

hello



KOKORO

the
score



Innovation

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Innovate or die

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Don't let fear of failure hold you back

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don't be afraid to
Fail Fast.

Solution!

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When we
hear it



don't be afraid to
Fail Fast.

Too right!



We love 'pivot' stories

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don't be afraid to

Fail Fast.

When we
hear it



When we
feel it



But really?!!

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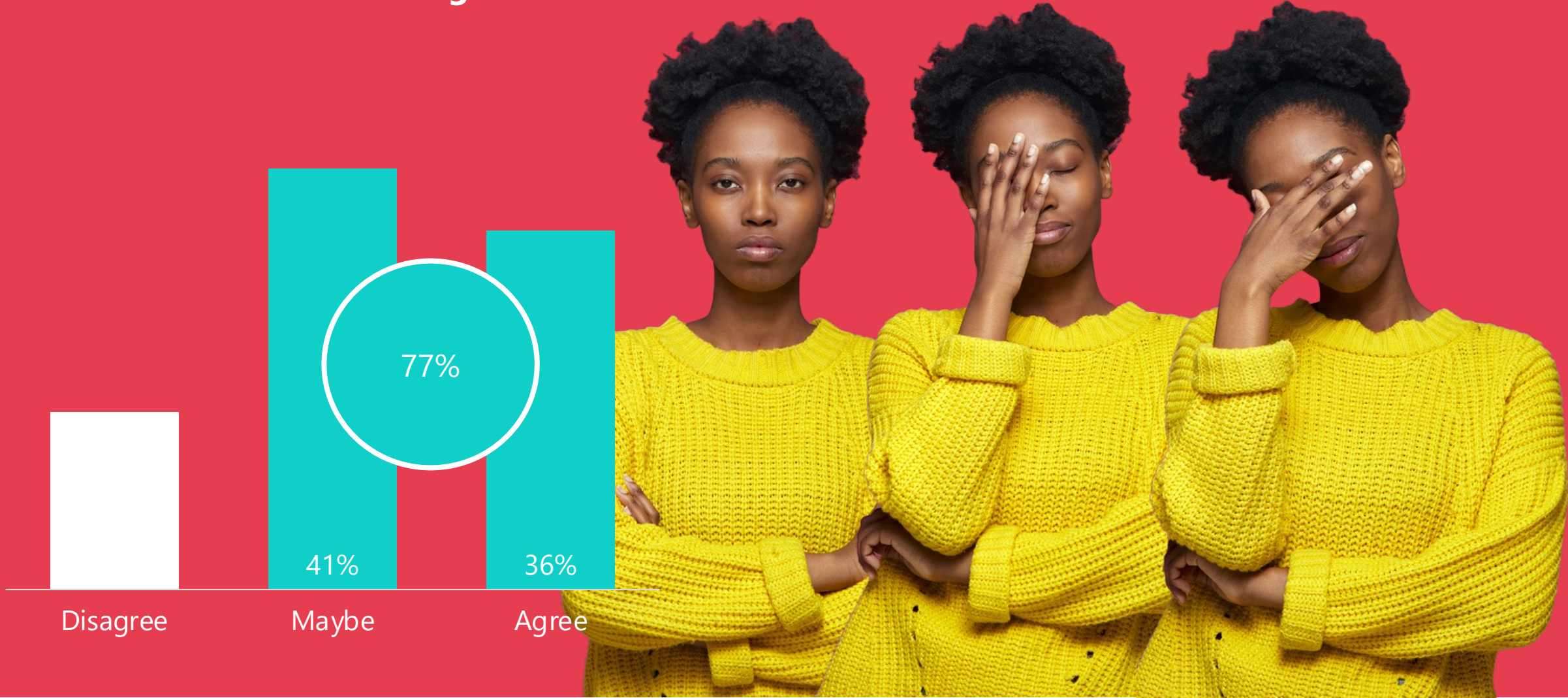


