



The Garage Group
ENTREPRENEURSHIP ISN'T JUST FOR STARTUPS.

The Garage Group

ENTREPRENEURIAL APPROACHES TO DISCOVERING INSIGHTS AND BUILDING BIG IDEAS.

SCRAPPY APPROACHES TO CREATING INSIGHTS +
ANALOG INSPIRED IDEAS +
HOLISTIC BUSINESS MODELS +
INNOVATION & ENTREPRENEURSHIP TRAINING

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.

SOME OF THE CHALLENGES WE HELP OUR CLIENTS WITH:

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?

How can we develop the front-end of our innovation process so we're coming up with more disruptive ideas on a sustained basis?

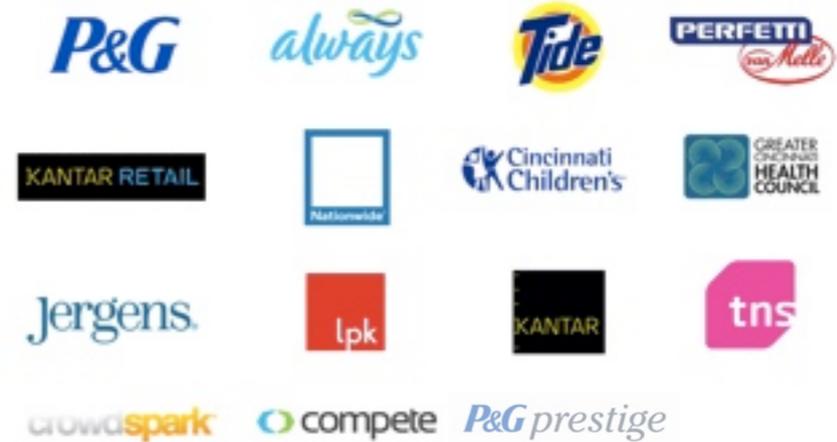
How can we create an innovation strategy that keeps us stretched but focused?

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

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

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

CLIENTS WE'VE WORKED WITH:



CONNECT WITH US:



Ann Lauer, Cofounder
ann@thegaragegroup.com
513.659.9433



Jason Hauer, Cofounder
jason@thegaragegroup.com
513.368.3073



Insight Generation & Inspiration

SMART AND SCRAPPY APPROACHES TO GENERATE
INSIGHTS, INSPIRE IDEAS AND BUILD INITIATIVES.

SERVICES & CAPABILITIES

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

LINKS TO OUR THINKING



The Importance of
Insight



Five Counter-Intuitive
Truths About Innovation

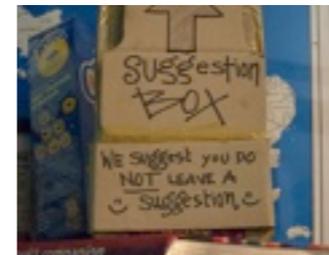
Ideation & Concept Generation

BORROW, IMAGINE, ASSEMBLE & INVENT TO GENERATE A PIPELINE OF CONSUMER-RELEVANT PRODUCT, SERVICE & MARKETING IDEAS.

SERVICES & CAPABILITIES

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

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



Holistic Concept/ Initiative Development

DEVELOP MODELS THAT DELIVER VALUE BY RE-COMBINING EXISTING ASSETS AND INCORPORATING NEW APPROACHES.

SERVICES & CAPABILITIES

- 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)

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

Entrepreneurship & Innovation Training

BUILD THE SKILLS, MINDSETS AND KNOWLEDGE NEEDED TO DRIVE INNOVATION ACROSS THE ORGANIZATION.

