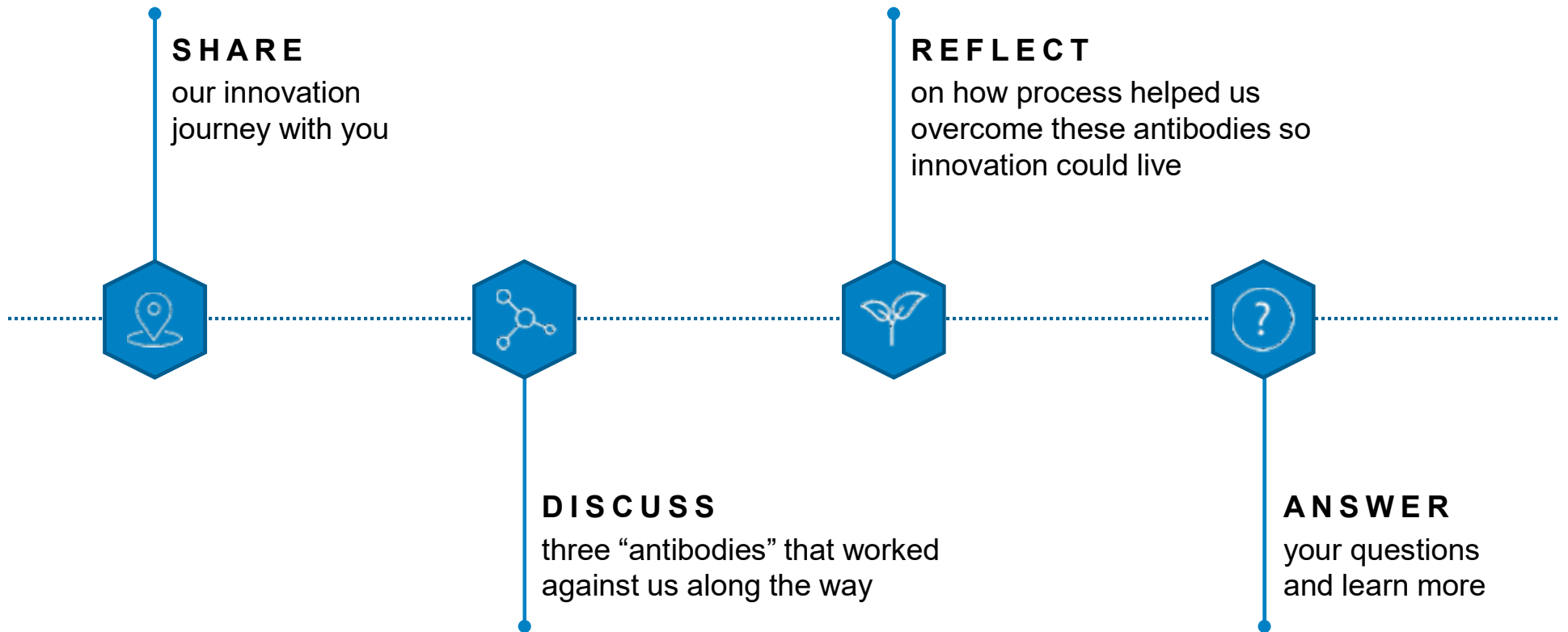


CORPORATE INNOVATION ANTIBODIES



OBJECTIVES

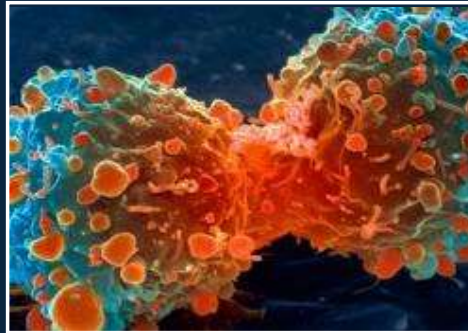


BACKGROUND

25¢

Business model innovation is needed to address the declining gum category

ANTIBODY TYPE 3



The kind that try to *change* you

THE KIND THAT TRY TO CHANGE YOU

Business Model
INNOVATION



“We have seen the
enemy and **he is us!**”

Business
AS USUAL



OVERCOMING THE ANTIBODY



Innovation
experience to
counteract the
business experience



Partnerships to test
+ validate without
disruption



Storytelling to
create a sense of
urgency + make
them feel old

INITIATE



PLAN



EXECUTE



MONITOR
+ CONTROL



CLOSE



BALANCING ACT



Meet with your CFO every other quarter as it aligns with the company strategic planning process

Build an internal/external Advisory Board that meets annually

Get a reputable Finance person to consult your team

Get a project manager

Build a communication strategy

Focus on a Front End Framework

Build an early alliance with Supply or External Manufacturing

KEY TAKEAWAYS



Innovation & creativity are not incompatible with structure & rigidity



Process enables innovation



Keep the connection to the business alive



Process is not the only factor

QUESTIONS?



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