



Go to the jungle, don't go to the zoo

By Michael Christiansen, MBA

Innovation / 7-12-2021



Innovation is the creation of
a viable and value-creating
new offering

- new products with value*
- new process with value*
- new sales/marketing with value*

Our experiences

better choices to live your life

LIVING A
BETTER LIFE

WHAT TO LOOK FOR IN STORE-BOUGHT WATER

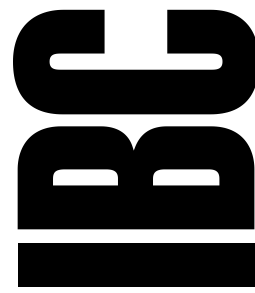


So WHY innovation?



....or others will take over

A world with opportunities



Young buyer from all over the world

(Generation Z)



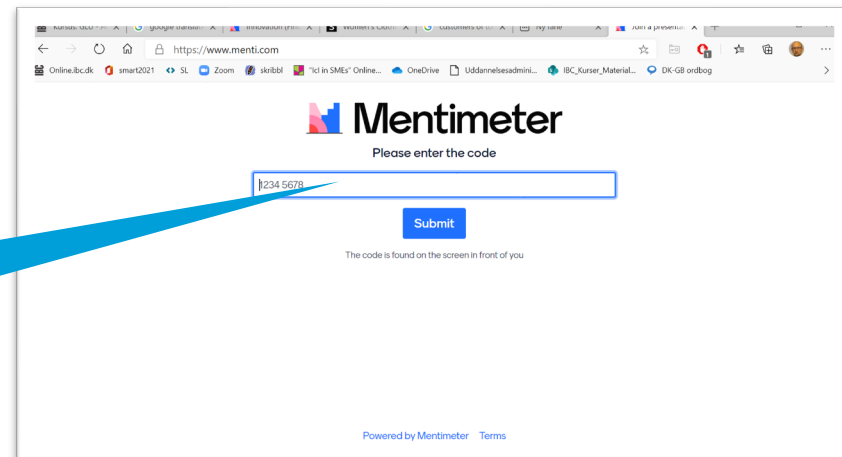
What is the 5 biggest threats if we not are **Innovative?**

Please go to www.menti.com or QR-code and write **5** short statement*



*1-2 words each statement

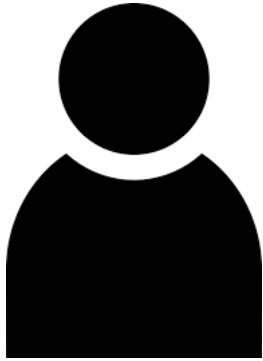
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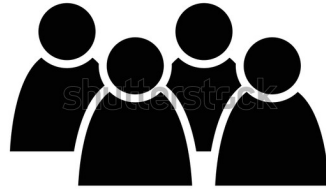
Different levels of challenges

