Time-Starved Team Members

Tance

Your key play

Difficult to Scale







A brand & innovation consultancy purpose-built to create

the *now*, *near* and *next* for brands...

We Live in an Era of Innovation Ambition

Rising **Consumer Expectations**

84%

of consumers say it is important for brands to be innovative.

Lab42, 2016

Growing **Executive Hunger**

97%

of CEOs see innovation as a key priority for growth. PwC, 2016



Increasing **Organization Commitment**

86%

of Fortune 500s have a formalized innovation program.

Accenture, 2017

While definitions, structure and activities may differ, the outcome most innovators seek is...



REVENUE GROWTH.

97% of CEOs see innovation as a key priority for growth. PWC, 2016



The Harsh Reality?

Innovation's **failure rate** has never been higher.

70-80% of corporate innovation projects fail to result in any in-market outcome.

McKinsey, 2016





85%

of new innovations fail to meet revenue expectations.

Harvard Business School, 2015

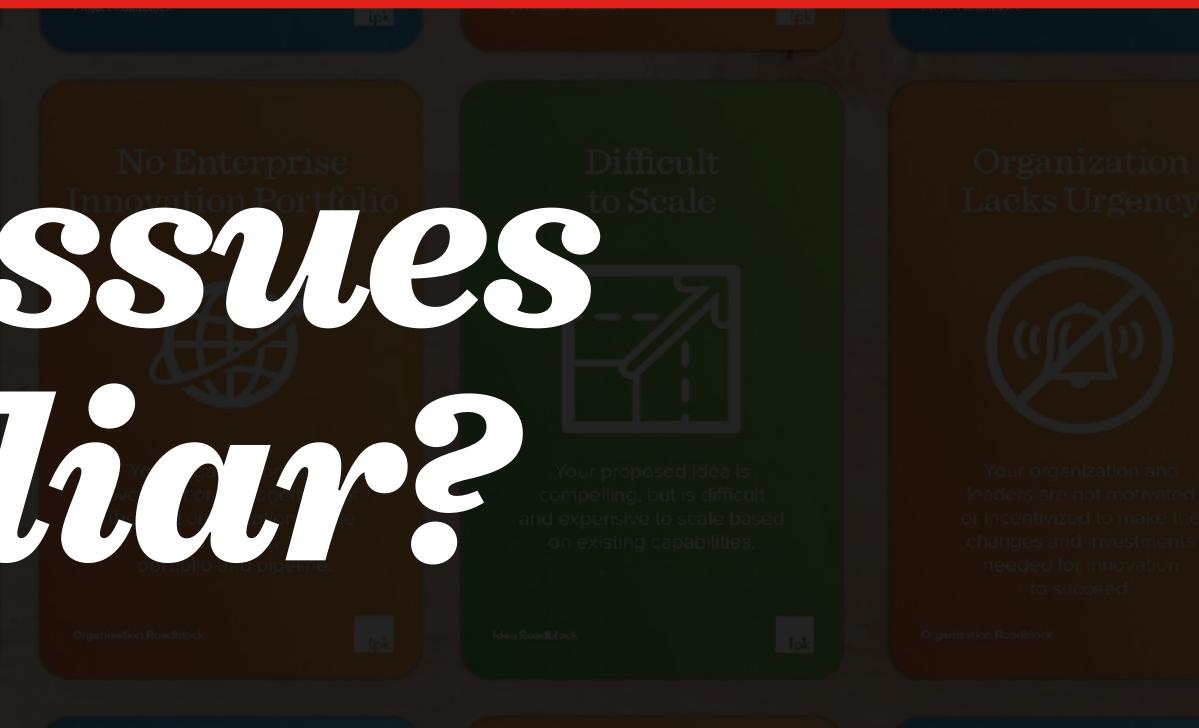


Innovation doesn't fail for lack of ambition, investment or ideas.



Dotheseissues look familiar?

These are the 50 Real Roadblocks why innovation fails to deliver on revenue ambitions.