SERVICES & CAPABILITIES

- What/How Business Model Innovation
- Innovation Strategy/Portfolio Setting
- 5 Mindsets of Entrepreneurial Leaders
- 7 Skills of Inside Entrepreneurs
- Observational Learning

LINKS TO OUR THINKING



The Importance of Insight

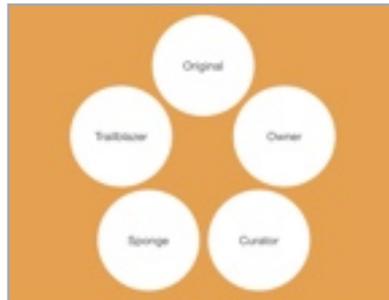


Five Counter-Intuitive Truths About Innovation

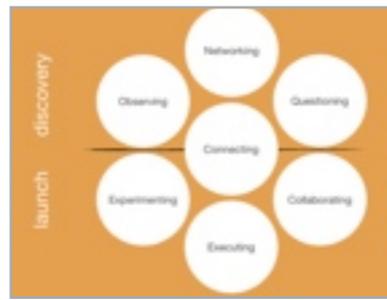
Entrepreneurship & Innovation Training

ENGAGING. EXPERIENTIAL. PRACTICAL.

FOUNDATIONAL TRAINING MODULES DELIVERED VIA 4-HOUR WORKSHOPS:



The 5 Mindsets of Inside Entrepreneurs



The 7 Skills of Inside Entrepreneurs



Smart & Scrappy Learning Plan Development



Observational Research to Inspire Insight



Innovation Strategy Fundamentals



Associative Thinking to Fuel Innovation



Garage Structures to Build New Ideas & Businesses



A Primer on Business Model Innovation



A Primer for Innovation

“ Innovation is a top priority for Nationwide Insurance. In seeking to infuse innovative thinking into our culture, we turned to The Garage Group to train 200+ Marketing Associates on the ‘7 Skills of Inside Entrepreneurs.’ Our associates found The Garage Group’s training to be relevant and applicable to their day-to-day work and are excited to put the skills into action! ”



- Jeff Ruetty
Brand Management
Nationwide Insurance



Entrepreneurship & Innovation Training

1 & 2 DAY COMPREHENSIVE LEARNING PROGRAMS

OUR COMPREHENSIVE LEARNING PROGRAMS COMBINE RELEVANT MODULES ACROSS 1 OR 2 DAYS TO DEVELOP A HOLISTIC BUNDLE OF KNOWLEDGE AND SKILLS AGAINST KEY INNOVATION CAPABILITY AND PROCESS FOCUS AREAS:



Entrepreneurial Leadership Development

This 2 day program is a comprehensive approach to inspire and enable individuals to become more entrepreneurial leaders -- whatever their role or level. Ideal for leadership teams or newly promoted leaders.



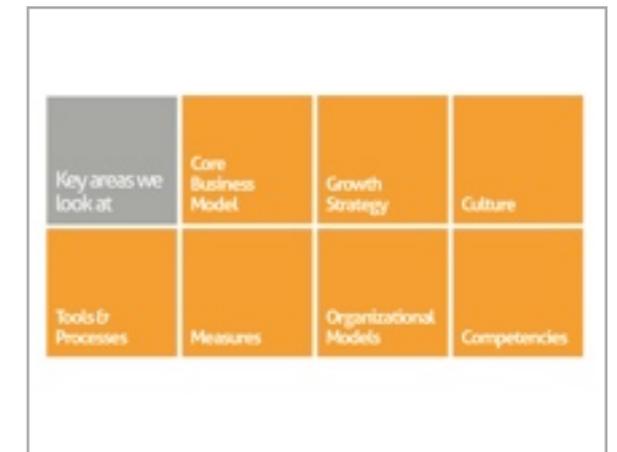
Customer-Driven Idea Development

This 2 day program is designed to catalyze a customer-driven approach to idea development at the front end of Innovation for teams that are ready to begin an Innovation program or wish to re-energize their program with a new entrepreneurial toolbox.



Driving and Enabling Business Model Innovation

This 1 day program equips an organization to drive Business Model Innovation to drive sustainable growth, especially in rapidly changing industries or industries that have been slow to change in the past.



Building an Innovation Ecosystem

This 2 day program enables teams to understand and begin to develop each of the seven key elements of an Entrepreneurial Innovation Program.

ENGAGING. EXPERIENTIAL. PRACTICAL.

Entrepreneurship & Innovation Training

1,000+ PARTICIPANTS

WHY ORGANIZATIONS CHOOSE OUR TRAINING WORKSHOPS:

■ FRESH & INSPIRED

Our strong connections to and involvement with the Startup community and forward thinking established organizations ensures that our content is up-to-the-minute fresh and informed by a breadth of inspiration.

