

**Greetings!!!**

A.I.

**A.I.**

**Machine Learning**

**A.I.**

**Machine Learning**

**Block-Chain**

# A Little About Me



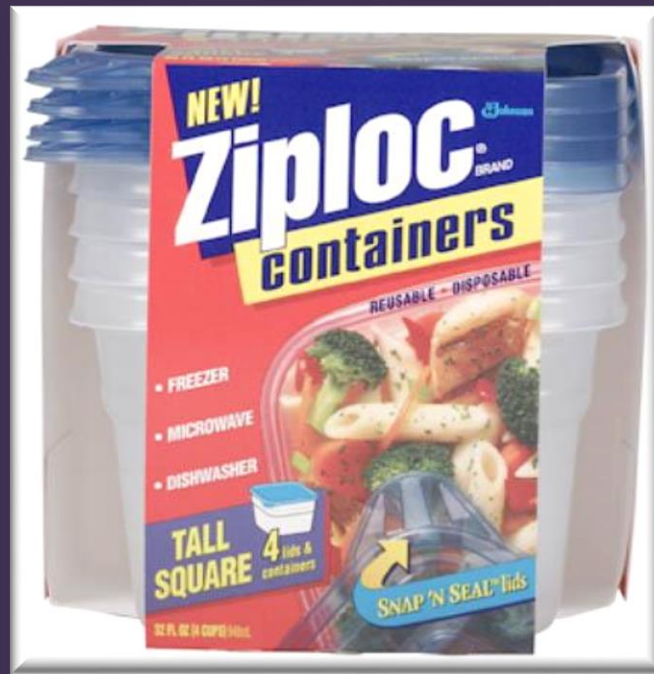




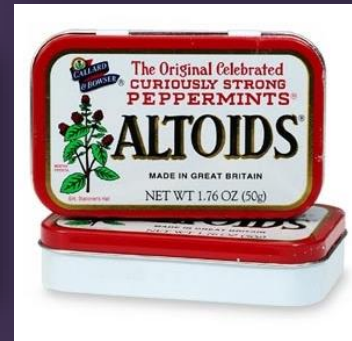
















*“How Kraft Got Its  
Innovation Groove Back”*

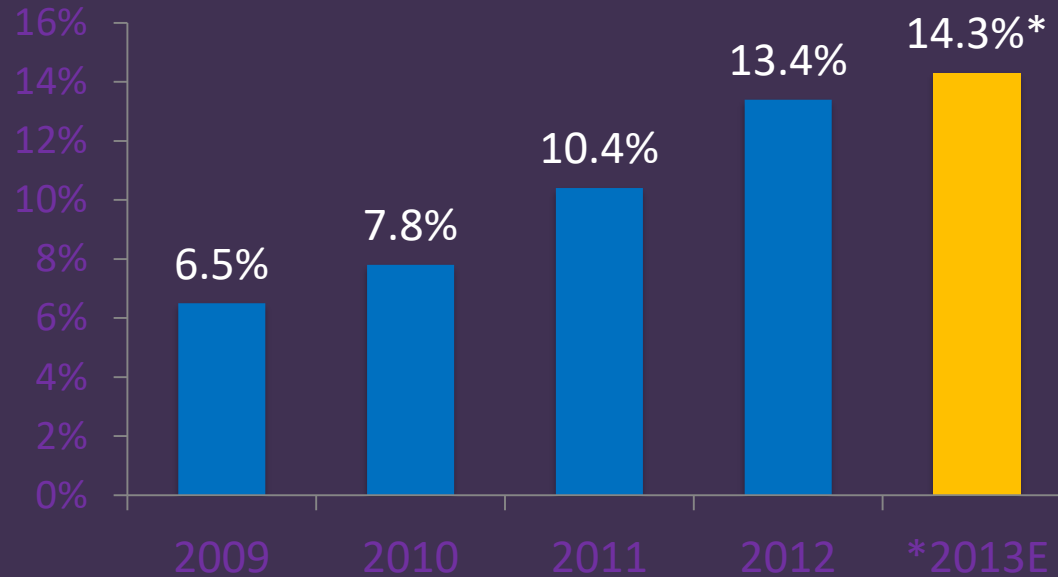
- Forbes (2/19/13)