Disaster



Joker

I find mistakes embarrassing



Failure does not come naturally to us



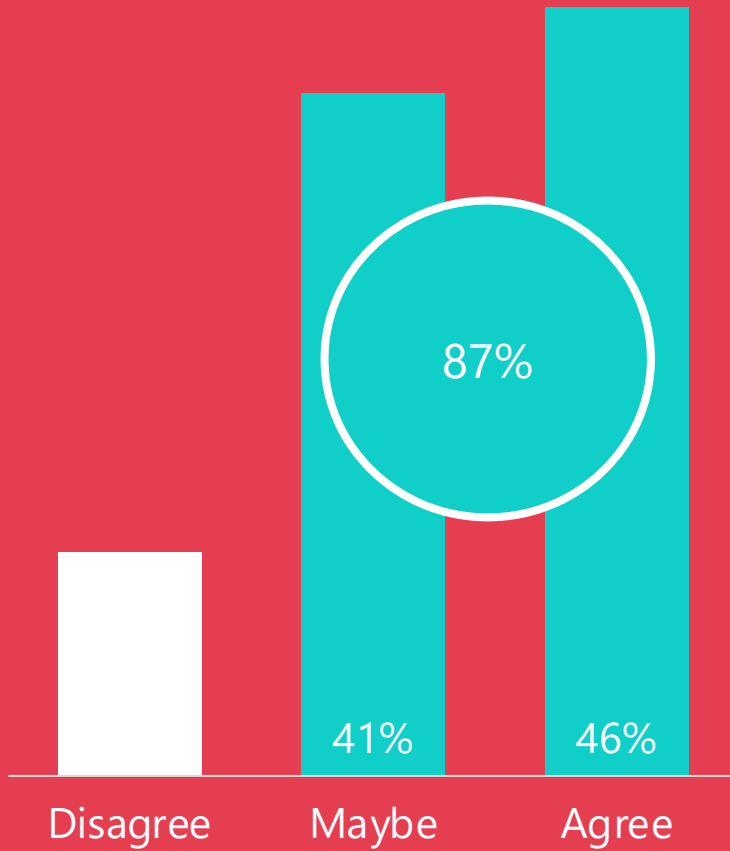
Loss

Gains

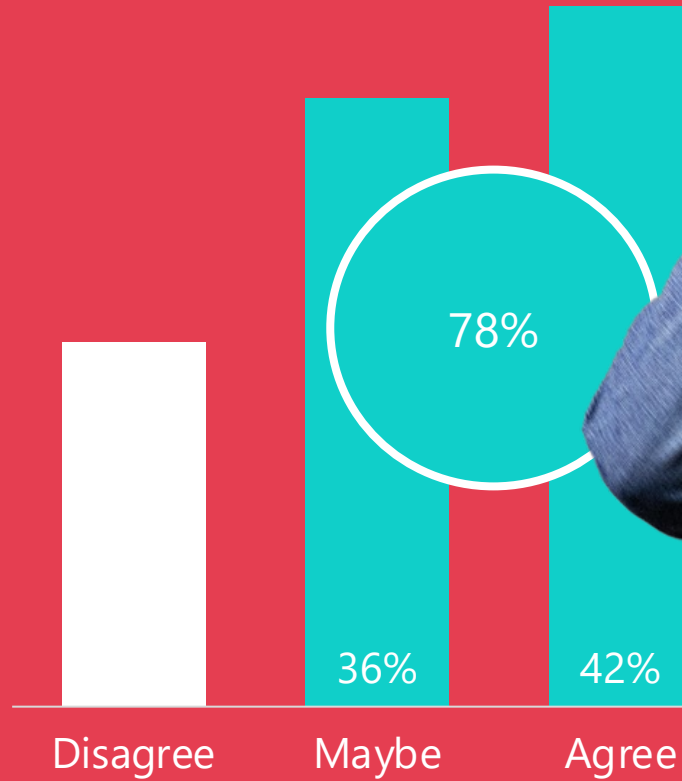
Risk losing what we've got

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There's a negative stigma around failure



I'll do anything to avoid mistakes



Avoid at all costs!

Fail Fast.

Fail Often.

Fail Early.

Does this really make sense?



'I'm a fighter, not a quitter'



"I resign"

The ultimate poster child



AN ELIZABETH DAY AND
SONY MUSIC ENTERTAINMENT ORIGINAL



WITH
ELIZABETH
DAY

Brave for sharing

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Can be amazing!

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Fail Fast.

Shift the spotlight

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score

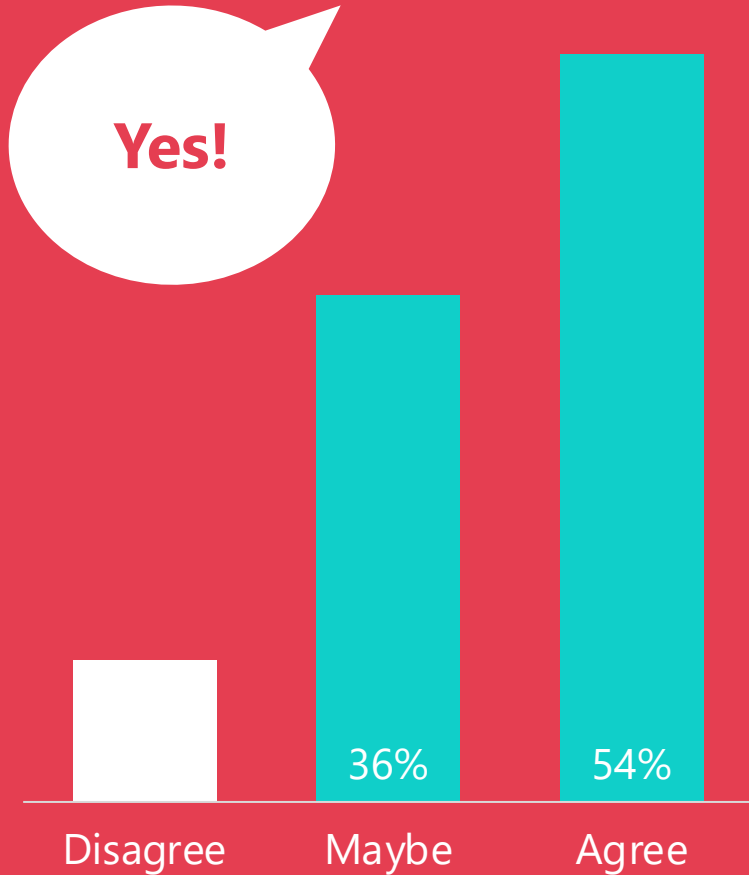
Fail Fast.

Fail well

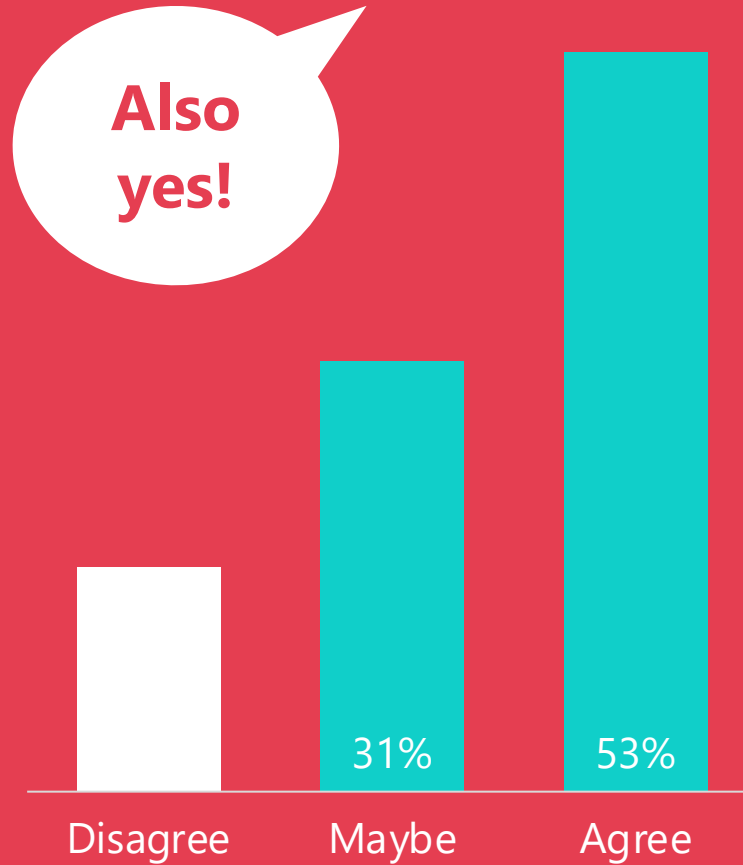
Shift the spotlight

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I learn more from my failures



I put failures behind me, try not to think about them



Learning against the tide!




Don't mention XXX



Onwards!

Motivated to run forwards not away

- 
1. Create psychologically safe teams
 2. Acknowledge the empathy gap
 3. Immerse vs. innovate with consumers
 4. Focus on incremental learning (i.e small failures)
 5. Chase (mostly smaller) things that move
 6. Lean into contradictions
 7. Double down on strengths, not gaps



Fresh vs. tired pilots?

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Error prone or precision surgeons?

