

Creating a



culture

of Innovation

andrialong.com

Andria Long

Built 2 Innovation Centers



VP Innovation & Strategy



VP Innovation & Consumer Insights



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“Inside” Innovation Experience at 7 Companies

MARS
incorporated

m&m's
CHOCOLATE CANDIES

HUGGIES
BRAND

 **Kimberly-Clark**

 **Cottonelle**
BRAND

CHEEZ-IT

Keebler *Kellogg's*

 **St. Ives**

DOUWE EGBERTS
 **Senseo**
BRAND

ALBERTO CULVER

Ball Park
BEER

 **Jimmy Dean**

Sara Lee

 **Johnsonville**
FAMILY OWNED SINCE 1945

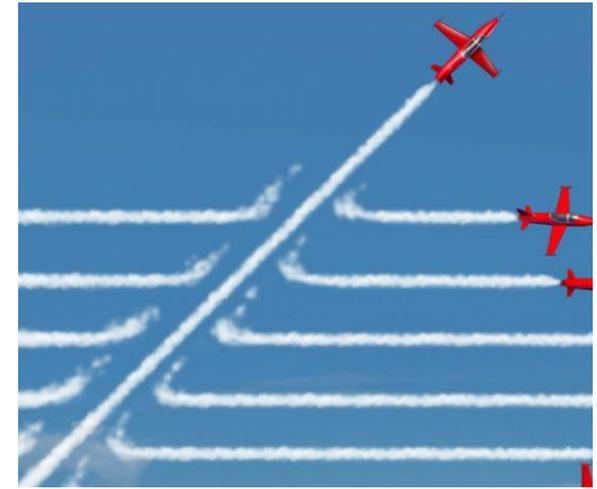
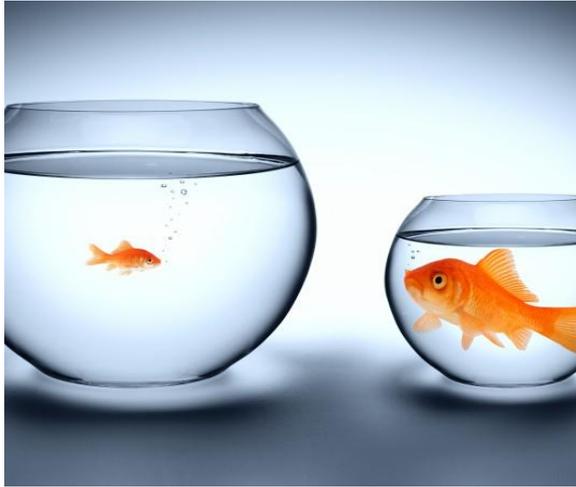
 **Hillshire Farm**
Since 1934

 **Johnsonville**
FAMILY OWNED SINCE 1945

COMPANIES

BRANDS

Multiple variables across companies different situations & challenges



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**No matter how good your process and capabilities are
if your company doesn't do these things you will kill innovation**



Right People



Right Leadership



Right Mindset

Right People



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The day before something is a
breakthrough, it's a crazy idea.

Peter H. Diamandis

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No!

DEALING
WITH
REJECTION

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A successful man is one who can lay a firm foundation with the bricks others have thrown at him. David Brinkley, Television Journalist



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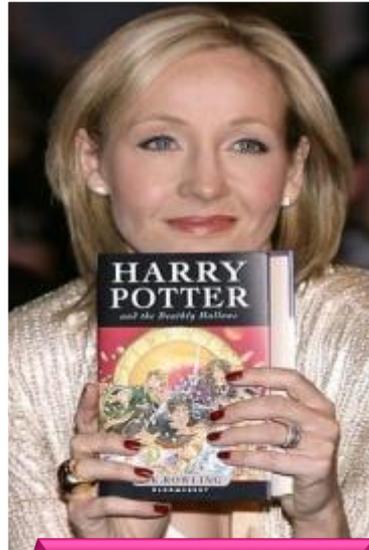
TENACITY!