■ RESEARCH AND EXPERIENCE

Entrepreneurship and Innovation is our business, and has long been our passion and expertise. Our network of thought leadership partners, connection to leading researchers and authors and ever-expanding toolbox of experience brings practicality, relevance and action-ability to our training modules and programs.

■ ACTIONABILITY

We believe in the value of understanding theory, seeing it in action via case studies and examples and then driving practical application. Each of our workshops delivers this holistic, actionable approach.

■ ENGAGING AND PARTICIPATORY

Our training is anything but boring. We drive engagement through relevant examples, exercises, tools and experiences that enable participants to internalize and then implement learning.

WE'VE TRAINED OVER 1,000 EXECUTIVES, MANAGERS, LEADERS & MULTI-FUNCTIONAL PARTICIPANTS ACROSS THE FOLLOWING ORGANIZATIONS:



Our Team



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, COFOUNDER

ann@thegaragegroup.com
513.659.9433



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 active 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 Social Media Marketing Agency.

JASON HAUER, COFOUNDER

jason@thegaragegroup.com
513.368.3073



Our Clients



P&G



STAPLES



Tide



always



KANTAR RETAIL



Nationwide



P&G prestige



GREATER CINCINNATI HEALTH COUNCIL



Jergens



lpk



KANTAR



tns



crowdspark



compete



PERFETTI van Melle



Cincinnati Children's



the garage group

Our Work



New Service Line Development: INSIGHTS, IDEATION & CONCEPTUAL PROTOTYPING

“The Garage Group taught us how to identify needs and use them to develop new service line concepts across a broad set of stakeholders to launch us into new growth areas.”

- VICE PRESIDENT, REGIONAL HEALTH CARE ORGANIZATION

BACKGROUND

- Non-Profit Service provider in Health Care Industry with strong customer relationships
- Historic business model

NEED

New service lines and enabling business models to capture emerging needs in rapidly changing market

APPROACH & METHODS

- Needs assessment
- Analogous business model exploration and inspiration
- Customized “service line” business model canvas

IMPACT

- 5 new service line platform ideas
- Support and buy-in from key customers
- Service Lines now in development

Our Work



\$500M Worth of Ideas In 1 Day: INNOVATION STRATEGY DEVELOPMENT & ANALOGOUS IDEATION

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

- INNOVATION MANAGER

BACKGROUND

- Aggressive growth goals
- Skin care portfolio with significant voids

NEED

Pipeline of breakthrough, consumer relevant product innovation ideas

APPROACH & METHODS

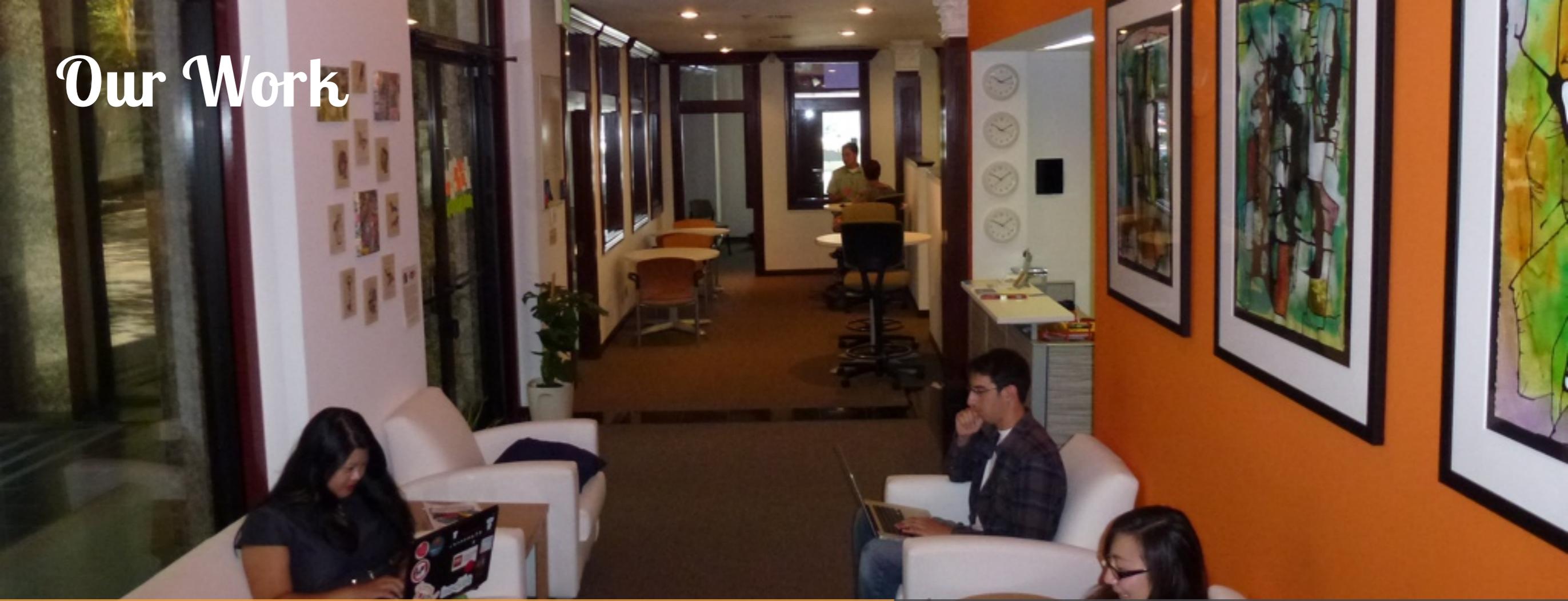
- Strategic focus
- Analogous inspiration
- Templated exercises

