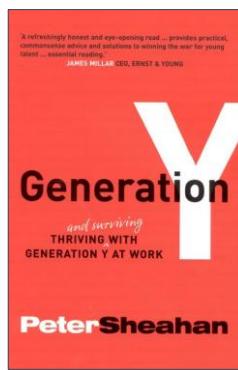


# Peter Sheahan

## FL!P: Counter-intuitive strategies for turning change into opportunity and challenge into competitive advantage



**change** labs



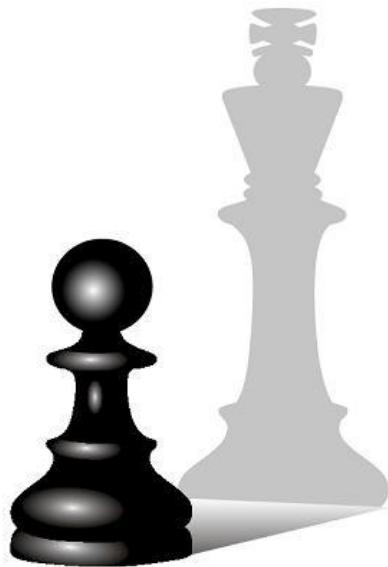
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...escape the gravity of success!



# 1. Assumptions can blind us

Get some elevation these  
next few days and question  
your proven beliefs



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change is slow... until it isn't!

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## 2. Innovation is rarely sexy!

Enhance HOW you do what you do, not just what you do!





...innovation starts by putting the customer at  
the center of EVERYTHING!!!

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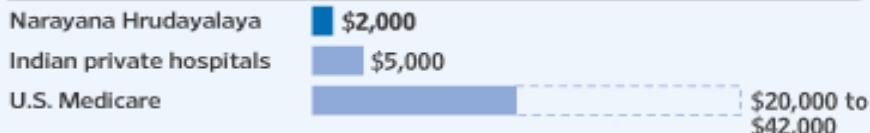
...excess exists where ego abounds



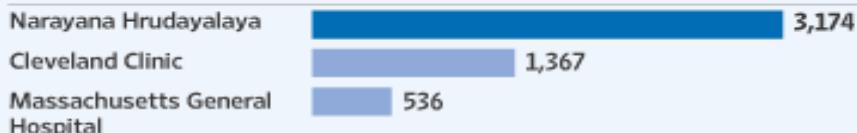
## Operation Cut Costs

India's Narayana Hrudayalaya Hospital uses high volumes to lower health-care costs.

### Average price charged for coronary artery bypass graft surgery\*



### Coronary artery bypass graft surgeries performed in 2008



### Pediatric cardiac surgeries performed in 2008



\*Prices for overall packages including hospital stay and surgery

Sources: Narayana Hrudayalaya Hospital; Cleveland Clinic; Massachusetts General Hospital; Children's Hospital Boston; Centers for Medicare & Medicaid; Religare Enterprises

1.4% vs 1.9%  
&  
7.7% vs 6.9%



# PRADA

...leverage the assets you already have

### 3. Value is created in collaboration!

Explore models and  
partnerships for exploiting  
opportunity in the cracks





....opportunity is found (or lost) in the cracks



....industries need to close gaps  
across the whole value chain

Client	Theme
Arise	Leveraging our network
NRF	Any channel
Moen	Executing together, globally
Radius	The connected corporate traveler
Rogers	One Rogers - Integrated media solutions
Equinix	Integrated selling: Moving up the value chain

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...design processes which drive intimacy

