What’s Different:
Co-Located Team & Coaches

- Working side by side, talk instead of e-mail
- Easy access to consumers
- Conversations vs. presentations
- Externalizing learning
- Bringing in experts for real time pivots
What’s Different: Putting the Last Experiment 1st

- High emphasis on FMOT learning
- Starts week 1
- 1/3 of time in store
- Graphics vs concepts
What's Different: Teaming Differently

Rugby vs Relay
- Wearing many hats
- One team one dream
- Function and also innovation / renovation

High Performing Team: Going Vertical
- Innovation is a by-product of a high performing team
- Start operating at hyper speed
- Coaches help with friction reduction

L$ in 5 days v 4-6 weeks

“It was one of the top 3 projects I’ve ever worked on in 24 years at Mills.”

“I don’t want to go back to working the other way.”