1,009

**recipe was
rejected**

Colonel Sanders



12

publishers rejections

**publisher gave her a chance,
told her to keep her day job**

J. K. Rowling



30

**rejections
for Carrie**

Stephen King



30

**times rejected from
film school**

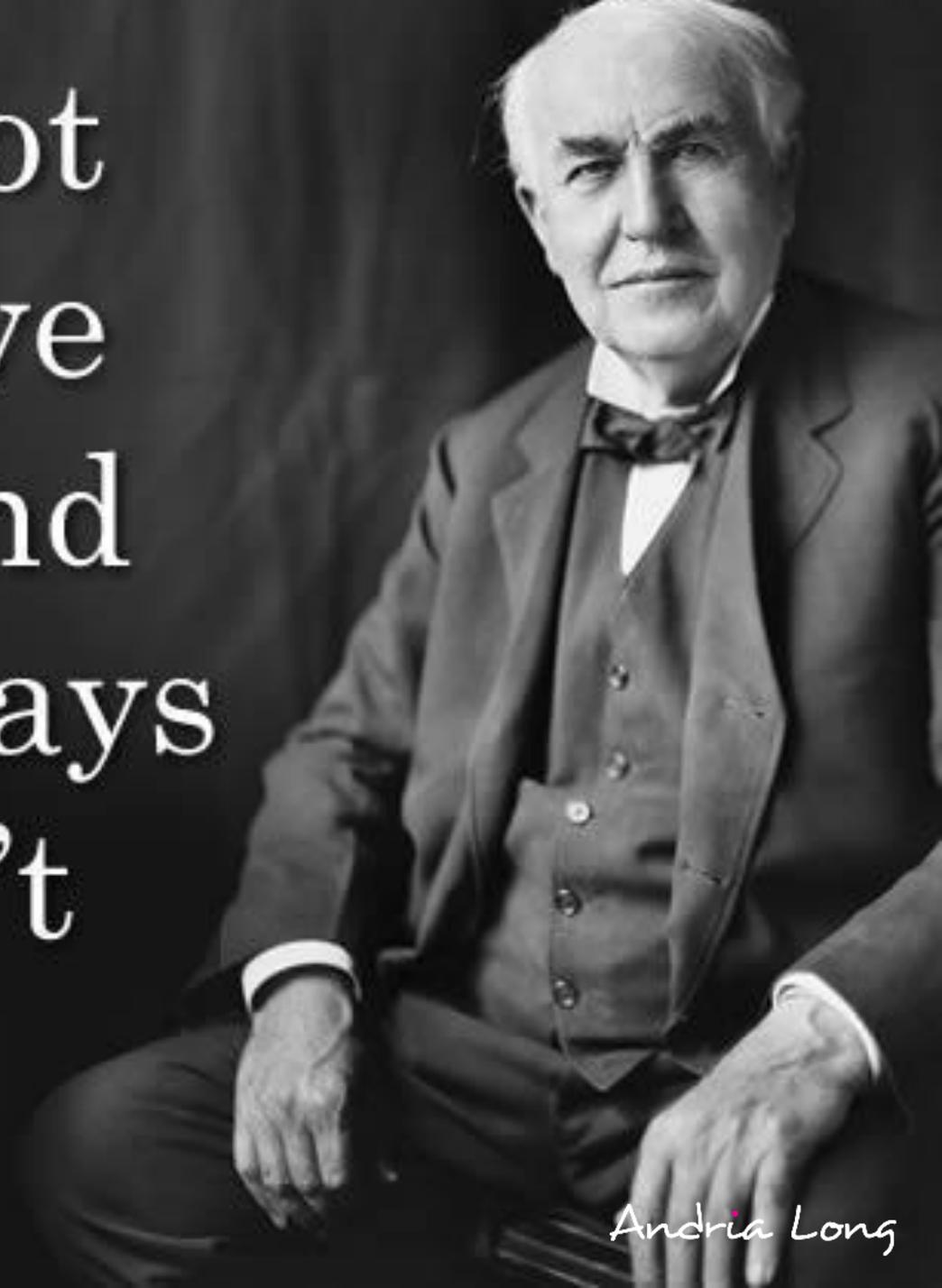
Steven Spielberg

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I Have Not
Failed, I've
Just Found
10,000 Ways
that Won't
Work.

Edison

Andria Long



C
A
N
D
O

“A positive attitude brings strength, energy, motivation and initiative.”

**You may not
be able to control
every situation
and its outcome,
but you can
control your
attitude and how
you deal with it.**

