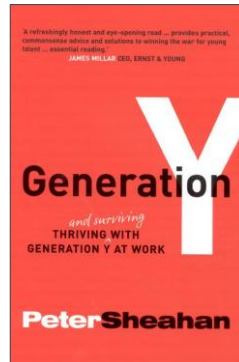
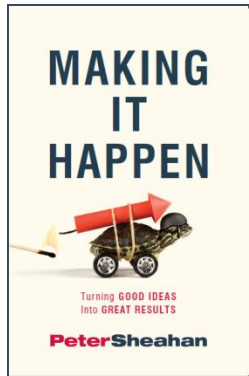


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FL!P: Counter-intuitive strategies
for turning change into
opportunity and challenge
into competitive advantage



petergsheahan



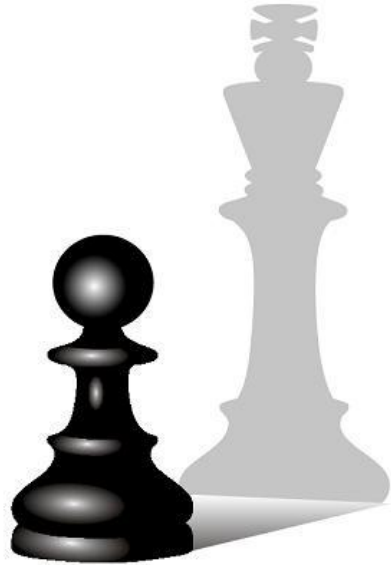
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...escape the gravity of success!

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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!

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

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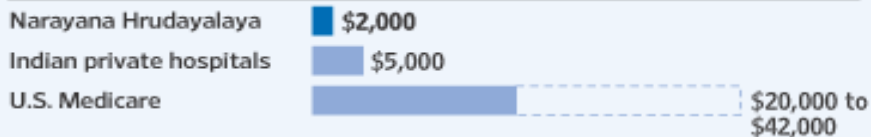
...excess exists where ego abounds



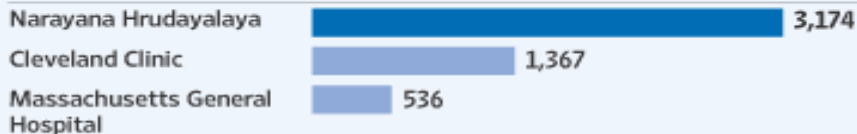
Operation Cut Costs

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%

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PRADA

...leverage the assets you already have

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3. Value is created in collaboration!

Explore models and
partnerships for exploiting
opportunity in the cracks

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

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...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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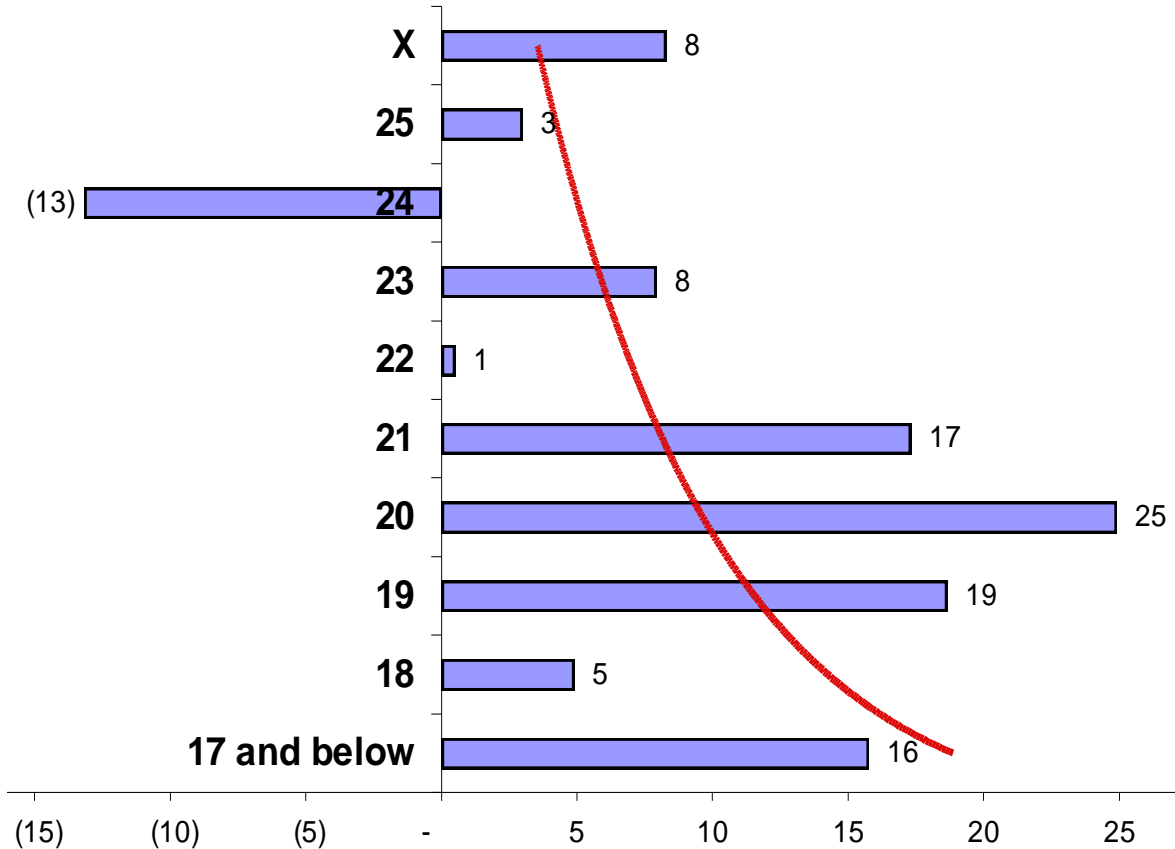
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...engage across hierarchies too