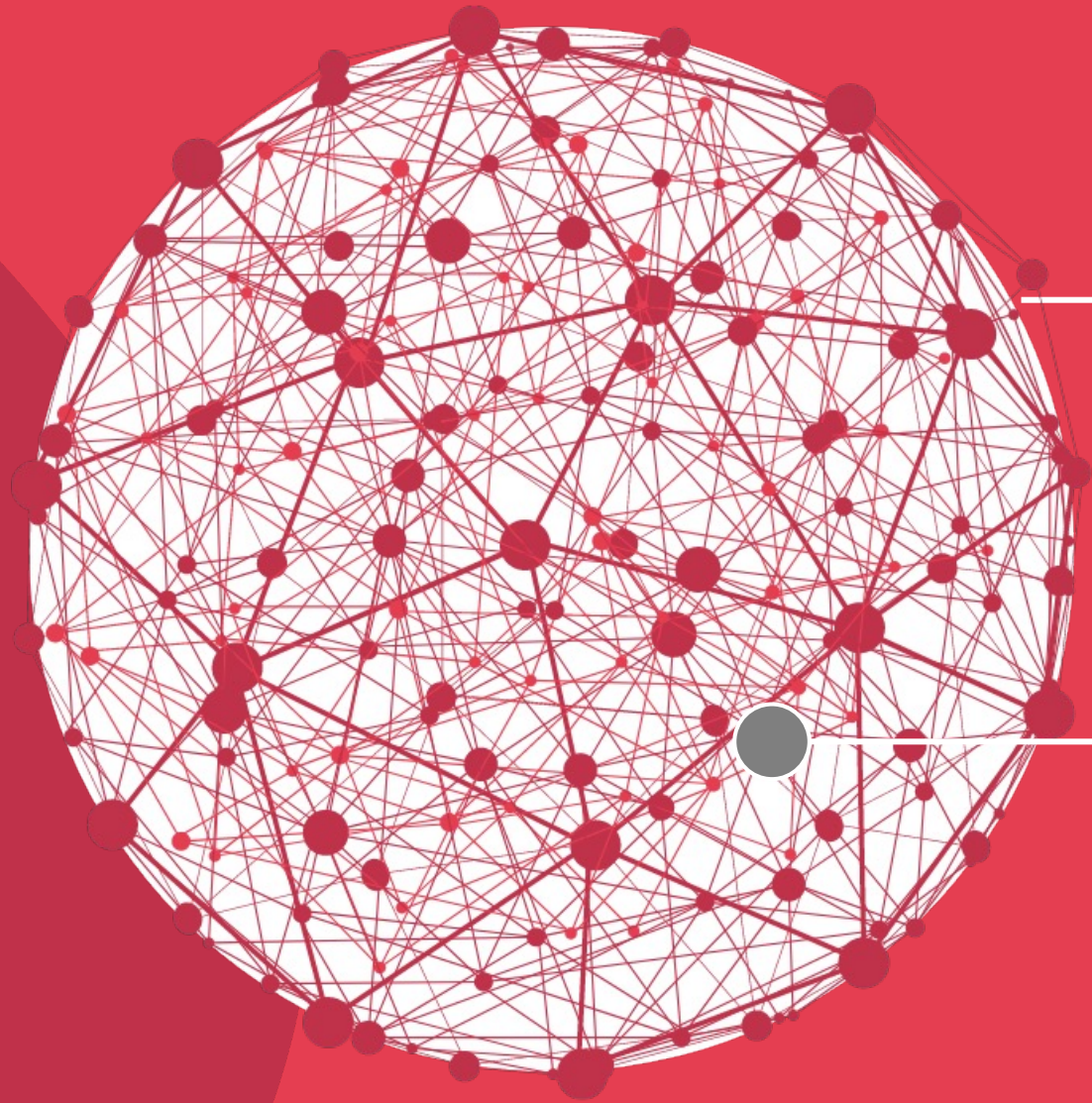
2000
every
week



50
homes
video
diaries

Incremental learnings (small failings)

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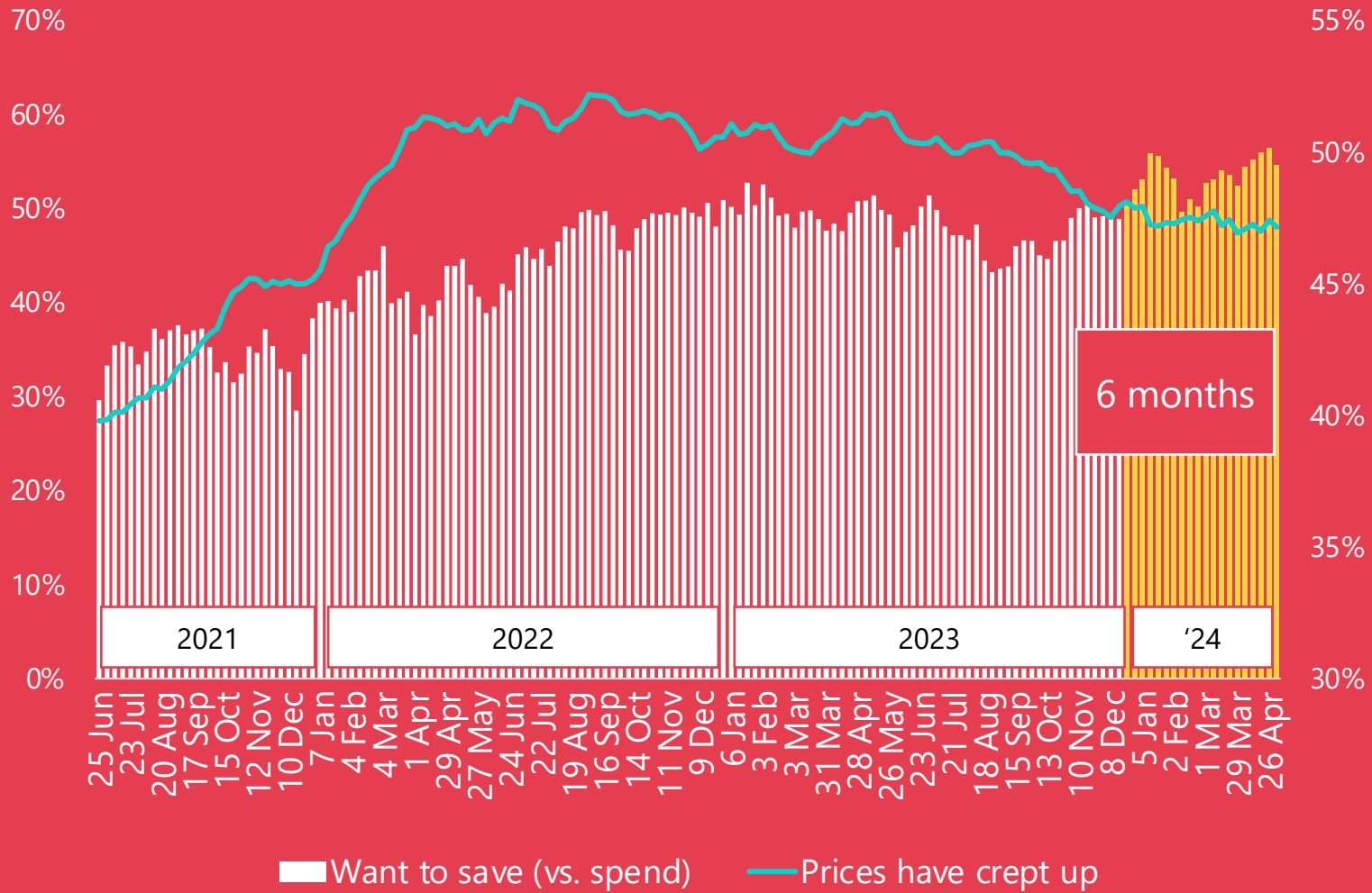
Your customer's world