HpLyrikz.com



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Ambiguity & Uncertainty

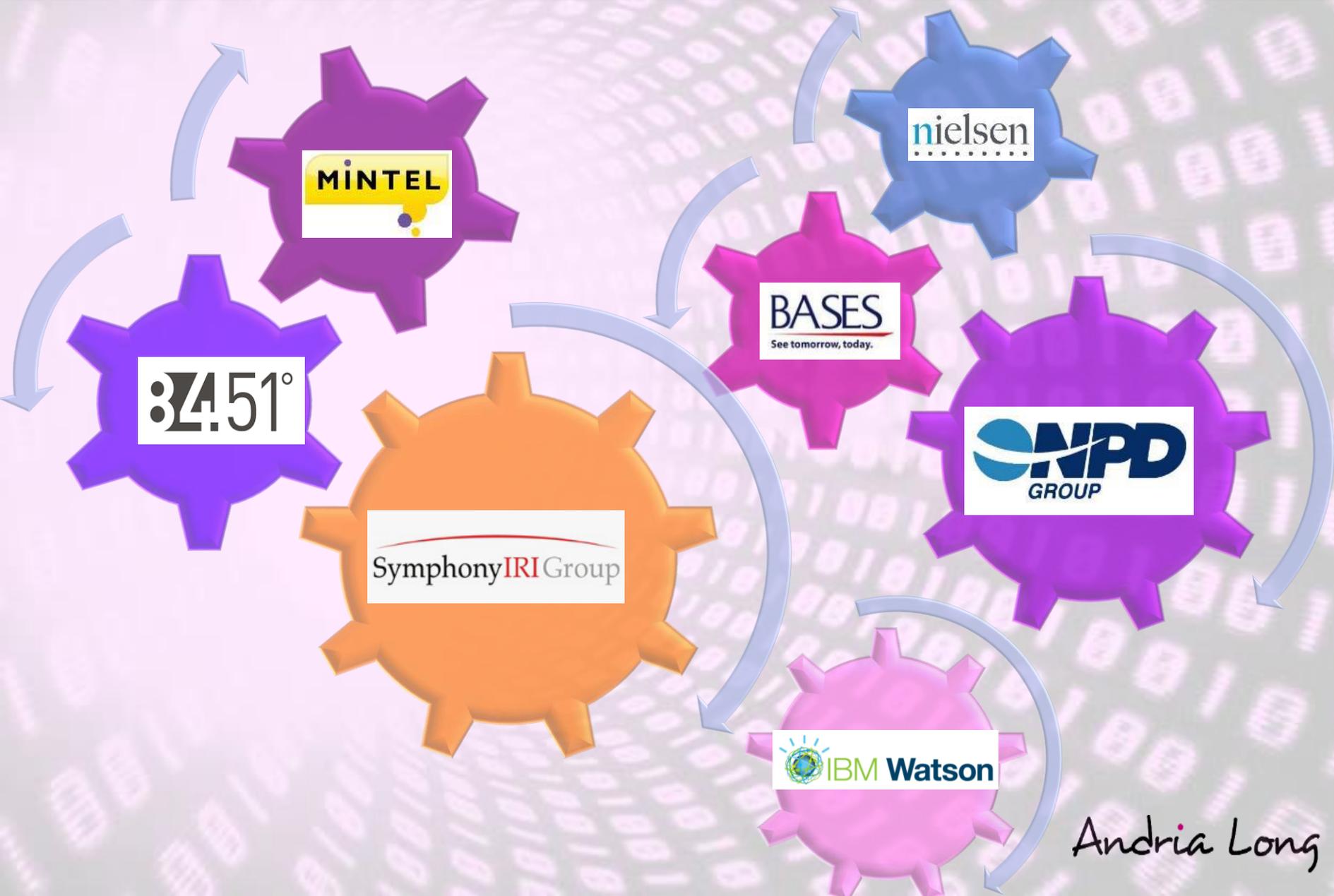
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You
be
the
Judge

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And we all have access to the same data

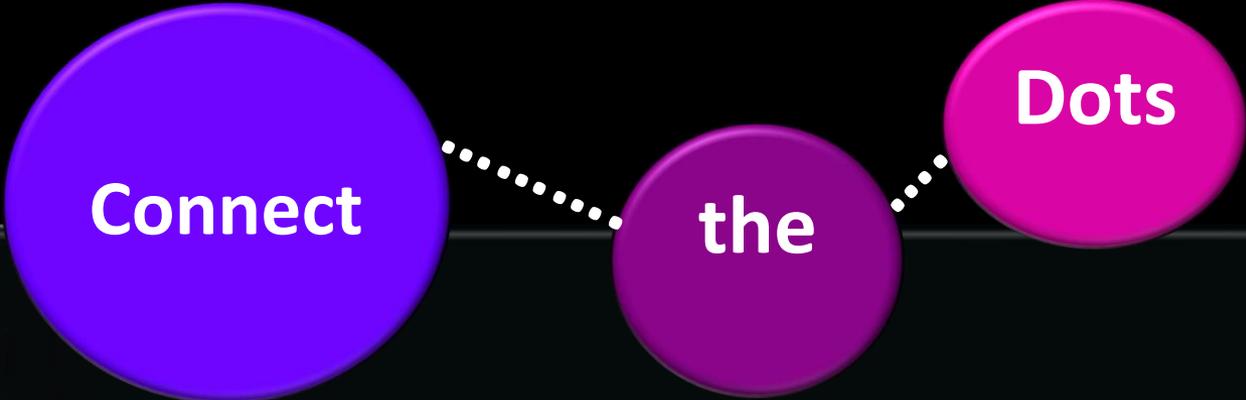


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“The ability to LEARN faster than your competition may be the only sustainable competitive advantage that you can ever achieve.”

