

# ALICE IN WONDERLAND

## THE JOURNEY TO THE CONSUMER



MEETING PEOPLE WHERE THEY ARE

*How And Why We Build  
Consumer-Centered Organizations!*

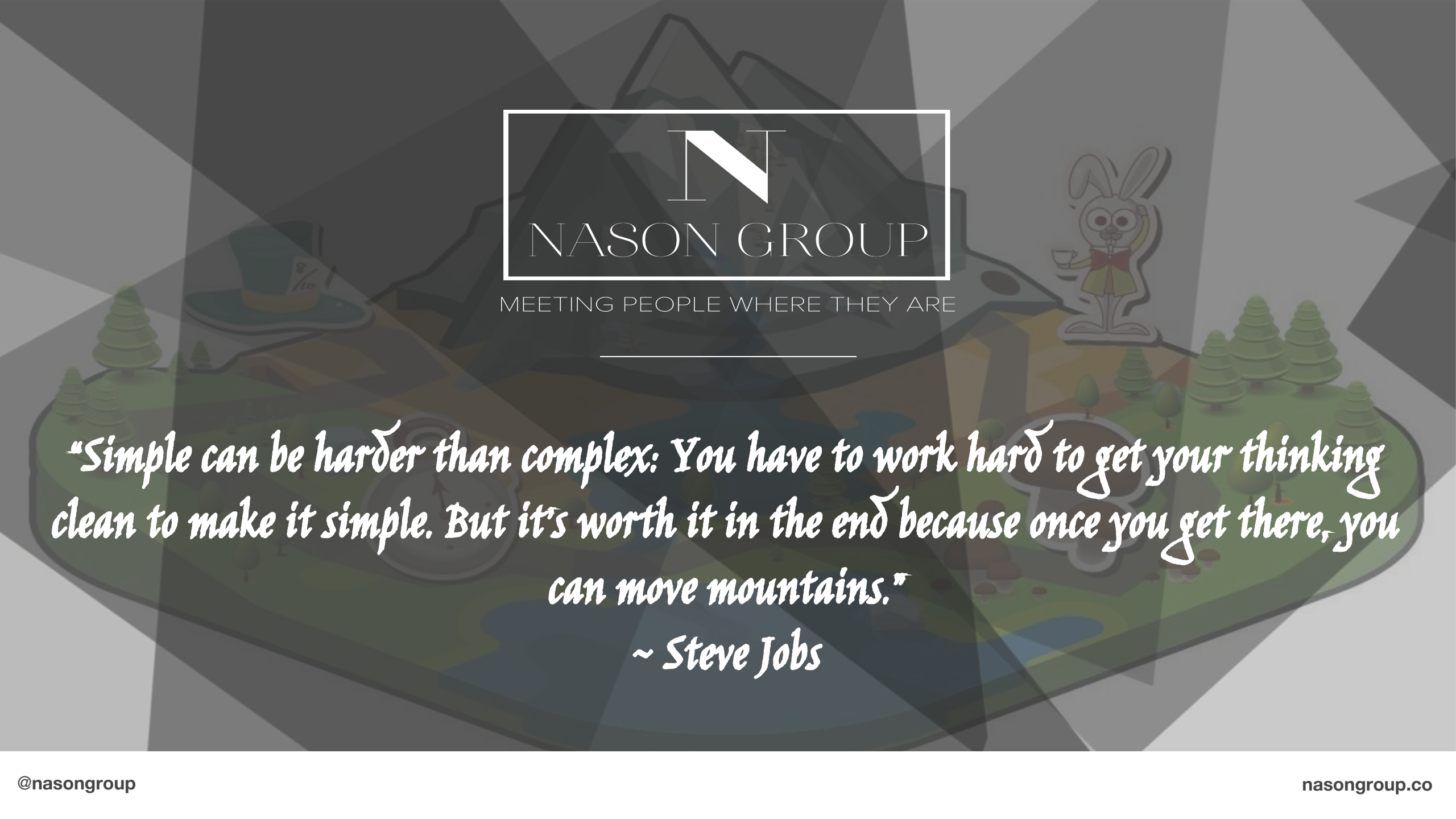


N

NASON GROUP

MEETING PEOPLE WHERE THEY ARE

---



*“Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it’s worth it in the end because once you get there, you can move mountains.”*

*~ Steve Jobs*

# ALICE IN WONDERLAND

## THE JOURNEY TO THE CONSUMER



# ALICE IN WONDERLAND

## THE JOURNEY TO THE CONSUMER



# ALICE IN WONDERLAND

## THE JOURNEY TO THE CONSUMER



*Leaders lead teams through the Rabbit Hole. On your journey to the consumer, your colleagues will be following your actions and you will need to lead them into uncomfortable places.*

# ALICE IN WONDERLAND

## THE JOURNEY TO THE CONSUMER



- *Pioneer*
- *Capability Building*
- *Strategic*

# ALICE IN WONDERLAND

## THE JOURNEY TO THE CONSUMER



# ALICE IN WONDERLAND

## THE JOURNEY TO THE CONSUMER



*To move towards consumer-centered innovation, you have to be 'all in' or as Alice did, be willing to eat from both sides of the mushroom as part of your journey.*



# ALICE IN WONDERLAND

## THE JOURNEY TO THE CONSUMER



- *Embrace Ambiguity & Challenges*
- *Live The Principles & Values*
- *Saying YES! To The Power Of Innovation*

# ALICE IN WONDERLAND

## THE JOURNEY TO THE CONSUMER



*Culture*

# ALICE IN WONDERLAND

## THE JOURNEY TO THE CONSUMER

*Culture is always lagging leadership vision unless leadership engages at all levels throughout the significant change that comes with the journey to your consumers.*



# ALICE IN WONDERLAND

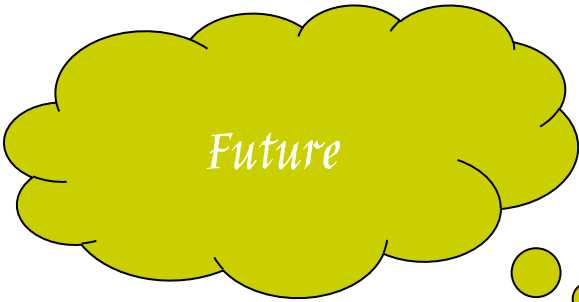
## THE JOURNEY TO THE CONSUMER



- *Consumer Principle & Values*
- *Disruptor*
- *Futurist*

# ALICE IN WONDERLAND

## THE JOURNEY TO THE CONSUMER



# ALICE IN WONDERLAND

## THE JOURNEY TO THE CONSUMER



*The Journey to the consumer  
never ends...*

A large, white, stylized letter 'N' is centered within a white rectangular border. The background of the slide is a dark, isometric illustration of a landscape with mountains, a river, trees, a mushroom, and a rabbit holding a teacup.

NASON GROUP

MEETING PEOPLE WHERE THEY ARE

---

**QUESTIONS**



NASON GROUP

MEETING PEOPLE WHERE THEY ARE

# CONTACT US

THE POWER   
**YES**  
≡ INNOVATION



@nasongroup



@info@nasongroup.co



nasongroup.co



nasongroup

