

What's Different: Co-Located Team & Coaches

Working side by side,
talk instead of e-mail



Easy access to consumers



Conversations
vs. presentations



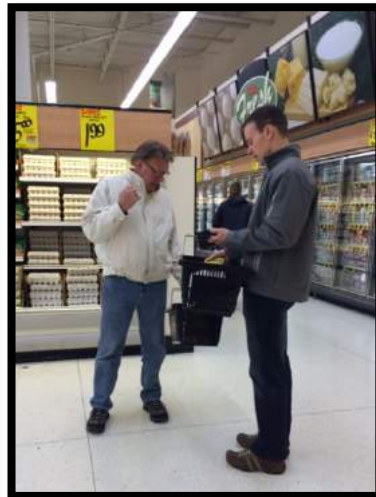
Externalizing learning



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



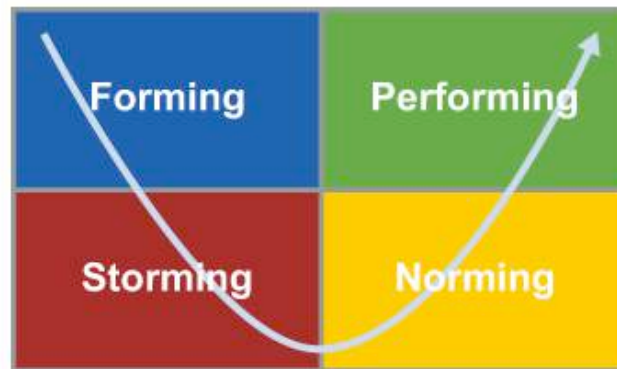
What's Different: Teaming Differently

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."