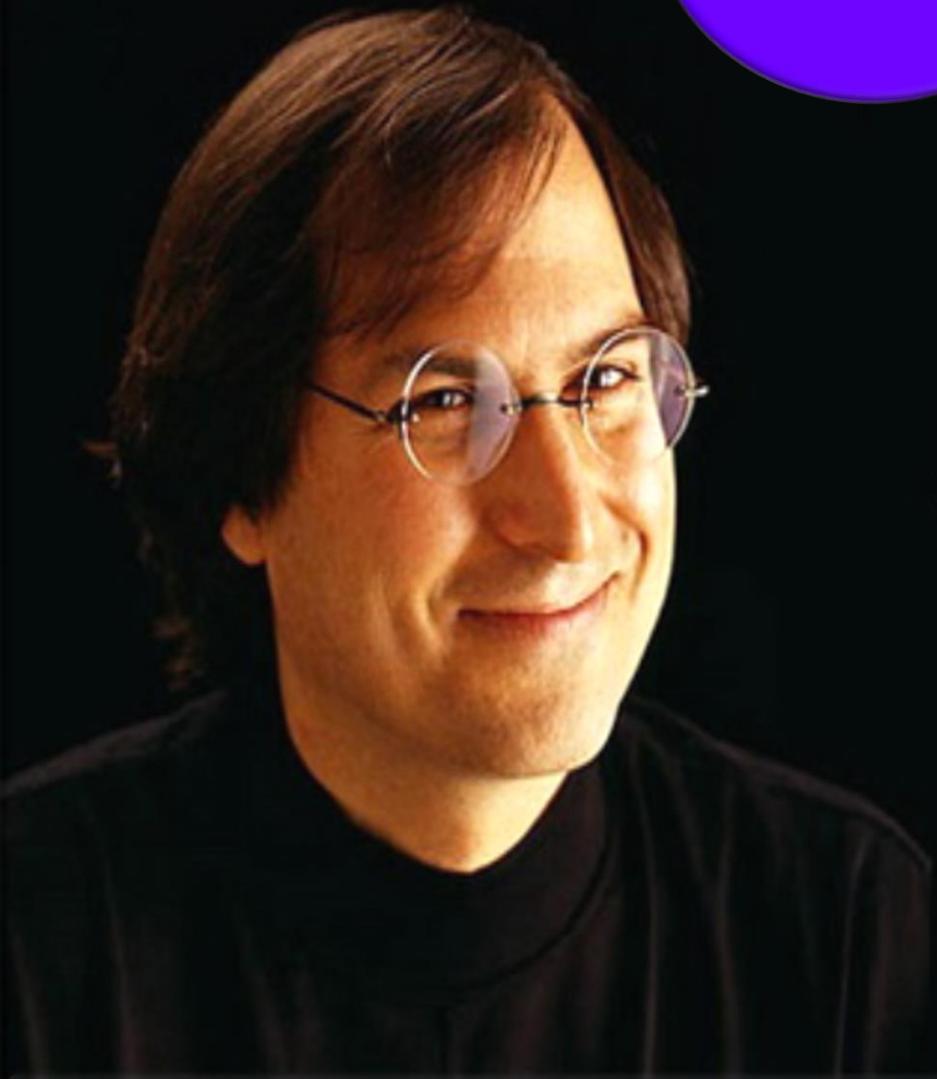
Peter Senge – The Fifth Discipline



Connect

the

Dots



"I think the artistry is in having an insight into what one sees around them. Generally putting things together in a way no one else has before and finding a way to express that to other people who don't have that insight"

CEO Leadership

PASSIVE

ACTIVE

Cascade Directly, Don't Delegate



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Leadership Team Aligned



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wheels on the bus



Enforced from the Top



**MAKE SURE EVERYBODY
IN YOUR "BOAT" IS
ROWING AND NOT
DRILLING HOLES WHEN
YOU'RE NOT LOOKING.**

Shared Responsibility & Accountability

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Change is not optional



“ She is unafraid to confront executives who resist change. I told everyone that if they don't change, I'd be happy to attend their retirement parties.

Former PepsiCo CEO Indra Nooyi



2018 TOP 25 BREAKTHROUGH INNOVATION WINNERS



Source: Nielsen

7 products totaling more than \$246 million in IRI pacesetter sales in 2018

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Not afraid to try again

**WELCOME BACK
CRYSTAL PEPSI!**

#oGoLead





Long Term Mindset



Tin Shed's portfolio companies have a 100% survival rate to date, and they're patient. "We want companies that don't make financial sense over the two-to-three year period, but do make sense over the long haul," he says.



Phil Graves, Managing Director

Rose Marcario
CEO



Yvon Chouinard
Patagonia Founder



Like things to **change**
Always pushing for **evolution**
Not afraid to **change direction**
Not afraid to **take a risk**
Very **curious** people
Read a lot
Dig into things



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Culture - Mindset



WHICH STEP HAVE YOU REACHED TODAY?

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Culture

Mindset

You can have all the right strategy in the world; if you don't have the right culture, you're dead.

PATRICK WHITESELL, CO-CEO OF WME



“

One of my fears is being this big, slow, constipated, bureaucratic company that's happy with it's success.

When an organization that depends on innovation has 44,000 employees, its CEO should be concerned about this.

Companies fall apart when their model is so successful that it **stifles thinking that challenges it.**

Mark Parker, CEO, Nike (Fast Company, June 2013)

**BECOMING IS
BETTER THAN
BEING.**

CAROL DWECK



LIGHT YOUR MIND
UNLOCK YOUR GREATNESS



**ELIMINATE
THE MINDSET
OF CAN'T!
BECAUSE YOU
CAN DO
ANYTHING!**

TONY HORTON
FEARLESSMOTIVATION.COM

.....
"The ones who say
'you can't'
are too afraid
you will.
.....

