



Innovating from the Outside In

1 Week Experience

Remaining competitive in today's market requires understanding your customers well enough to address their needs today and anticipate their wants tomorrow. Outside-in innovation is a customer-centric approach to looking outside of your organization for ideas and insights to drive new products and services.

Has your organization lost touch with its customers? This one-week experience, featuring business transformation expert Martin Lindstrom, provides the perspective and specific tools you need to cut through the bureaucracy, connect directly with customers, and achieve your organization's goal: creating irrefutable customer value.

Key Learnings

- Recognizing symptoms of low empathy, which can prevent the organization from being effective
- Strategies to reconnect with your customers and help your organization adopt an "outside-in" perspective
- Securing buy-in for unique ideas without sacrificing key elements

Assignment Details

- Conduct an ethnographic interview that focuses on the customer experience
- Hone in on a pain point that is within your control to solve
- Connect your idea to the KPIs that will anchor your business case in return on investment of time and resources

Estimated Time Commitment: 2.5–3 hours

Expert Video Lectures: 30 Minutes

Create Action Plan: 75–90 Minutes

Interactive Activities: 45–60 Minutes

Featured Leadership Expert: Martin Lindstrom



MARTIN
LINDSTROM

Martin Lindstrom is the founder and chairman of Lindstrom Company, the world's leading brand & culture transformation group, operating across more than 30 countries. TIME Magazine named Lindstrom one of the "World's 100 Most Influential People". And since 2015, Thinkers50 has named him one of the world's top 50 business thinkers. Lindstrom is an author of 8 New York Times best-selling books. His latest, *The Ministry of Common Sense*, offers a humorous yet practical guide to ridding ourselves—and our companies—of bureaucratic bottlenecks and red tape.