If You Build It, They WON'T Come Willingly! The Journey To The Consumer...
“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
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Leadership
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.
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- Pioneer
- Capability Building
- Strategic
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Mindset
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.
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- Embrace Ambiguity & Challenges
- Live The Principles & Values
- Saying YES! To The Power Of Innovation
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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
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Future
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The Journey to the consumer never ends...
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THE JOURNEY TO THE CONSUMER

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MEETING PEOPLE WHERE THEY ARE

ACTIVITY
**LEADERSHIP:** Are you willing to lead your colleagues and the organization down the rabbit hole?

**MINDSET:** Are you fully committed to your Journey to the Consumer?

**CULTURE:** Are you willing to make the extraordinary effort to engage colleagues and organization at all levels to ensure ‘now’ is the time for the consumer?
ALICE IN WONDERLAND
THE JOURNEY TO THE CONSUMER

KNOW YOUR CONSUMER: In the KNOW ME phase, you collect stories, photos, and inspiration from consumers. You prepare and conduct field research and interviews.

SURPRISE YOUR CONSUMER: You work in teams and ideation sessions to translate consumer research into frameworks, opportunities, solutions, and prototypes.

MAKE IT EASY FOR YOUR CONSUMER: Working with your team(s) to realize your solutions through rapid revenue and cost modeling, capability assessment, and implementation planning.
DISCUSSION
I have the amazing honor to ignite teams, organizations, and individuals to tap into their creative mind and spark ideas and solutions they never dreamed of!

The best learning happens outside of the building.

I am blessed to be a storyteller and to help craft compelling narratives that provide a rich and meaningful connectivity to the consumer experience.

Being innovative is largely being creative. My role is to co-create with conceptual thinkers and design a visual story supporting their vision and goals.

Life is to create meaningful experiences.

TEAM SLIDE