-Nike

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THE MOST DANGEROUS PHRASE

IN THE LANGUAGE IS

"WE'VE ALWAYS
DONE IT
THIS
WAY."



This is where you will end up



LINENS-N-THINGS



BORDERS

BARNES & NOBLE
BOOKSELLERS



SEARS



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Growth Mindset of the Future



See Around The Corners



“We need to be able to **see more effectively around corners** in terms of where is the overall food and agriculture industry going domestically and globally.”

Target Chief Strategy & Innovation Officer

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‘When tech evolves, people have higher expectations. But with new tech, you also have lots of new possibilities.’

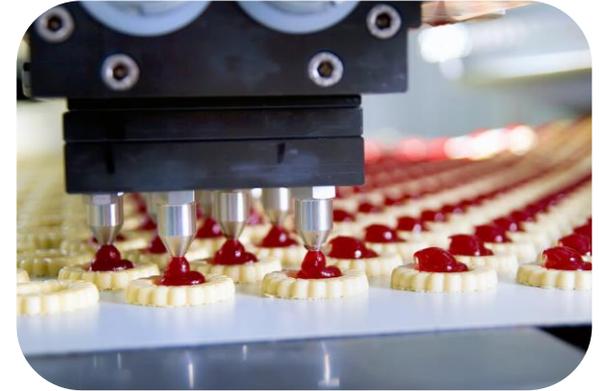
Tech has eliminated big barriers to entry



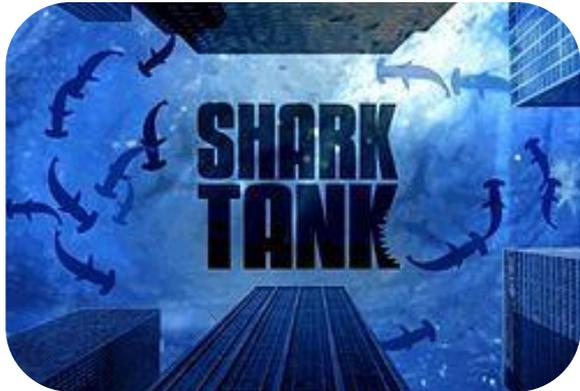
Distribution



Awareness



Manufacturing



Money



Incubators

Accelerators



Expertise

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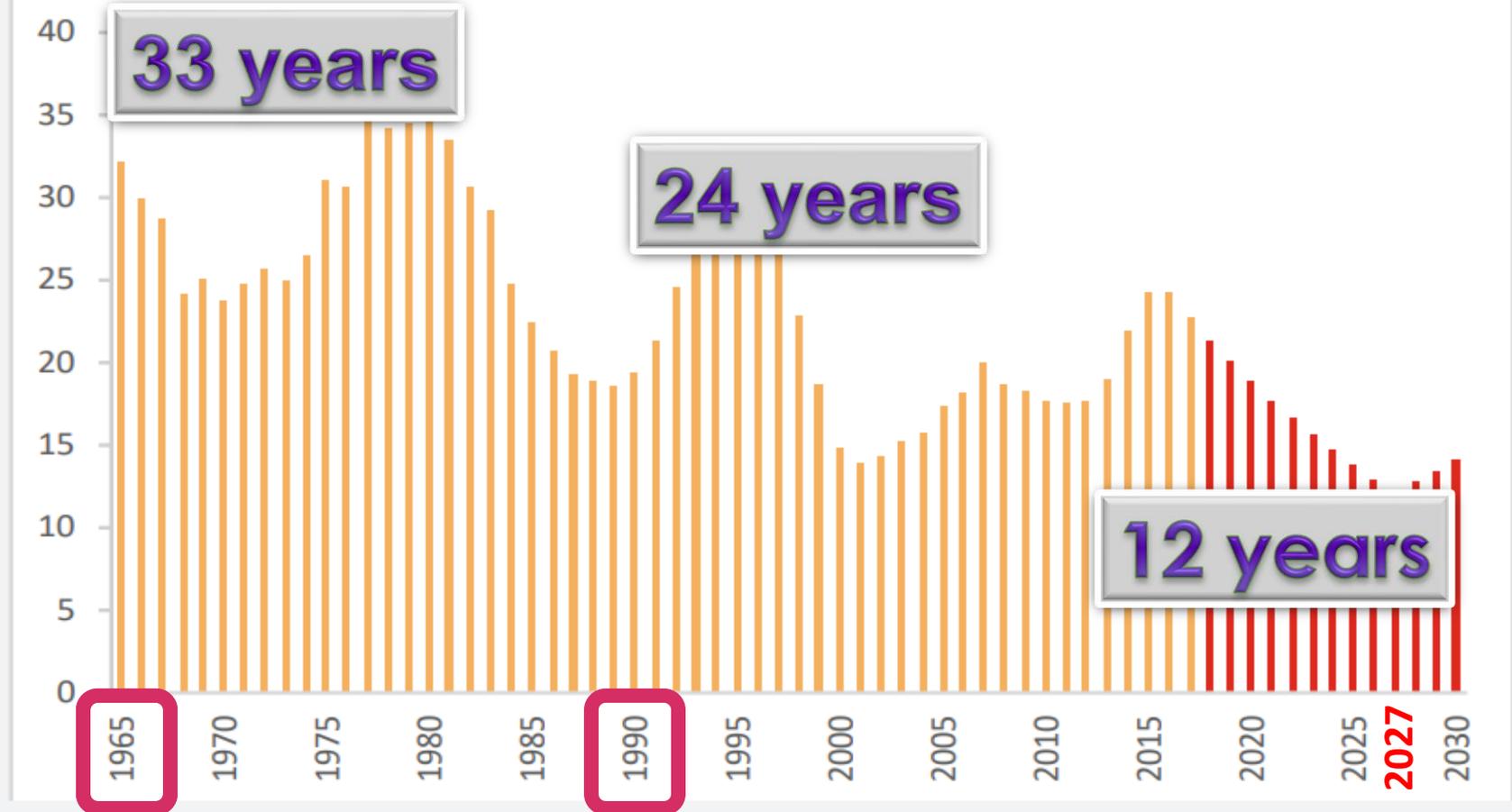
Change has never happened this fast before, and it will never be this slow again.