Your bit

Always observing/predicting

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Appeal of saving vs view of prices



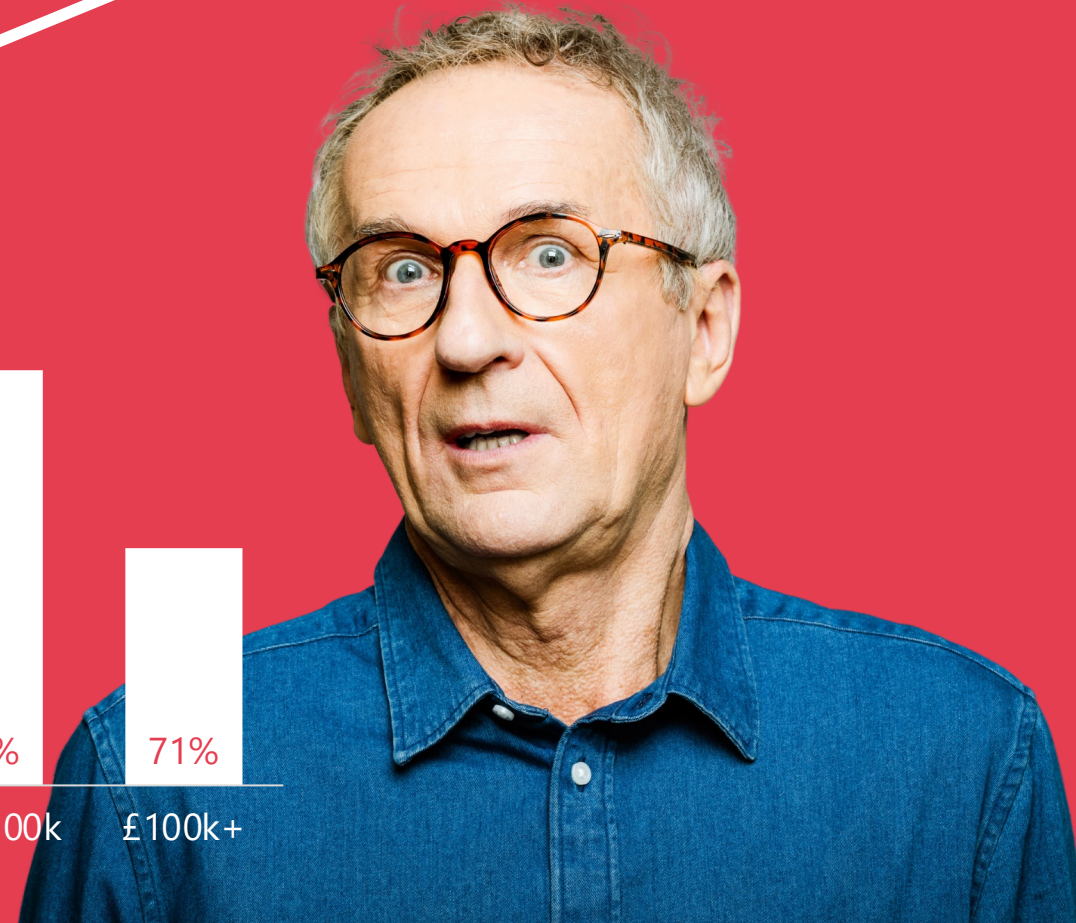
“We do a customer review twice a year”



Things change fast

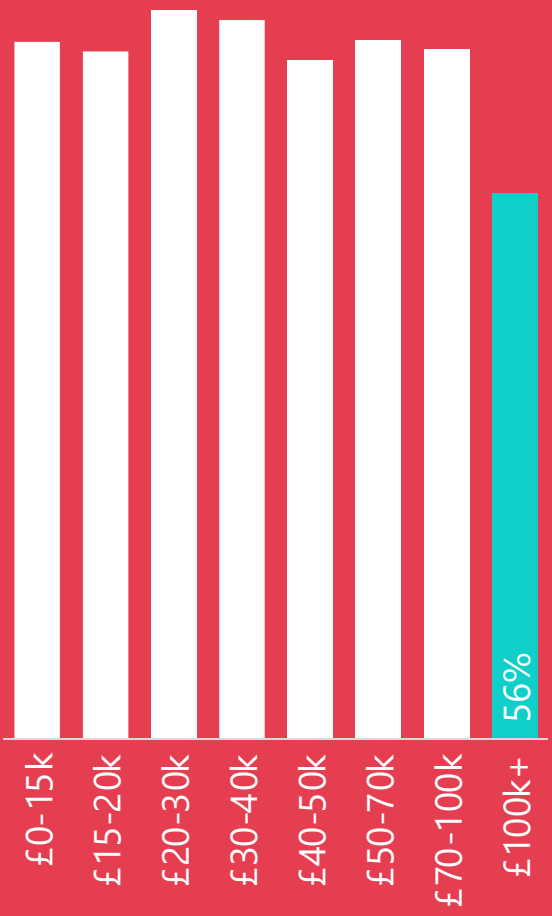
There's a lot of people much worse off than me