IMPACT

- 400 ideas
- Top ideas forecasted to deliver \$500M in volume
- Several ideas now in design and development



Our Work



\$650M Worth of Ideas In 1 Day:

ANALOGOUS IDEATION, CONCEPTUAL PROTOTYPING & PITCH CONTEST

“I continue to get great feedback on the engagement – both the process, as well as your leadership, skill set and approach!”

- VICE PRESIDENT, GLOBAL VENDOR MANAGEMENT F500 COMPANY

BACKGROUND

- Breakthrough joint growth goals
- Retailer + manufacturer leadership and extended team

NEED

Platform level ideas to drive unprecedented volume for both manufacturer and retailer

APPROACH & METHODS

- Smart & Scrappy trend inspiration
- Customized Platform Development templates & exercises
- “Shark Tank” pitch competition

IMPACT

- 12 Platform concept prototypes
- Projected to exceed volume goals
- Several ideas now in design and development



Robin Chase

Founder of Zipcar



200 Marketers Trained on the 7 SKILLS OF INSIDE ENTREPRENEURS

"Our Marketers found The Garage Group's training to be relevant and applicable to their day-to-day work and are excited to put them into action!"

- JEFF RUETTY, BRAND MANAGEMENT NATIONWIDE INSURANCE

BACKGROUND

- Diverse Marketing function
- Desire for functional and individual impact

NEED

Enable Marketers to contribute to innovation in their day-to-day roles

APPROACH & METHODS

- 7 Skills of Inside Entrepreneurs
- Fresh, inspirational examples
- Individual Action Plan template

IMPACT

- Marketers enabled with core set of skills to discover new ideas
- Top scores for content and delivery
- Strong unsolicited feedback



Our Work



Conceptual Portfolio Prototyping for Disruptive New Technology:

FUTURES SCENARIO PLANNING & CONCEPTUAL PORTFOLIO PROTOTYPING

“The workshop was so successful that other brands are asking to learn from us and do the same thing! Our journey to BASES was so much smoother and faster.”

- MARKET RESEARCH SENIOR MANAGER

BACKGROUND

- Mega brand with extended portfolio
- Inconsistencies in portfolio globally
- New technology poised to disrupt the category

NEED

Re-imagine the portfolio model to introduce new technology, address consumer relevance gaps and drive efficiency

APPROACH & METHODS

- Futures scenario creation
- Portfolio prototype canvas
- Customized scorecard to assess potential new strategies

IMPACT

- Multiple new portfolio propositions
- Faster development and qualification plan driven by multi-functional team alignment and earlier consideration of launch fundamentals

entrepreneurship isn't just for startups

thegaragegroup.com