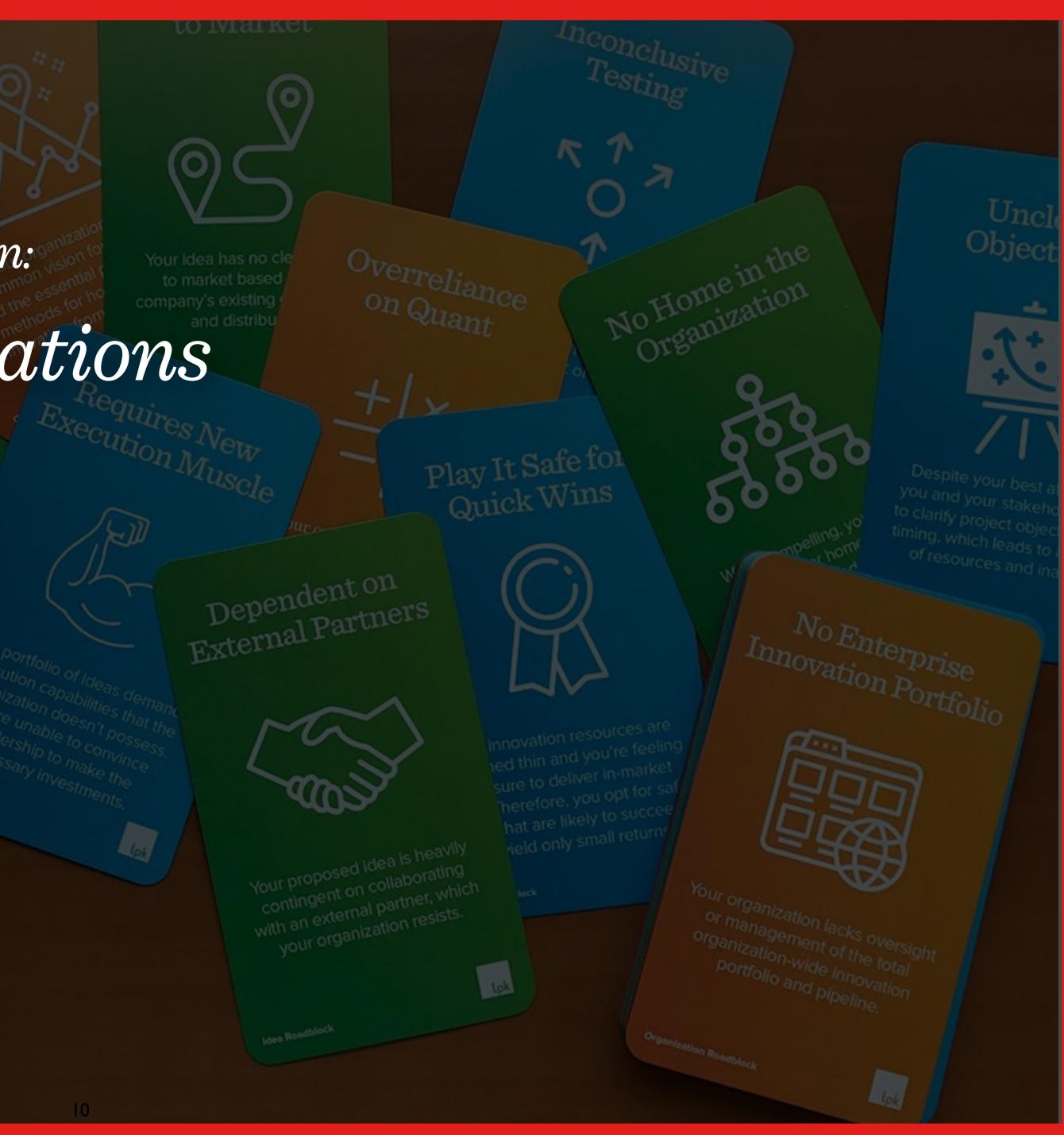




LPK's Roadblocks Cards are utilized within: 52 Fortune 500 Organizations **14** Industries **31** Countries 6 Continents 40+ Workshops

www.lpk.com/roadblocks





I need to... **Overcome my hidden roadblocks to innovation.**

Roadblocks Workshop for Innovation Teams

The hunger for top-line growth has never been stronger. The belief in innovation's potential has never been greater. The harsh reality? Innovation's failure rate has never been higher.

In this interactive workshop LPK will help you and your team uncover and eliminate the hidden roadblocks to innovation.

Not another "blue-sky brainstorm" session, adding to the post-it note mountain of ideas - this Roadblocks Workshop identifies how to drive top-line growth of your organization by shining a light on obstacles that cause 75% of corporate innovation programs to fail to result in any in-market outcome. Learn more at <u>lpk.com/roadblocks</u>





Identify Your Real Roadblocks.

Increase Speed to Market.



Outcomes

Fortune & Glory.



Brample Outcomes







"Better than I even imagined!

You delivered on the goal of creating more understanding of the roadblocks faced by all of the diverse teams, and 160 members within the Strategy and Innovation pyramid."

> **Chris VonDohlen** Enterprise Strategy & Innovation, Target





"It was a hit and exactly what we needed.

The team loved the day. We don't always have the time or space to have the tough conversations about the real issues we're up against."

Jenny Bodenlos Innovation Strategy, Nike



FAQS

HOW MANY should participate?

Space in the workshop is by invitation only and customized for your specific needs. LPK has facilitated Roadblocks workshops of 5 executives and 150+ manager-level participants.

WHO should participate?

To reap the true value, we recommend that executive leaders in all key business functions participate.

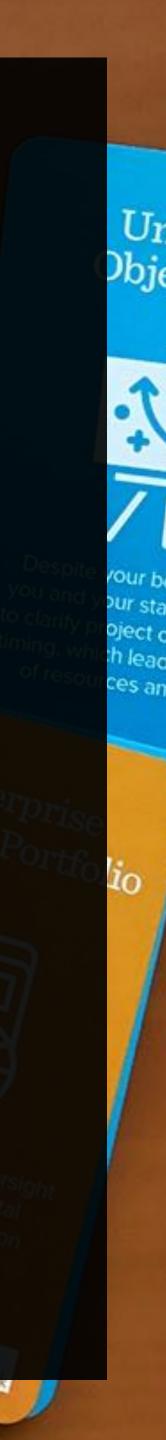
WHAT are the outcomes?

Roadblocks Identified, Root Causes Uncovered

Of the 50 possible roadblocks, this workshop will help your executive team focus on the root causes of your most pressing organizational and cultural roadblocks.

Big Solutions & First Actions Generated

Having identified the roadblocks and root causes together we'll generate the big solutions and first action plans to eliminating barriers to market and revenue growth.



Let's make extraordinary happen together.

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