All waves

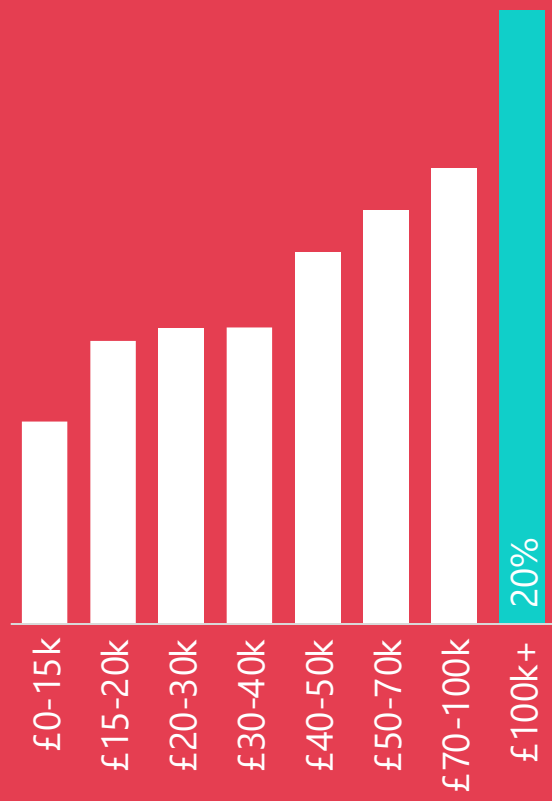


Acknowledge the empathy gap

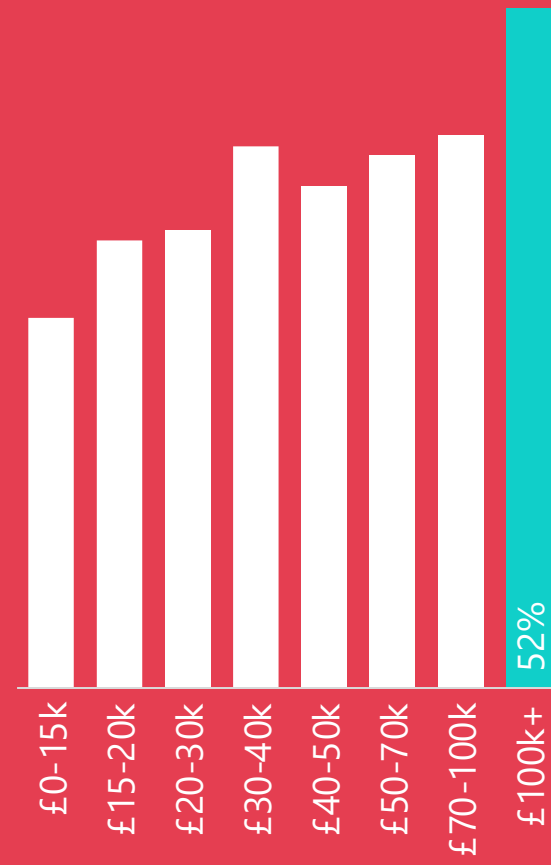
Been grocery shopping



Had a hair/beauty appointment



Good to see new shops/restaurants opening locally



Acknowledge the empathy gap



"It's not that difficult for first-time buyers to get a mortgage"



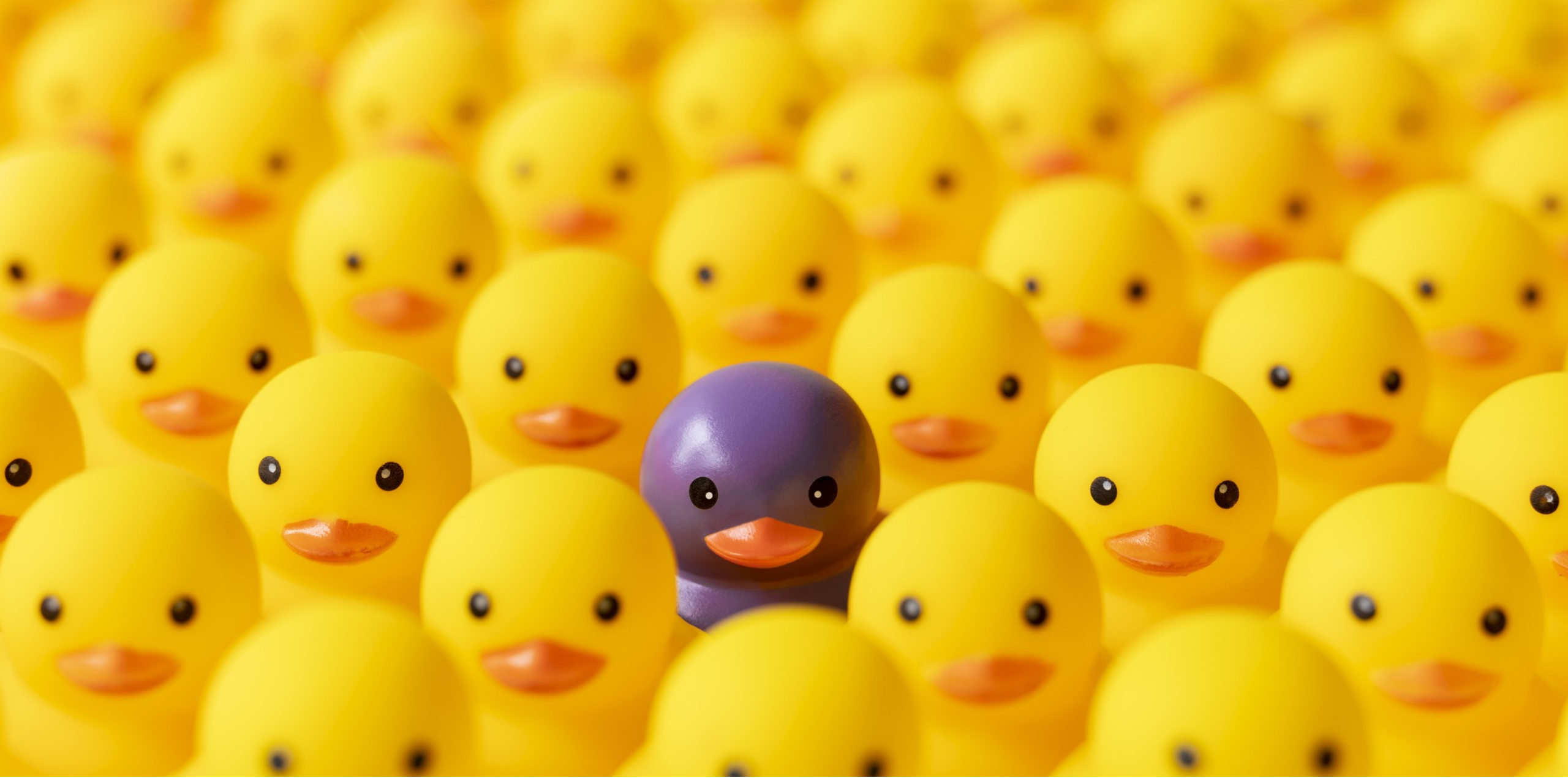
No ideas or out of step?

