



# The Garage Group

## Entrepreneurship Isn't Just for Startups.

# The Garage Group

**The Garage Group is a new kind of strategy firm building entrepreneurial processes and capabilities for innovation.**

We work with teams to crystallize their innovation strategy, uncover insights and convert them, along with trends and cross-industry analogs, to generate ideas. We facilitate turning ideas into holistic business model prototypes that can be piloted and scaled. In addition, we create and lead training programs and modules on the skills and behaviors that ensure innovation can happen sustainably throughout an organization.

Across everything we do, we leverage principles and practices from the world's most innovative companies and successful entrepreneurs -- we combine focus, planning and measurement with relentless customer focus, smart risk taking and experimentation.

Our clients include Fortune 500 companies and brands like Procter & Gamble, Staples, Tide, Always, Nationwide and Jergens; professional-service firms like LPK, Kantar and TNS; as well as health-care organizations like Cincinnati Children's Hospital and the Greater Cincinnati Health Council.

## Some of the challenges we help our clients with:

How can we create an innovation strategy that keeps us stretched but focused?

How can my team more deeply understand our target consumers without spending a lot of money?

How can I fill up a pipeline of consumer-relevant big ideas? Oh, and by the way, can you teach my team to think more entrepreneurially in the process?

We have plenty of ideas. How can we turn them into truly holistic propositions?

How can we develop the front-end of our innovation process so we're coming up with more disruptive ideas on a sustained basis, instead of coming together once a year for a big ideation session?

Can you teach my team to be more entrepreneurial, even in our well established company?

# Our Services

The Garage Group is a new kind of strategy firm building entrepreneurial processes and capabilities for innovation.



## **Insight Generation & Inspiration**

Smart and scrappy approaches to generate insights, inspire ideas and build initiatives.



## **Ideation & Concept Generation**

Borrow, imagine, assemble & invent to generate a pipeline of consumer-relevant product, service & marketing ideas.



## **Holistic Concept/ Initiative Development**

Develop models that deliver value by re-combining existing assets and incorporating new approaches.



## **Entrepreneurship & Innovation Training**

Build the skills, mindsets and knowledge needed to drive innovation across the organization.

# Our Solutions

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## Insight Generation & Inspiration

Smart and scrappy approaches to generate insights, inspire ideas and build initiatives.

### Core Solutions Include:

- Smart & Scrappy Learning Plan Development
- Low Cost Observational & Immersive Learning Programs
- Social Media Listening, Engagement & Analysis
- Secondary Data Mining & Analysis
- Capturing & Leveraging Existing Knowledge Assets
- Insight Collection/Mining Software Platforms
- Engaging Approaches to Bring Learning to Life

### Our Work

- Holistic integration of observational research, publicly available trends and learning from peer organizations enabled one of the nation's leading hospitals to understand key opportunities to step change the waiting room experience.
- Professional thought leaders and a low budget drove a scrappy but effective research design, and breakthrough understanding of Health Care System IT needs for a large Health Care shared service provider.
- Training and discussion guide development enabled a new organization with a crowd sourcing technology to refine their concept to more deeply and completely meet the needs of their target.
- Exploring unarticulated needs enabled a large, global Market Research firm to re-imagine their business model to exceed client expectations.
- An engaging visual story using industry relevant analogs allowed an Executive Leadership team to better understand shifting needs and possibilities in a large, global Branding and Design firm.

## Links to Our Thinking



[The Importance of Insight](#)



[Five Counter-Intuitive Truths About Innovation](#)

# Our Solutions

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## Ideation & Concept Generation

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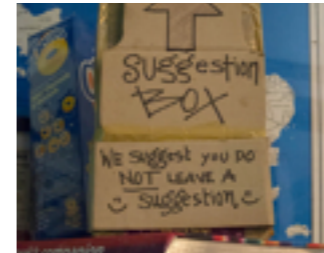
### Core Solutions Include:

- Ideation Workshops (Products, Services, Marketing Ideas)
- Consumer Focused Concept Generation Workshops
- All-Employee Idea Generation Programs
- Ongoing Idea Generation Software Solutions

### Our Work

- A stimulating ideation workshop generated \$500 Million in new ideas for a skin care brand, including new category extensions.
- Training and consumer focused workshops enabled one of the worlds largest Insurance providers to create breakthrough new marketing ideas, claims and products.
- An engaging ideation including key thought leaders and participants from across multiple organizations led to new service model categories for a business-to-business Health Care organization.
- Quick fire ideation session, including patients and caregivers drove new ideas for engaging waiting room experiences for one of the nation's best Children's Hospitals.

## Links to Our Thinking



3 Simple Tactics to Drive Employee Engagement Around Ideas



6 Steps to Amp up Your Associative Thinking Skills



A Garage Structure for Big Ideas

# Our Solutions

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## Holistic Concept/ Initiative Development

Develop models that deliver value by re-combining existing assets and incorporating new approaches.

### Core Solutions Include:

- Trend and Analogous Business Model Research and Analysis
- Holistic Business Model Development Workshops
- Business Model Mapping Workshops (Current Model → New Model)
- Initiative Co-Creation Programs (with Consumers)

### Our Work

- Multi-functional, custom designed team workshop enabled a large global brand to imagine multiple scenarios to build a new technology into their portfolio.
- Engaging strategic workshop brought two functions together to create shared work-streams that deliver significant value at lower cost to their multi-national Fortune 100 organization.
- Customized problem solving approach enabled multi-functional teams from two leading consumer brands to create positioning strategies to optimize market share.
- Service business model framework analysis and consulting ensured a holistic design of new deliverables for Health Care service provider.
- Our involvement at a project leadership level enabled a large global Market Research firm to envision and enable a new model to deliver integrated services across multiple, separate P&L organizations.
- Our consulting with project and company leaders enabled a high growth Market Research firm to charter a new product, and secure development funding from a key client.