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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

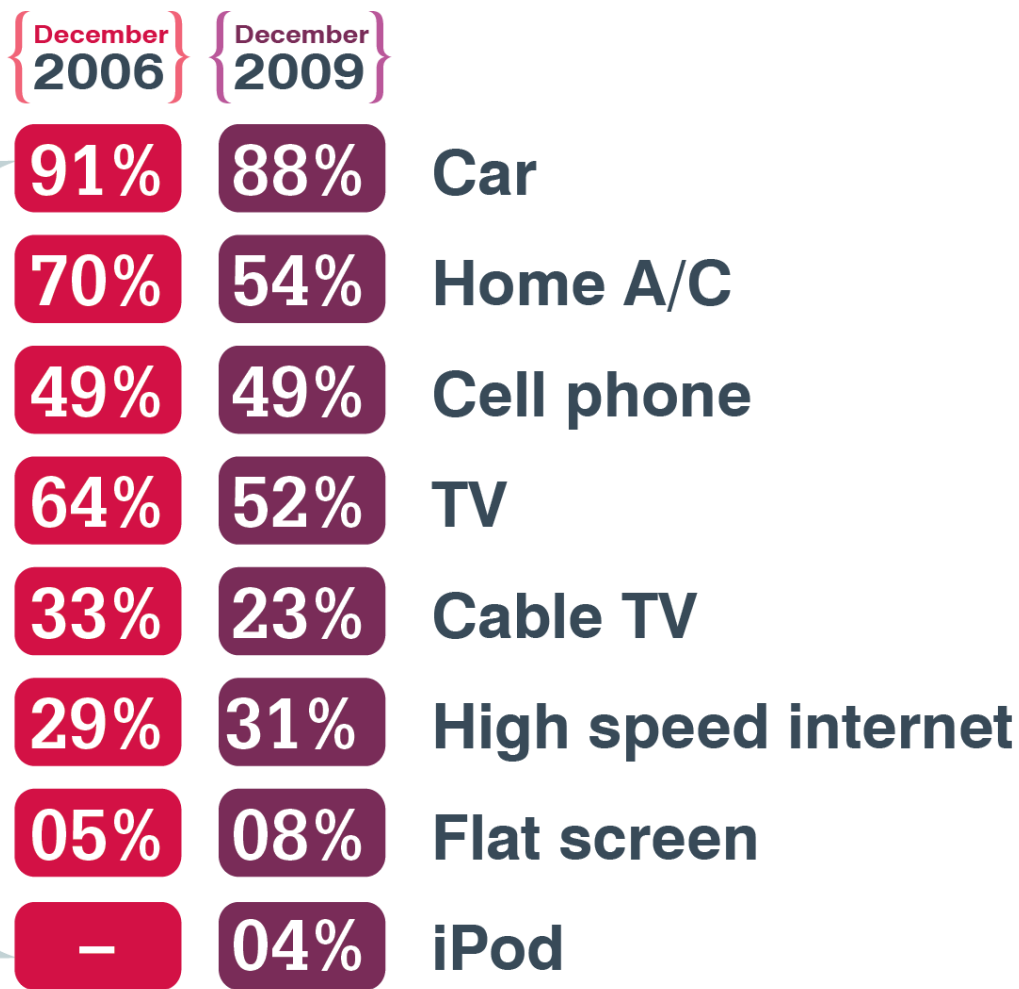
29%

High speed internet

05%

Flat screen

Necessities



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

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...stories are built through touch points

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

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www.petersheahan.com/sub-mih-US

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