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Immerse vs. innovate with consumers

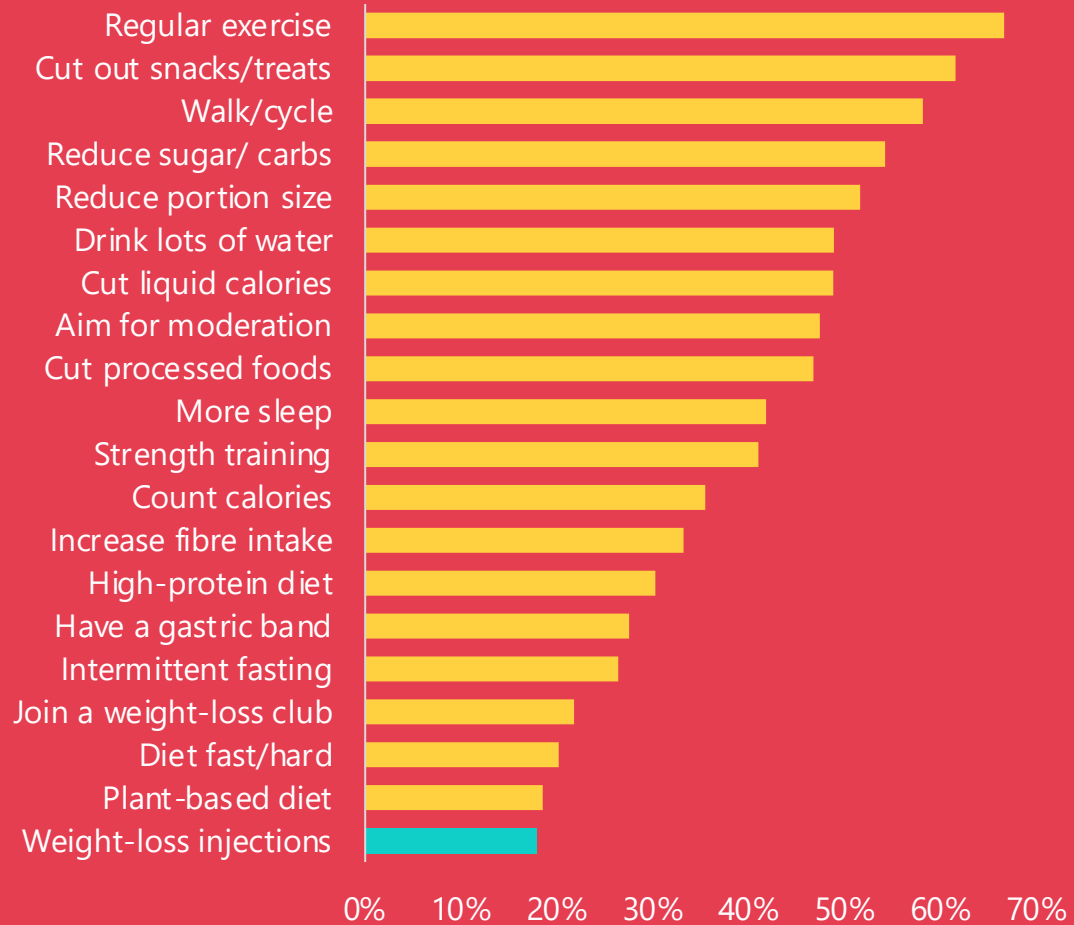
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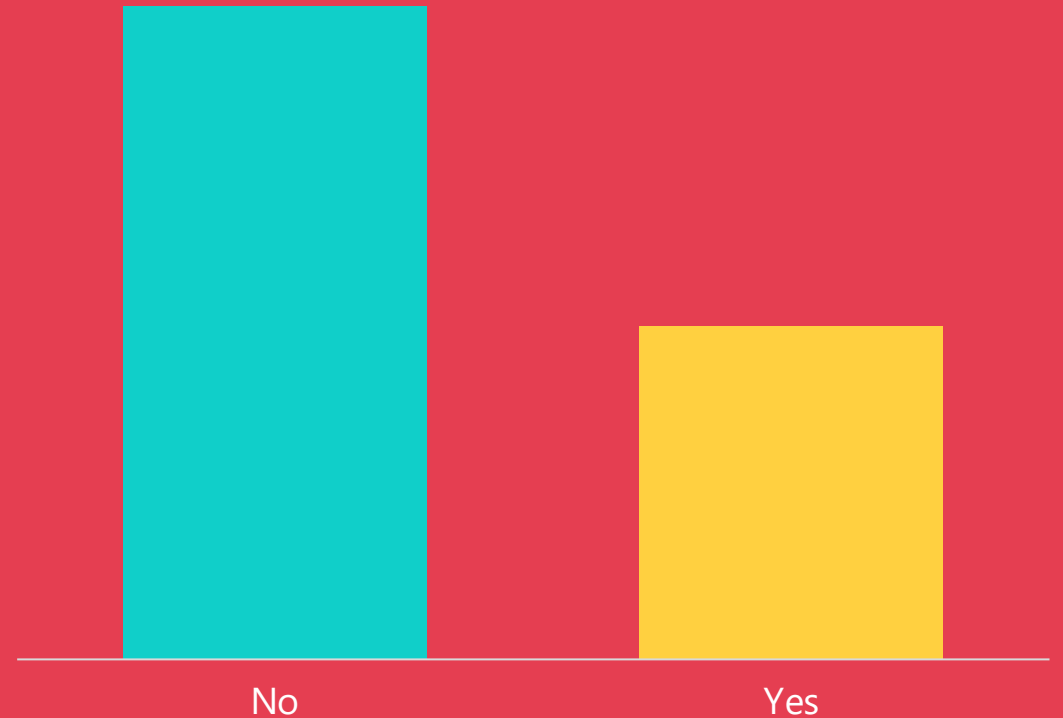
Lean into contradictions

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Effective ways to lose weight

