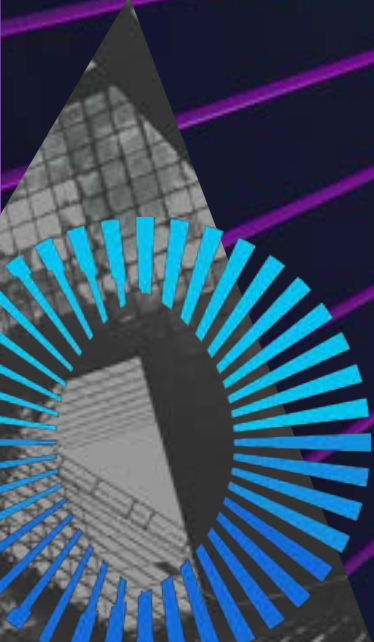
Beauty  
Inside  
A Box





# Kathy Button Bell

Chief Marketing Officer





# OneEmerson







“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**

Chief Marketing Officer, Emerson





# Ask Yourself...

How can I relate this to my world?





# 4. Generate

Come up with **as many ideas** as you possibly can.





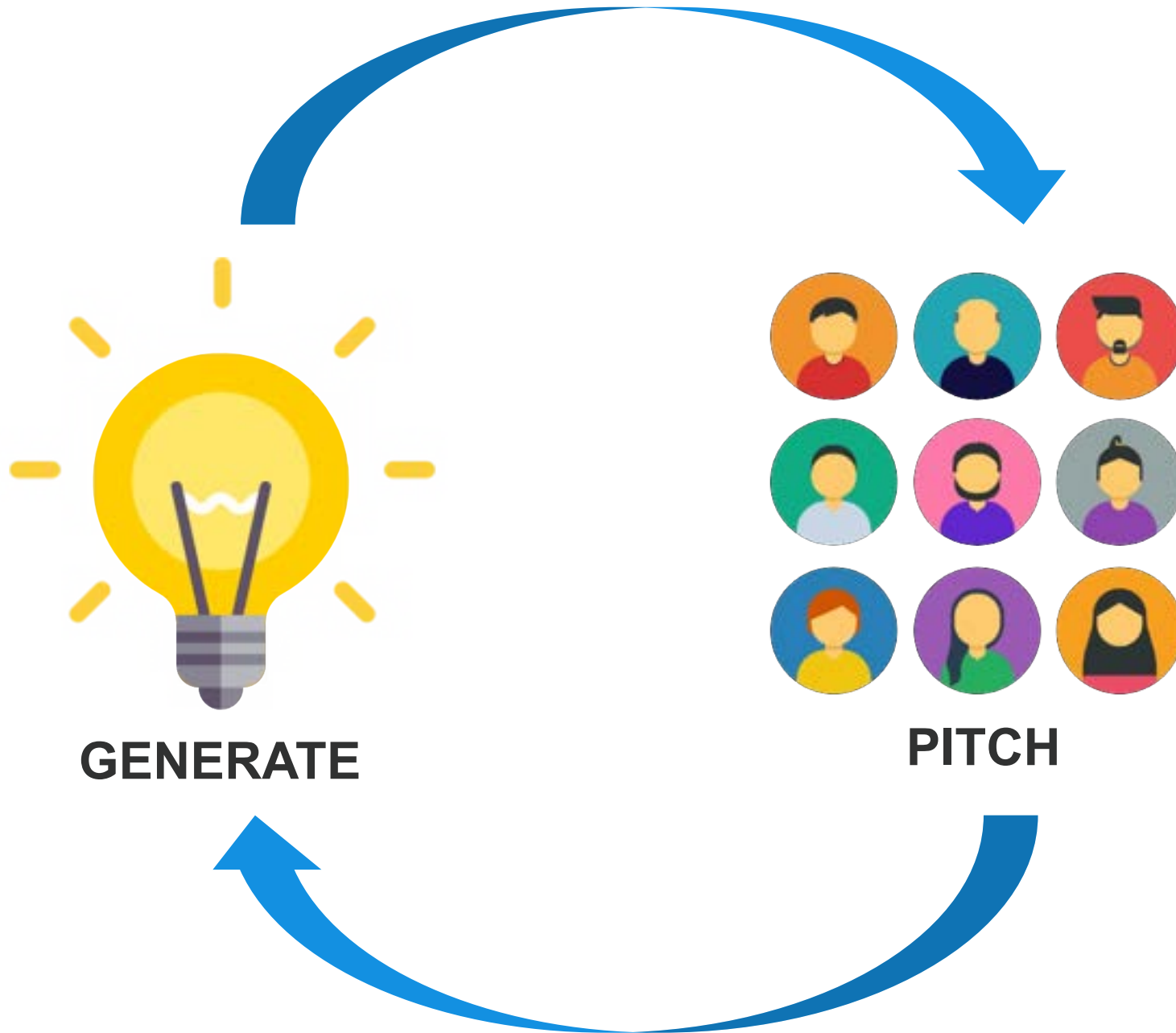


You don't get to

**GREAT**

ideas until you've gone  
through the first 200 ideas.





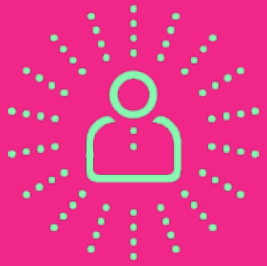