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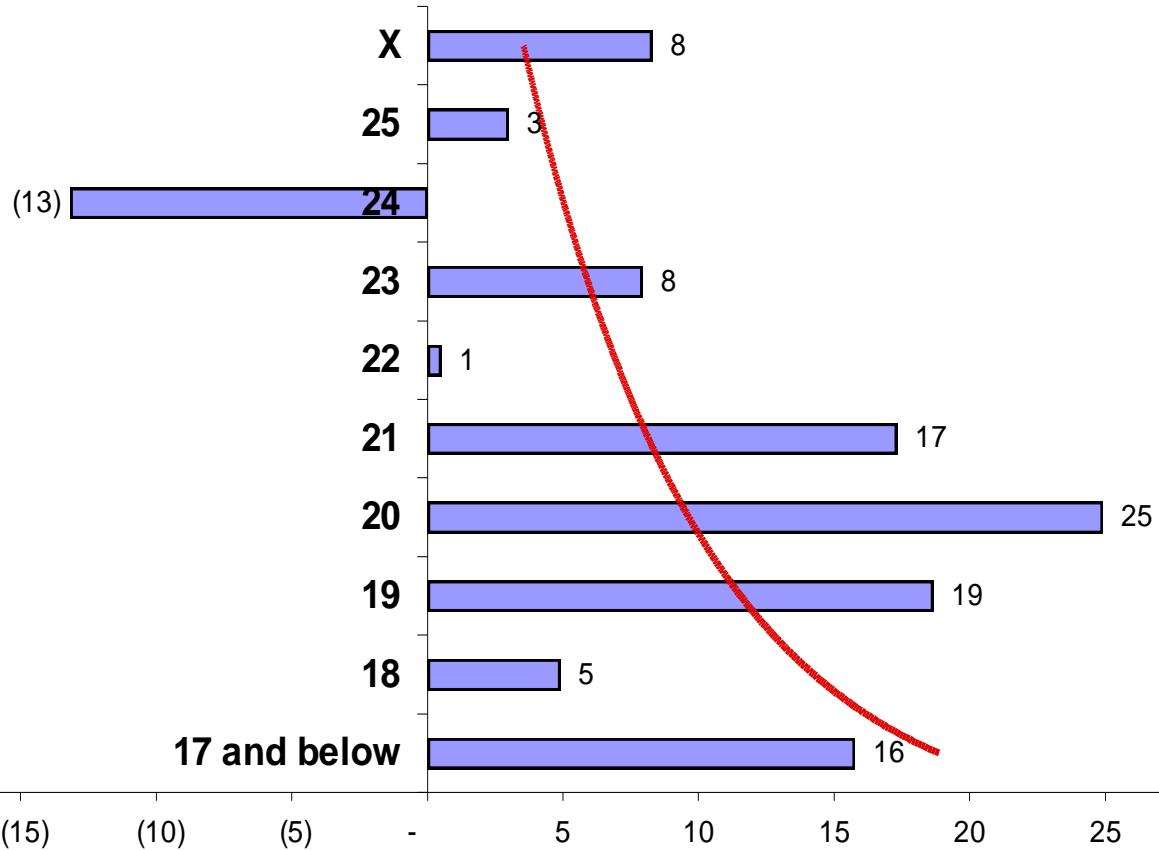
beyond  
CHALK

...look for “issues/opportunities” for intimacy

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...engage across hierarchies too



perhaps  
it's not  
your job  
to KNOW!

## 4. Expectations will keep rising!

Embrace 'intangibles' as a legitimate and sustainable point of difference



# Necessities

December  
2006

91%

Car

70%

Home A/C

49%

Cell phone

64%

TV

33%

Cable TV

29%

High speed internet

05%

Flat screen

# Necessities

{ December 2006 } { December 2009 }

91%

88%

Car

70%

54%

Home A/C

49%

49%

Cell phone

64%

52%

TV

33%

23%

Cable TV

29%

31%

High speed internet

05%

08%

Flat screen

-

04%

iPod

# Necessities

{ December 2006 } { December 2009 } { December 2010 }

91%

88%

86%

Car

70%

54%

55%

Home A/C

49%

49%

47%

Cell phone

64%

52%

42%

TV

33%

23%

23%

Cable TV

29%

31%

34%

High speed internet

05%

08%

10%

Flat screen

-

04%

04%

iPod

**Peter Sheahan**



...stories are built through touch points

**Peter Sheahan**



...even the best brands need fresh touch-points

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