*“Worst to First”*

# Innovation Contribution More than Doubled in 4 Years

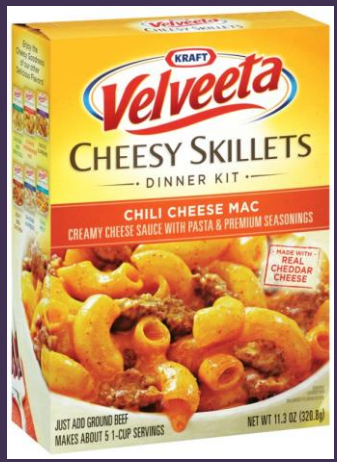
Net revenue from new product innovation over last 3 years



Source: U.S. Nielsen Consumption - 3-Outlet (2009-2011) and All Outlet-xAOC (2012 & 2013), \*2013 Estimate

9 new \$100 million platforms

9 Nielsen Breakthrough Winners



**Mondelēz**  
International

# Mondelēz International



# *The Brief of a Lifetime*









Innovation is (really) Hard

And incredibly HUMBLING

“When You’re Through Learning  
You’re Through”



# What is Innovation?

# **Monetizing Ideas**

*The Journey of Creating and then Monetizing Idea is filled with ups, downs, setbacks and continuous problems to be solved.*

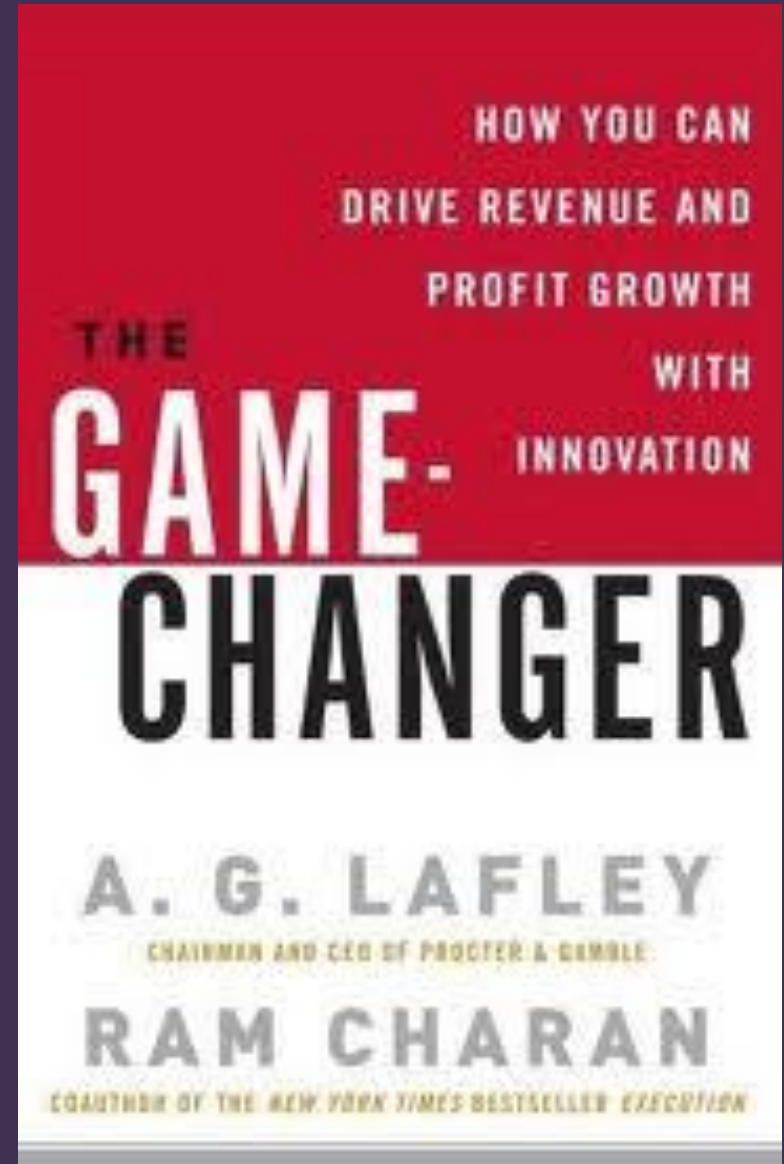
I.Q.



