



The story of an **in**trepreneur

1) Freedom to test and learn - budget

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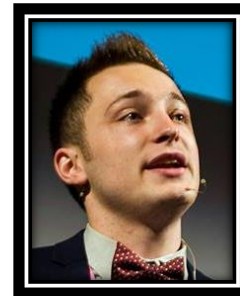
Educate, Inspire, Innovate

Agilix

&

Lab staff

1600 people in the UK Group
10 Group companies
8 Specialist Divisions



2) The 6 R's

Measuring Success

- Revenue
- Reputation
- Recruitment
- Retention
- Relationships
- Responsibility

Semesters of Learning

24 week semesters

Semesters culminate in a Lab Day

Most recently:

- I. Behaviour Change**
- II. Big Data**
- III. Storytelling**
- IV. Music**
- V. Shopper in Store**

3) Collaboration & Relationships

New Partnerships and Disruption




4) Get out of your comfort zone

Inspiring Creativity

Will at IBC



5) If you can see it and touch it, it feels real



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Little Ideas from Big Thinkers

BREAKING NEWS - The Babies of Woolwich

One of the most interesting - and still debated - ideas in crime-fighting and sociology in the last few years came from an article in *The Atlantic* magazine by two sociologists called George Kelling and James Wilson. This was the inspiration for much of Bill Bratton's work as Police Commissioner of NY City in the 1990s.

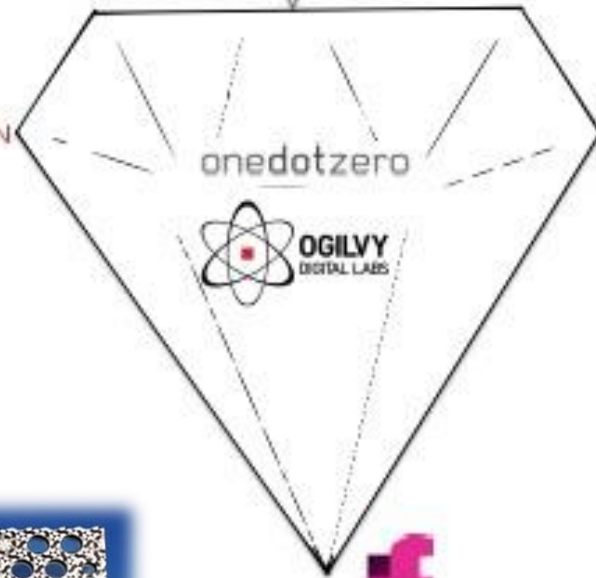
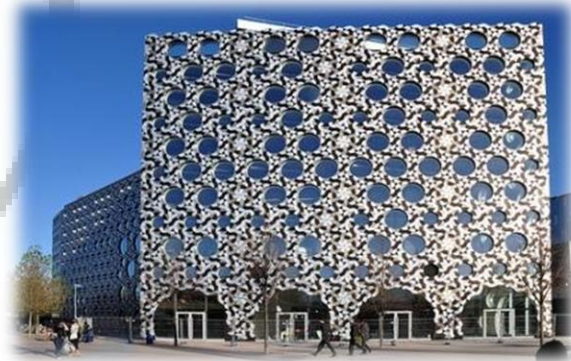


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@nicoleyershon

6) Work with the right people

The Rough Diamond



7) A little success leads to attention

Beta-testing Product

HOLITION
AUGMENTED RETAIL

■ ■
geometry global
■

SELFRIDGES & CO

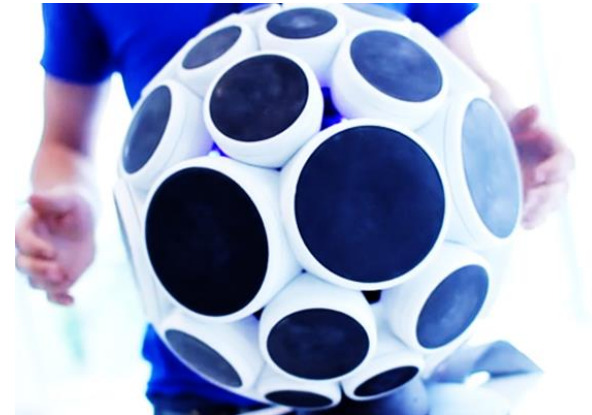


8) The art of giving

Responsibility



media sandbox
Bristol



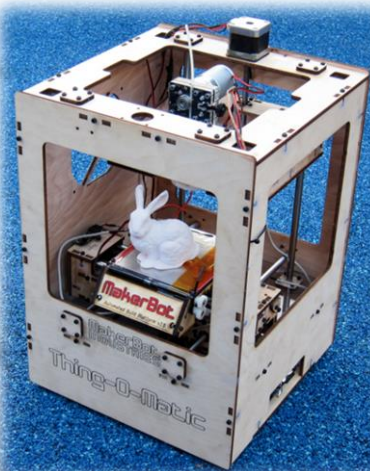
Alphasphere



9) Put money behind non-traditional advertising events

Sponsorships

**IDEA
SHOP**
Agilvy



Thoughts to leave you with

1. Educate, educate, educate - Myopia and fear of change
2. R&D needs autonomy and budget - find the middle ground
3. Define your measurement of success - 6 R's
4. Achieving a 80/20 split
5. Prove by doing
6. Hire hunters
7. Future

Thank you and good luck!



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