Graeme Wood, journalist

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At current churn rate, 50% of the S&P 500 will be replaced by 2027

Chart 1: Average Company Lifespan on S&P 500 Index
Years, rolling 7-year average



Tenure for average firm in 1958

61 years

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Source: Innosight Executive Briefing 2017



In the new world, it is not the big fish which eats the small fish, it's the fast fish which eats the slow fish



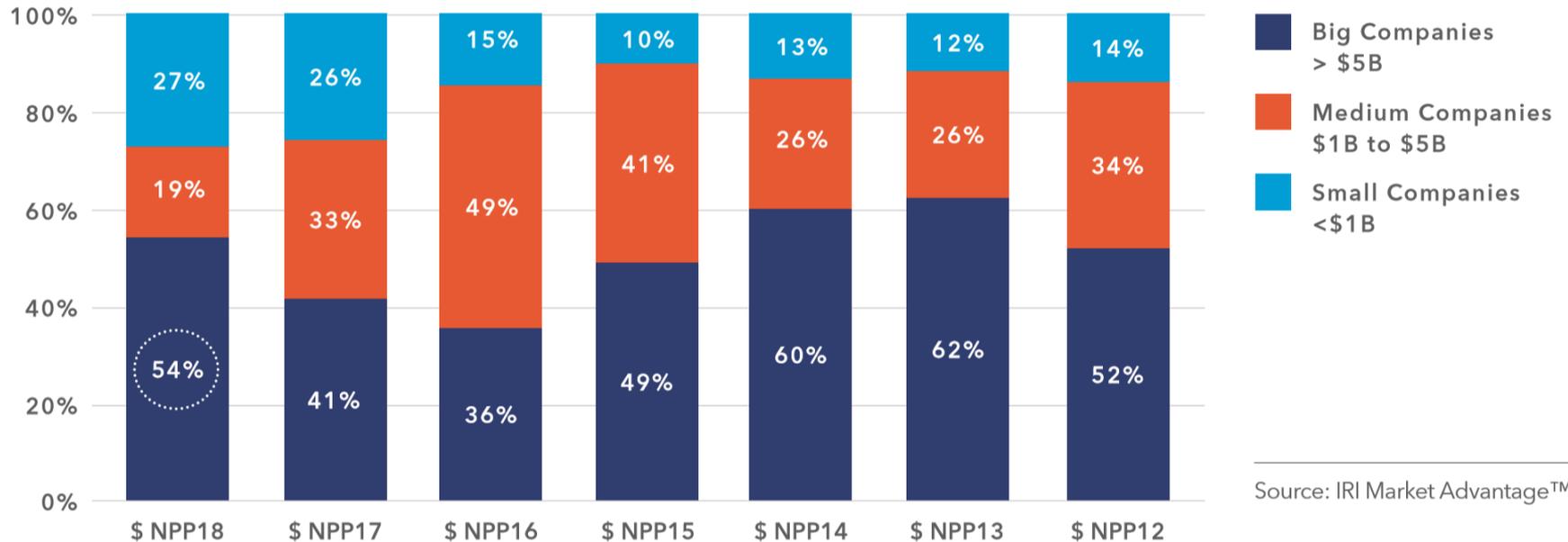
Klaus Schwab
Founder and Executive Chairman
World Economic Forum