E.Q.

And

A.Q.



Fundamental truth:

*“Innovation is a social activity  
and a team sport”*

# 20 YEARS OF POST- MORTEM (AND EXPERIENCES)

THE “HOW”  
ALMOST ALWAYS  
TRUMPS THE  
“WHAT”

# **Front Row Seat Watching Dozens and Dozens of Innovation Teams**

**1996**

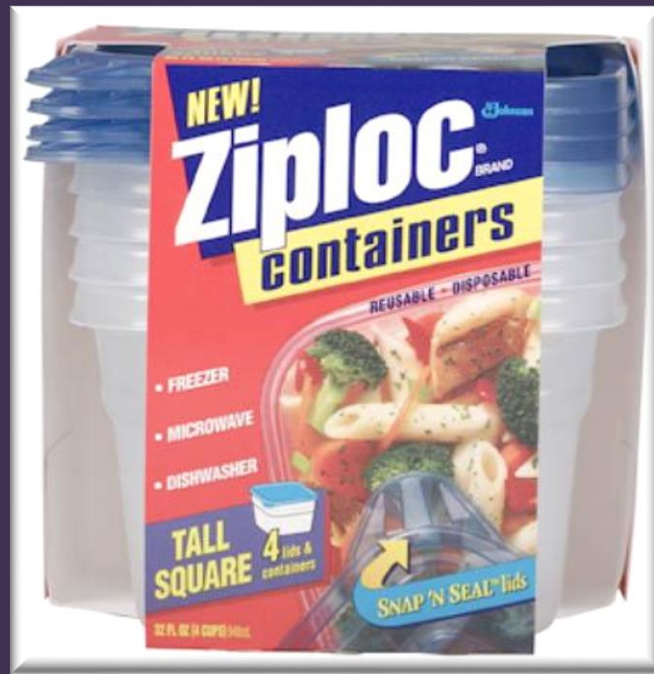




# Small Teams on a Mission

# Damien Kosempa

**1998**



# Craig Gosen and Jeff Zettle

**2017**





18  
ARZOGON AN

*bussia*  
CUCINA MODERNA













# TEAM DIVERSITY

RESEARCH IS  
OVERWHELMING  
ON THIS TOPIC

# MINDSET OF HIRING EVERYONE WITH THE SAME PROFILE DOESN'T WORK



# AVOIDING BLIND SPOTS



GREAT OUTCOMES



# TRADITIONAL DIMENSIONS OF TEAM DIVERSITY

EXPANDED  
DIMENSIONS OF  
TEAM DIVERSITY  
FOR INNOVATION

# LEFT BRAIN DOMINANTS

# RIGHT BRAIN DOMINANTS



QUANT. ORIENTED



QUAL ORIENTED





“OUTSIDERS” FULLY  
IN THE BOAT

SOMEONE FROM  
TECH

SOMEONE FROM A  
COMPANY THAT  
MAKES PHYSICAL  
THINGS

YOUNG, FRESH  
EYES...."WE NEED A  
MILLENIAL"

EXPERIENCED  
EYES....SOMEONE  
WHO HAS SEEN  
ALOT



*“You have so much more  
experience.”*

*“You see patterns in places I  
don't even know to look for  
patterns.”*

C.A.R.E.  
FIRO B  
MEYER'S BRIGGS  
"COLORS"



SOMEONE EXTRA  
MINDFUL TO  
PRIVACY

# THE “HOW” OF INNOVATION MATTERS

# THE “HOW” OF INNOVATION MATTERS

A LOT

BE MINDFUL TO  
TEAM MAKE-UP

BE MINDFUL TO TEAM  
MAKE-UP

A LITTLE TIME  
SPENT UPFRONT  
CAN GO A LONG WAY.

“When You’re Through Learning  
You’re Through”





THANK YOU FOR  
LISTENING