...and they each have their different challenges

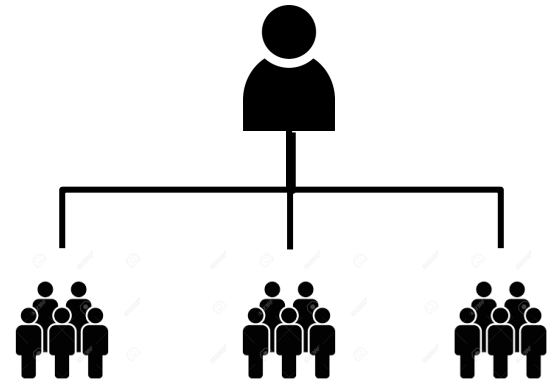
IBC



Person



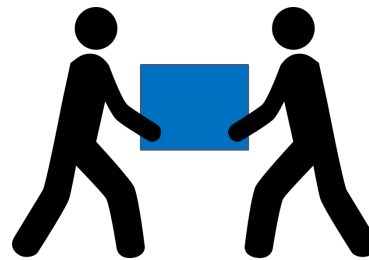
Persons / Teams



Organization / Companies



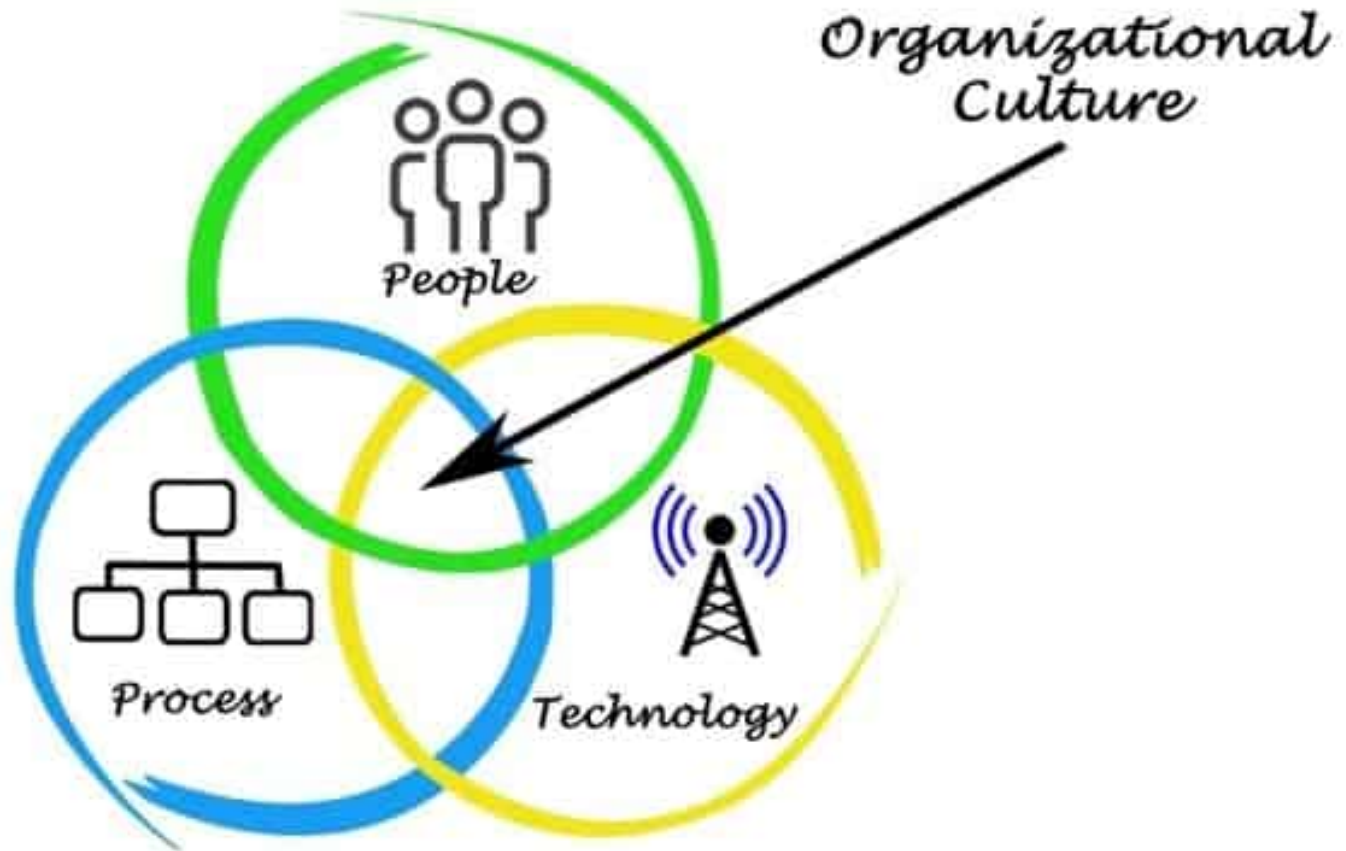
Countries



Supplier

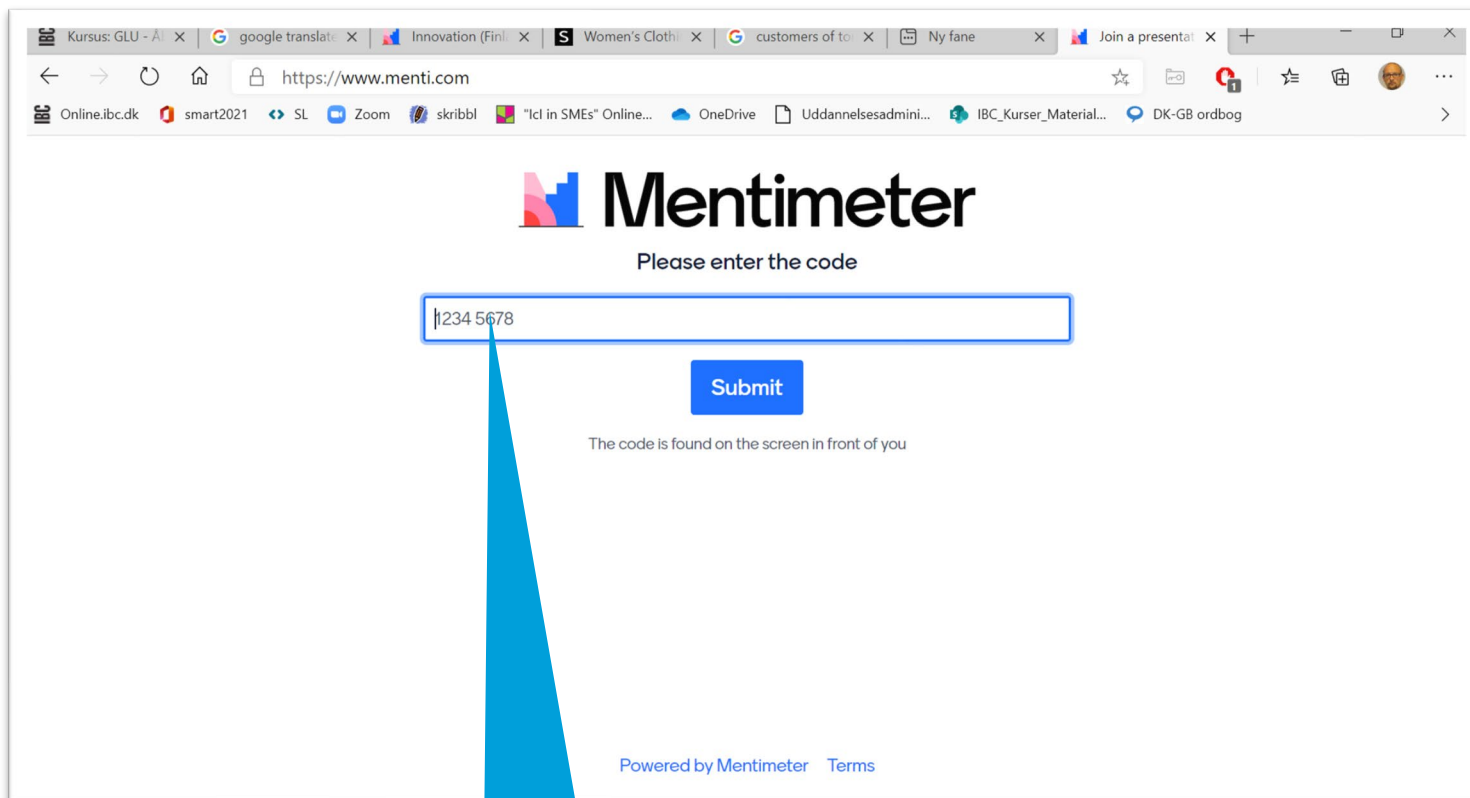
Customer

The biggest challenge is that **innovation** is based on culture



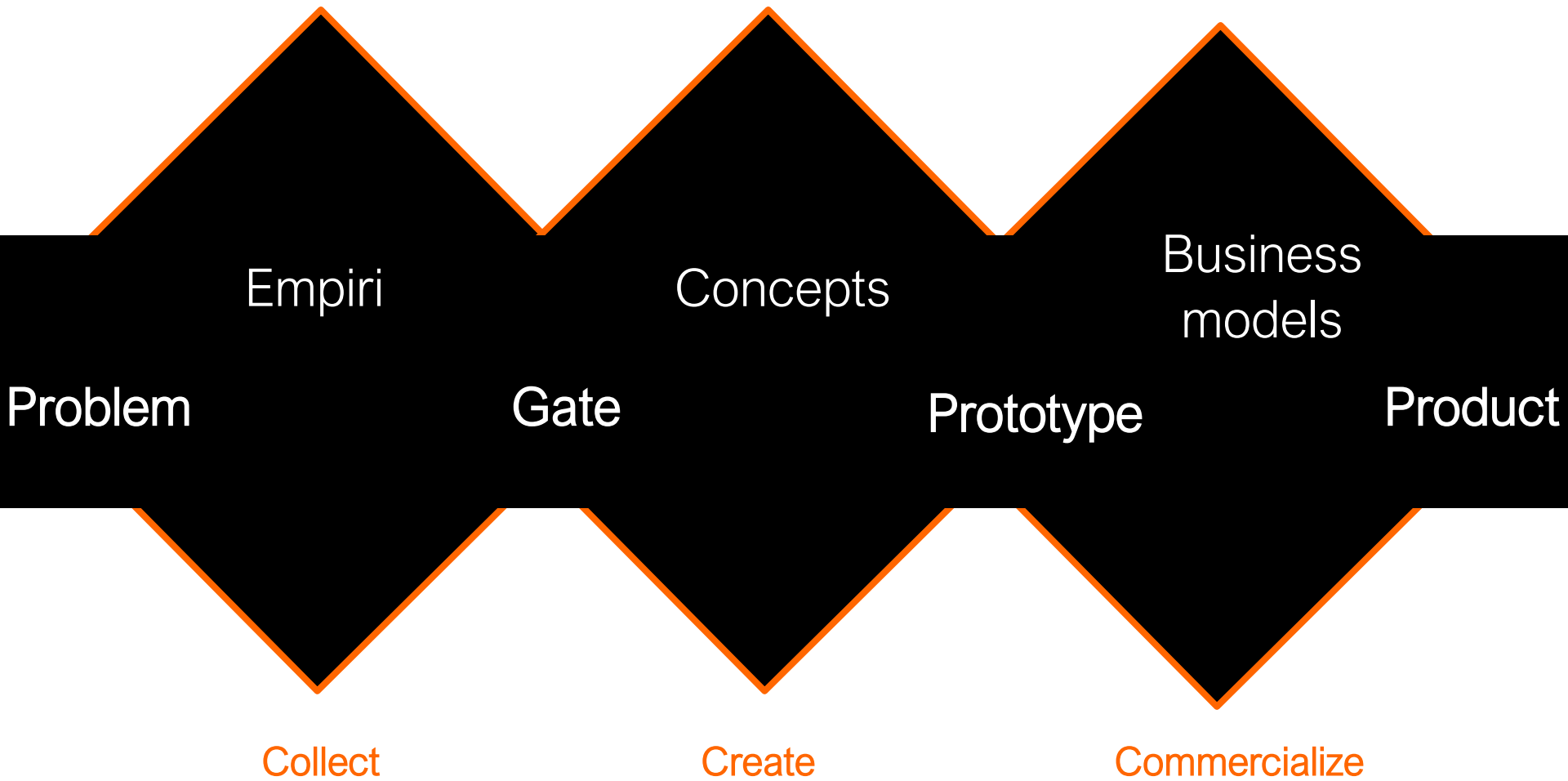
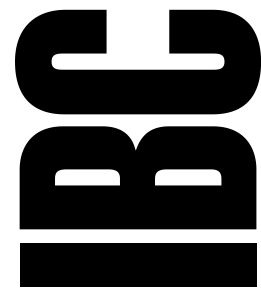
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The Innovation Process





HEALTHMILES



Virgin Megastore Outlets



Online Print Order Center