51%
of NPP Companies
Are **Small Companies**

BUT

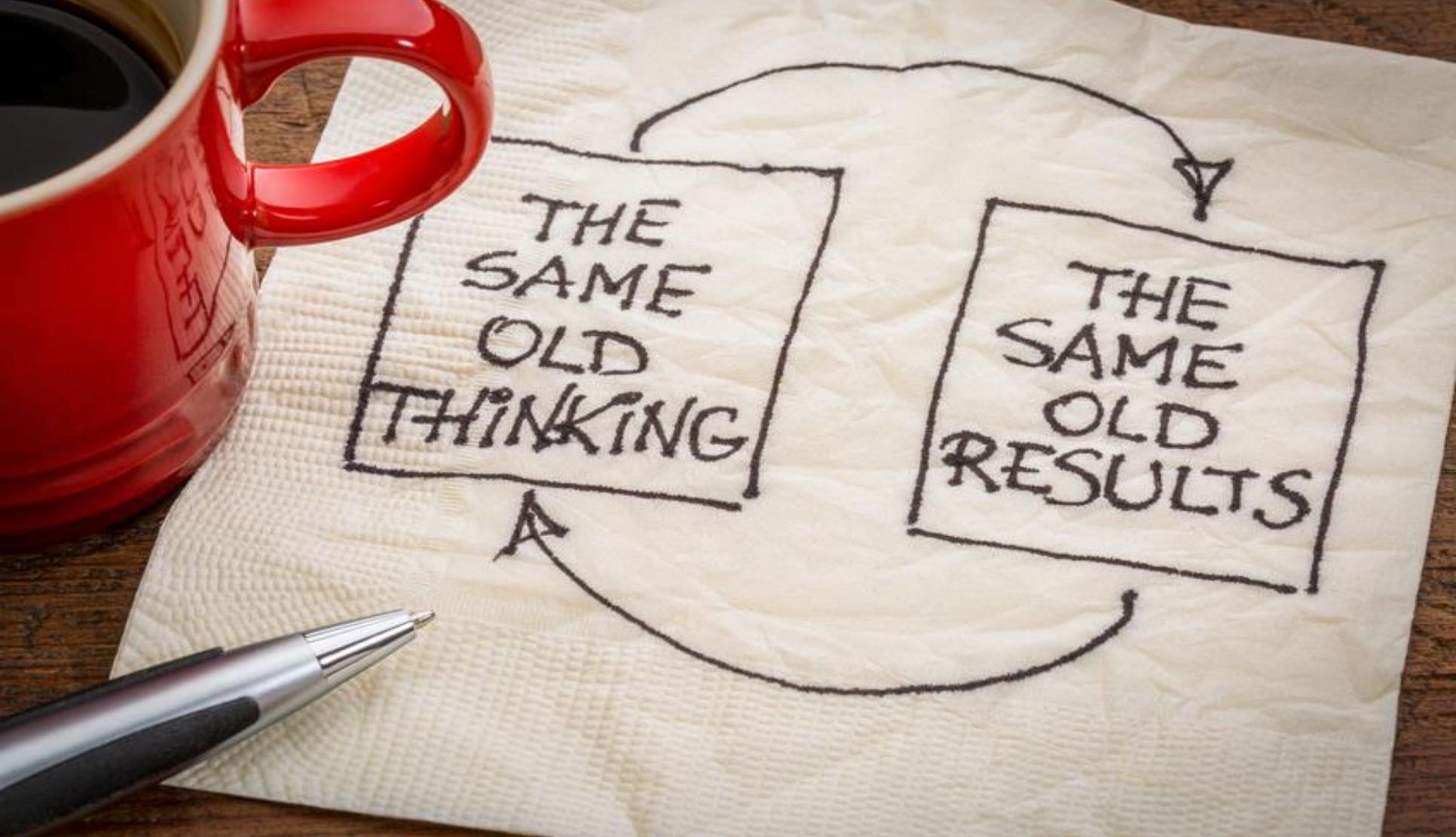
54%
of Dollar Sales
Are **Big Companies**

Company Size as % of Total New Product Sales



Source: IRI Market Advantage™

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Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.

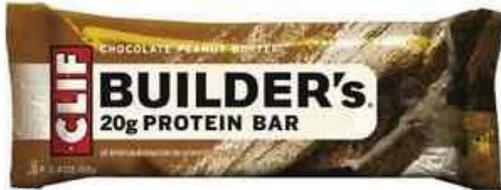
William Pollard

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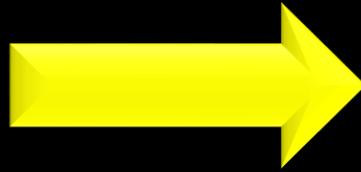
What we consider food



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With Patagonia Provisions, our goals are the same as with everything we do:
We aim to make the best product, cause no unnecessary harm, and perhaps most important, inspire solutions to the environmental crisis



Access to Data |

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Who is now entering the "game"

Notification when things are about to expire



Know what you have

The Family Hub™ has three built-in cameras that take a photo every time the doors close. You can use your phone* to access photos from anywhere, so you always know what you have and what you're missing.



Get what you need

When it's time to get groceries, order them directly from the touchscreen with apps like Groceries by MasterCard. You can even discover new recipes and receive notifications when food is about to expire. The Family Hub™ makes it easy to stay on top of meals.