## Links to Our Thinking



**Business Model Innovation  
Trend: Anytime, Anywhere**



**Business Model  
Innovation Trend: Put  
Your Money Where Your  
Mouth Is**



**Business Model Innovation  
Trend: Permanent Beta**

# Our Solutions

The Garage Group is a new kind of strategy firm building entrepreneurial processes and capabilities for innovation.



## Entrepreneurship & Innovation Training

Build the skills, mindsets and knowledge needed to drive innovation across the organization.

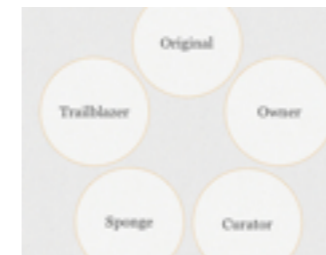
### Core Solutions Include:

- What/How Business Model Innovation Training Workshops
- Innovation Strategy/Portfolio Setting Training Workshops
- Five Mindsets of Entrepreneurial Leaders Training Workshops
- Seven Skills of Inside Entrepreneurs Training Workshops
- Associative Thinking Workshops
- Observational Learning Training Workshops

### Our Work

- Client empathy and foundational competency training enabled leaders, supervisors, designers and analysts at a global market research firm to revamp their approach to working effectively with their clients.
- Engaging training around skills for innovation and entrepreneurship energized an all-employee meeting for mid-sized CPG manufacturer.
- Inspiring innovation skill training for Marketers across a large Insurance and Financial Services organization enabled participants to engage in a company-wide innovation program.
- On-going training with local accelerator and incubator programs is driving associative thinking, observational research and consumer-driven design into multiple start-up organizations.
- Formal and guest-lecture MBA curriculum and teaching leading to awareness and foundational innovation knowledge and entrepreneurship skill building for executive and traditional MBA students.
- Organizational assessment and What/How Framework training enabled global Branding and Design firm to propose an R&D function.

## Links to Our Thinking



The 5 Mindsets of Inside Entrepreneurs



The 7 Skills of Inside Entrepreneurs



What/How Business Model Innovation Training



# Our Clients





# Our Work: \$500M Worth of Ideas in One Day

## Background

Faced with aggressive growth goals, and a skin care portfolio with significant void spots, our client required a pipeline of breakthrough, consumer relevant product innovation ideas.

## Methods

**Great ideas start with great strategy**, so the first step was to clarify strategic goals that aligned with business goals, brand equity and consumer needs.

Strategy set and goals in hand, we created an experience for the **multi-functional team** to inspire breakthrough ideas. A **creative pre-work** exercise got participants looking with new lenses around skin, beauty and health and generating ideas before the workshop even started.

The “Bloom” ideation experience brought to life the **theme** of “natural beauty” in every way -- venue (Victorian home with a lush garden), food (Rosemary and Lavender influences) and a beautiful logo.

Introducing **analogous inspiration**, participants worked with Henna tattoo artists, an interactive “touch/application station” and a PhD Botanist.

**Templated exercises** enabled each experience to translate into actionable innovation ideas.

## Impact

400 ideas, prioritized to top ideas forecasted to deliver \$500M in volume, with several ideas now in active design and development stages.



“The Garage Group delivered! The truly consumer-relevant ideas we developed represent over \$500M in projected volume!”

- Innovation Manager

## Analogous Inspiration

An interactive touch/application station introduced non-traditional materials to apply products to skin for entirely new sensation and affect; Henna tattoo artists inspired enhanced beauty; PhD botanist taught about how nature maintains, enhances and transforms itself.



# Our Team



Jason's expertise comes from consistently building and growing profitable businesses that transform people and organizations. Before Co-founding The Garage Group, he created models to enable Innovation as a capability and led the business model creation and expansion of a new business unit in a well-established Insights firm. The new business unit delivered significant value to clients by bringing learning to life in highly engaging ways and led to new revenue streams for the firm. Prior to that, Jason held a strategic IT leadership role at a large Non-Profit, where he led integration of innovative IT approaches to progress the organization's goals. Jason holds an MBA from Xavier University. He is actively as a member of the Marketing Advisory Board at Xavier, and guest lectures on the topics of innovation and entrepreneurship in several MBA programs. He teaches at various local incubator and accelerator programs across Greater Cincinnati, and serves on the advisory board of Dooley Media, a full service social media marketing agency.

**Jason Hauer, Co-founder**  
jason@thegaragegroup.com  
513.368.3073  
@jasonhauer



Prior to Co-founding The Garage Group, Ann's 17-year career consistently delivered strategic thought leadership, a consistent focus on people development and business results to multiple work groups and organizations. During her tenure at P&G, Ann worked across multiple business units, led significant training and capability building efforts within the Consumer and Market Knowledge function, including the development and launch of the Integrated Business Optimization group; and led multiple efforts to innovate P&G's relationships with key vendors. After leaving P&G in 2006, Ann spent four years at Seek, where she drove diversification of their client base as well as their mix of offerings and innovated the overall organizational model. Ann is active in several local entrepreneurial groups, including her role as the President of Square1, a non-profit program to help aspiring entrepreneurs navigate the world of accelerators, incubators and investors. She guest lectures at several University MBA programs and teaches at various incubator and accelerator programs.

**Ann Lauer, Co-founder**  
ann@thegaragegroup.com  
513.659.9433  
@cinciann



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