# Ask Yourself...

How many ideas can I come up with?







# 5. Pitch

Tell the **story of the journey** of your idea.



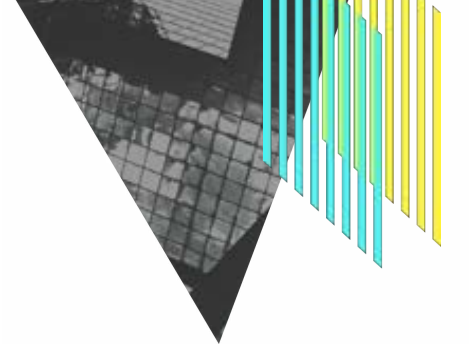
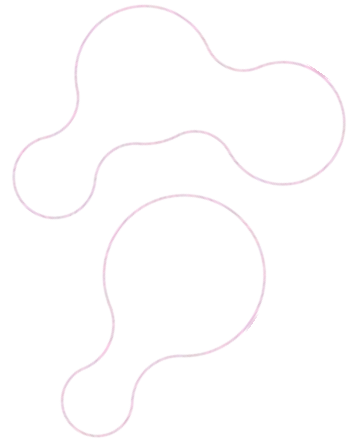
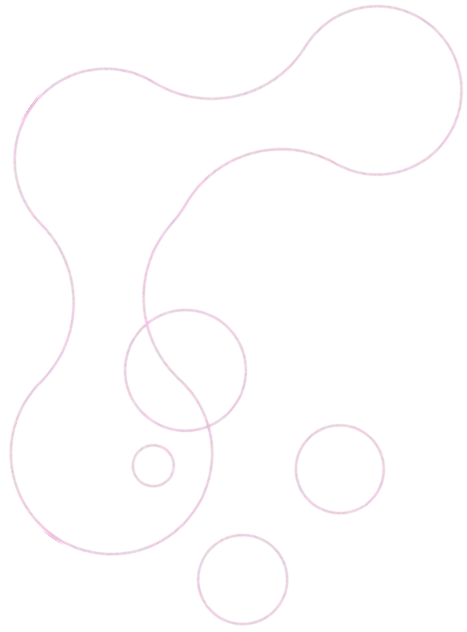


# Løvens Hule



# Wheel Of INNOVATION





**Bad Pitches Kill**  
**GREAT IDEAS**





# Ask Yourself...

What picture do I want to paint?





Innovative thinkers around the world use this process to...

# Break Their **THREE-STORY LIMITS**



# LET'S CONNECT!



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**Bi-weekly  
Newsletter**