Information is power

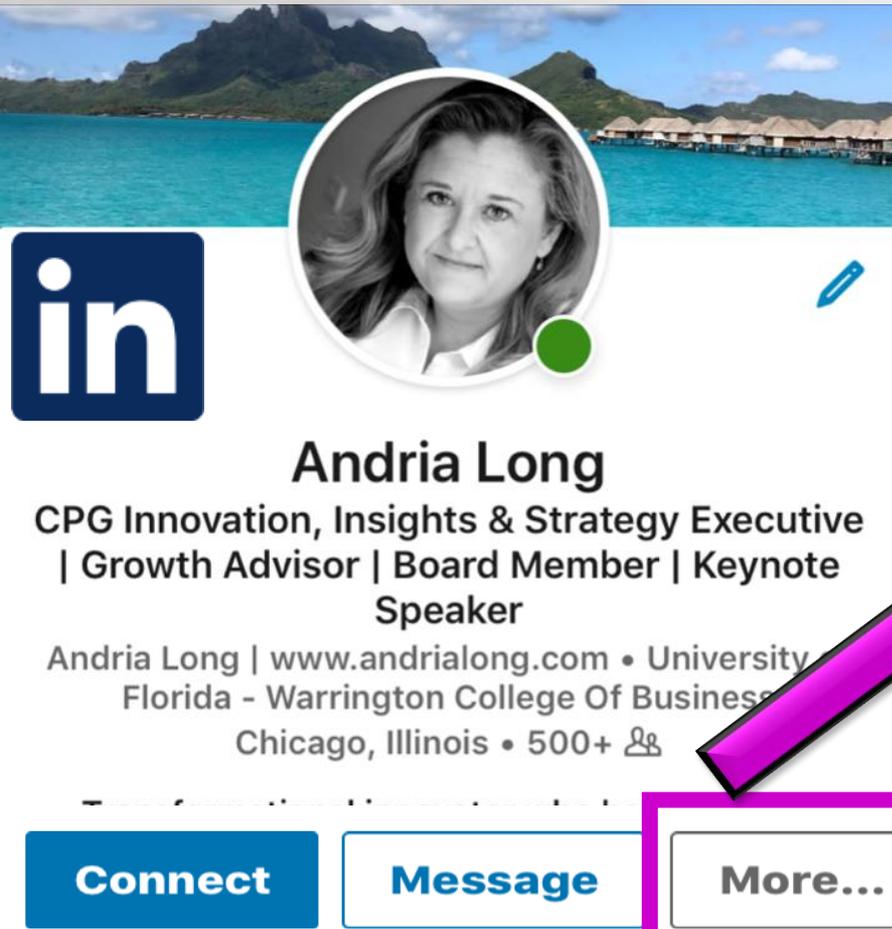


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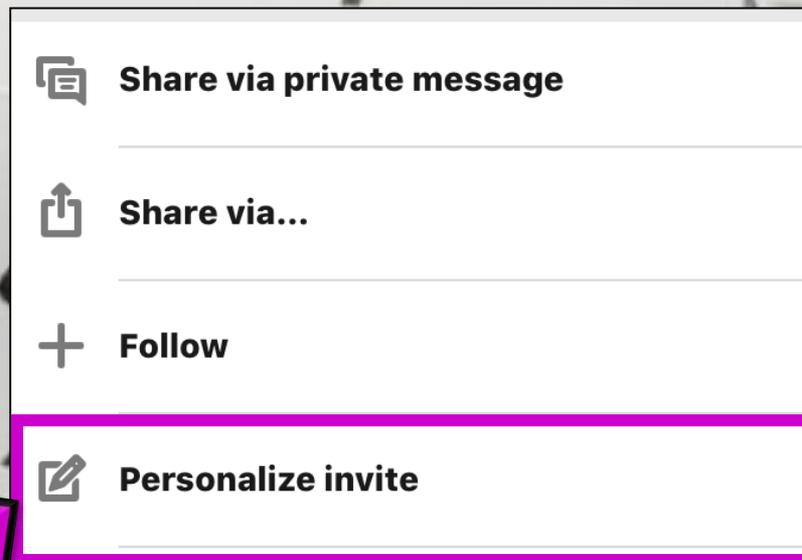
Failure isn't fatal, but failure to
change ~~might~~ be.

will

– John Wooden



LinkedIn profile of Andria Long. The profile includes a blue 'in' logo, a circular profile picture of a woman with blonde hair, and a background image of a tropical beach with overwater bungalows. The name 'Andria Long' is displayed in bold. Below the name is the title 'CPG Innovation, Insights & Strategy Executive | Growth Advisor | Board Member | Keynote Speaker'. Further down, the text reads 'Andria Long | www.andrialong.com • University Florida - Warrington College Of Business Chicago, Illinois • 500+'. At the bottom, there are three buttons: 'Connect', 'Message', and 'More...'. The 'More...' button is highlighted with a pink border.



A share menu is open over the 'More...' button. The menu items are: 'Share via private message', 'Share via...', 'Follow', and 'Personalize invite'. The 'Personalize invite' option is highlighted with a pink border. A pink arrow points from the 'More...' button to the 'Personalize invite' option.

Let me know you met me here!

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