



Build a garage

Why?

***To accelerate innovation
and disruption***



Google

***Your
Brand?***



SIEBEL[®]

ORACLE[®]

It's Garage Thinking you need to foster

... a climate of disruption where new initiatives won't be rejected by the corporate immune system.



It's striking that modern innovators like Google and Microsoft have taken this approach, as well as more traditional players like German steel and manufacturing giant Thyssen Krupp.



There's magic in the garage!



Garage Thinking means

risk-taking

experimentation

prototyping

silo-free
thinking

intimate
teamwork

You can begin with a garage space ...

virtual
or physical



But it's the mindset that counts

attention
& time

possibility
mindset

insane
goals

passionate
sponsors

co-creation
tools



Before you begin
Are you *sure* you want to innovate?

Because it's
messy, risky,
wasteful,
inefficient

If so . . .

Contact your garage mechanic and architect

Nigel Barlow is an agent provocateur, innovation coach, business author, and keynote speaker who has worked with many of the world's leading brands across industry sectors on practical and applied innovation. Clients include Apple Education, Danone, Hewlett Packard Printing, Lilly, Microsoft, SKF, and Thyssen Krupp.

If you are interest in discussing ways to accelerate innovation in your organization, contact Nigel or Janet Hanson on +44 (0)1865 512301 or at nigelbarlow@nigelbarlow.com janethanson@nigelbarlow.com