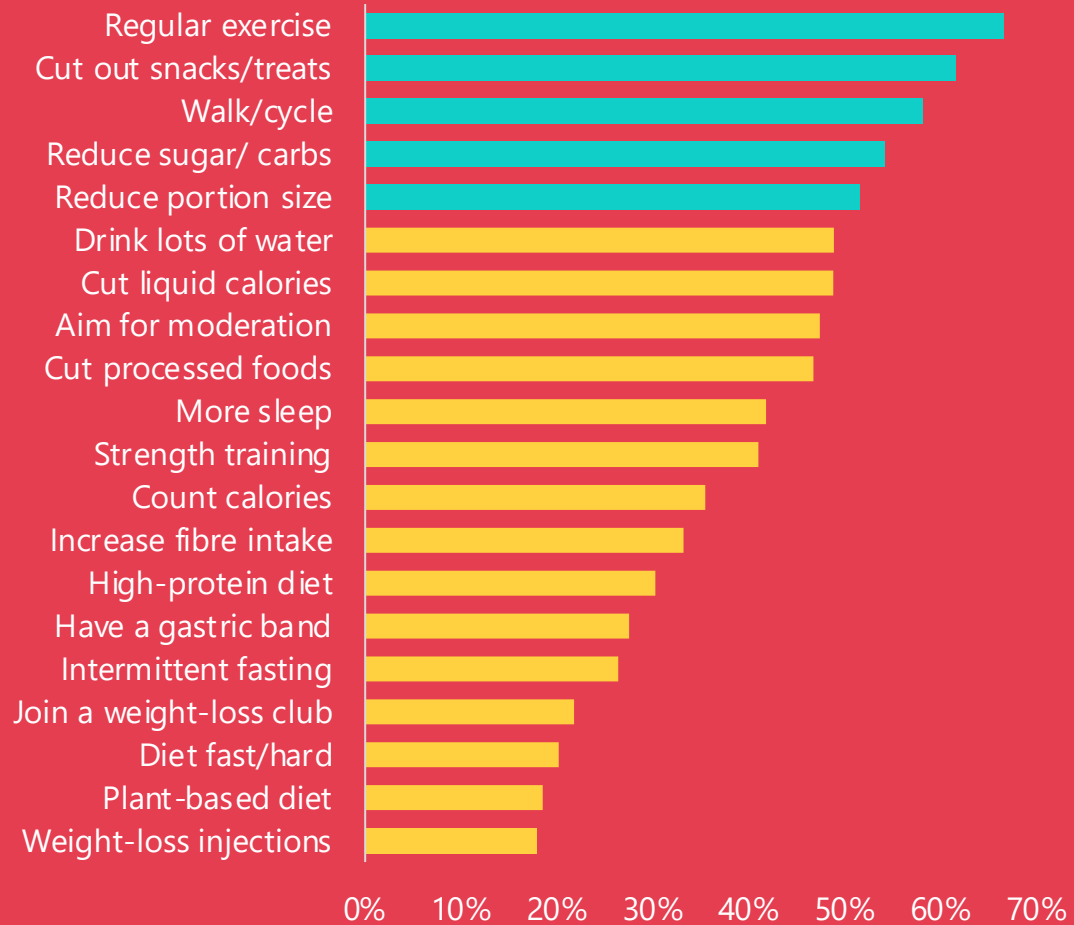


2024 will be the year when obesity injections become mainstream

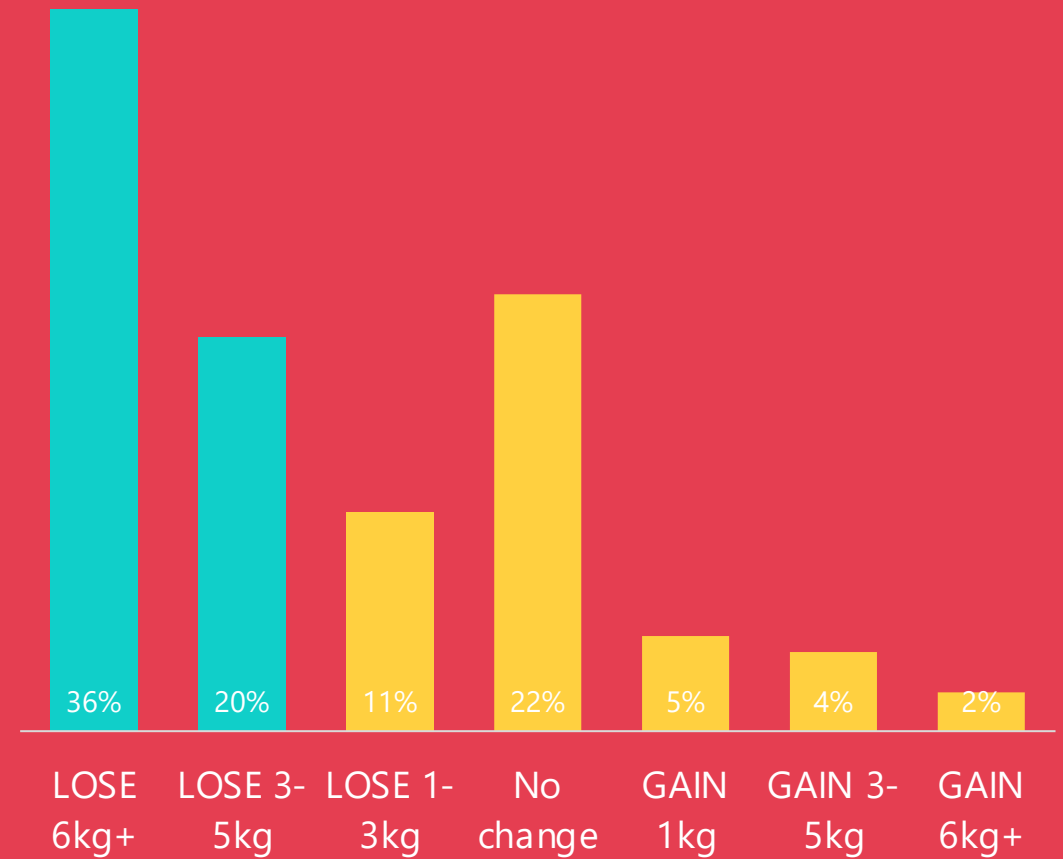


Lean into contradictions

Weight-loss ambitions



Weight-loss ambitions



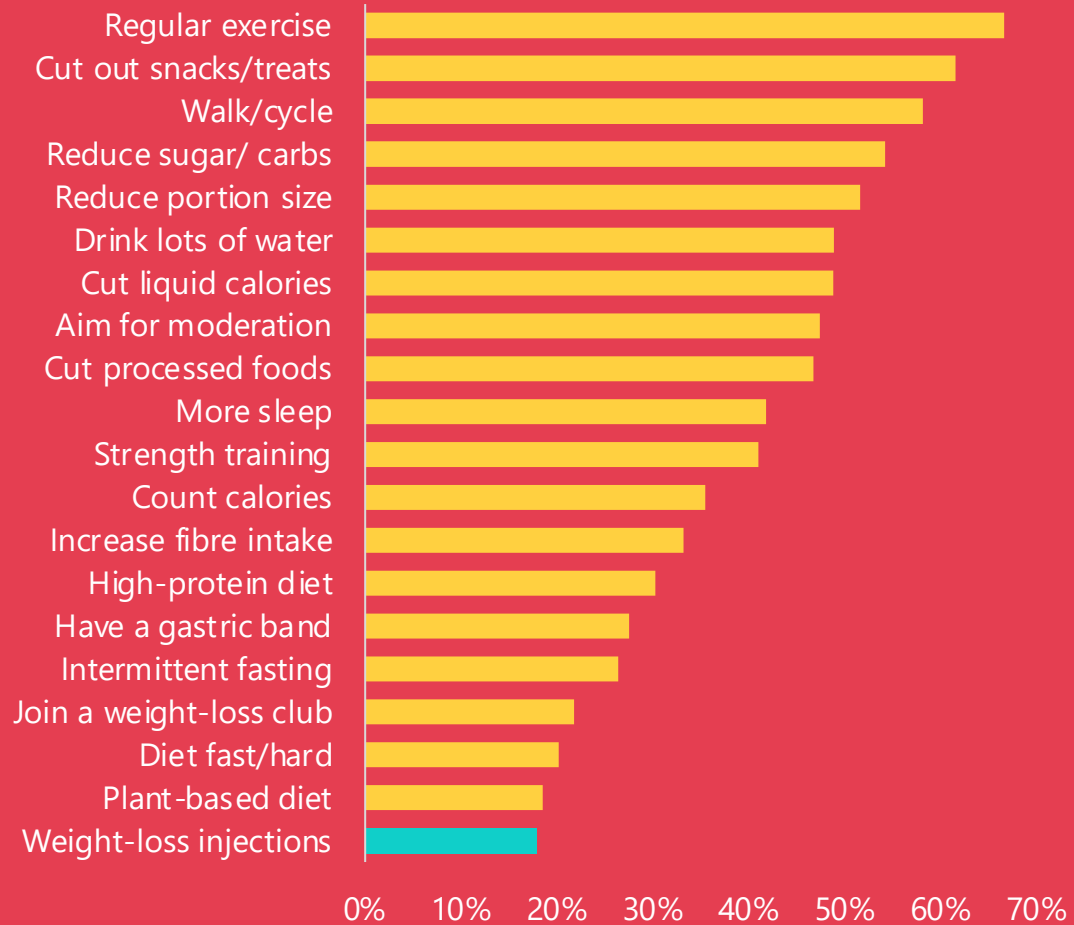
Lean into contradictions



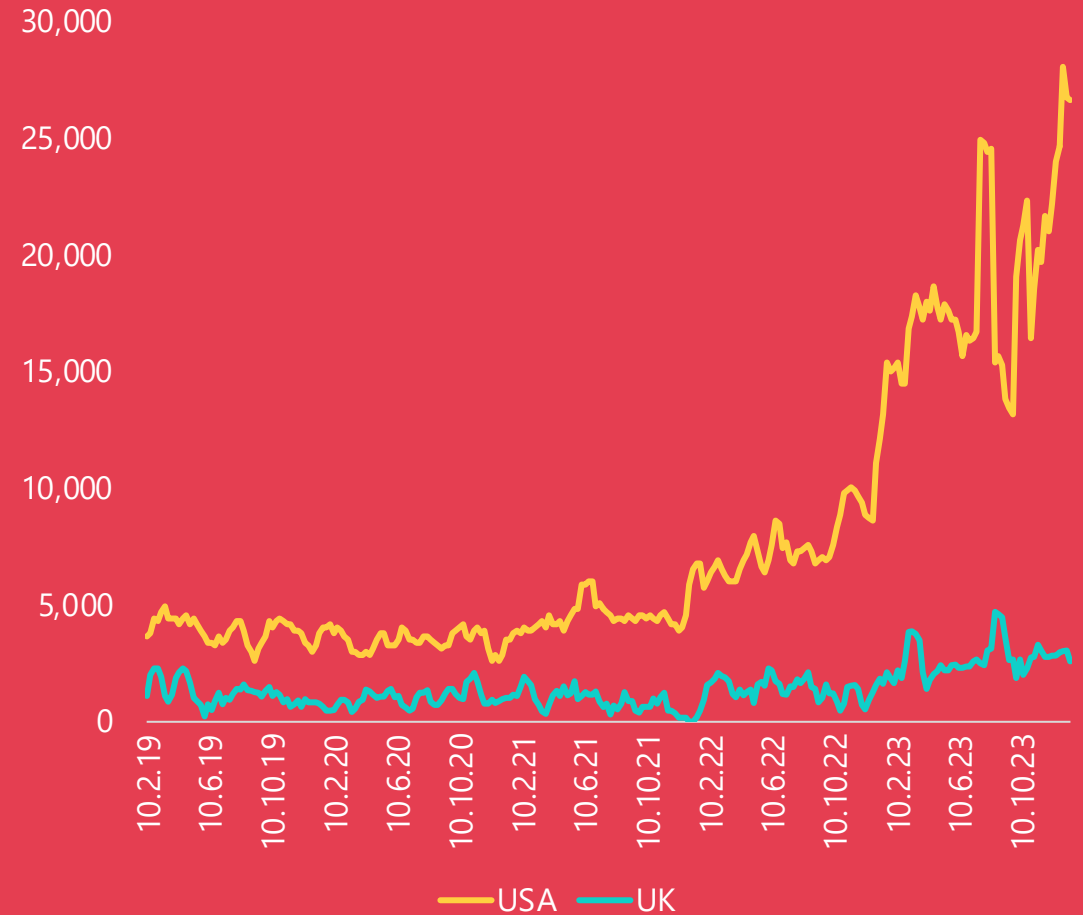
Chase things that move

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Effective ways to lose weight



Google searches for weight-loss drugs



Chase things that move

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Market Summary > Novo Nordisk A/S

894.90 DKK

+736.22 (463.97%) ↑ past 5 years

2 May, 14:01 CEST • Disclaimer

1D | 5D | 1M | 6M | YTD | 1Y | **5Y** | Max



vegovy®

1.7 mg

FlexTouch®

Solution for injection in pre-filled pen

Semaglutide

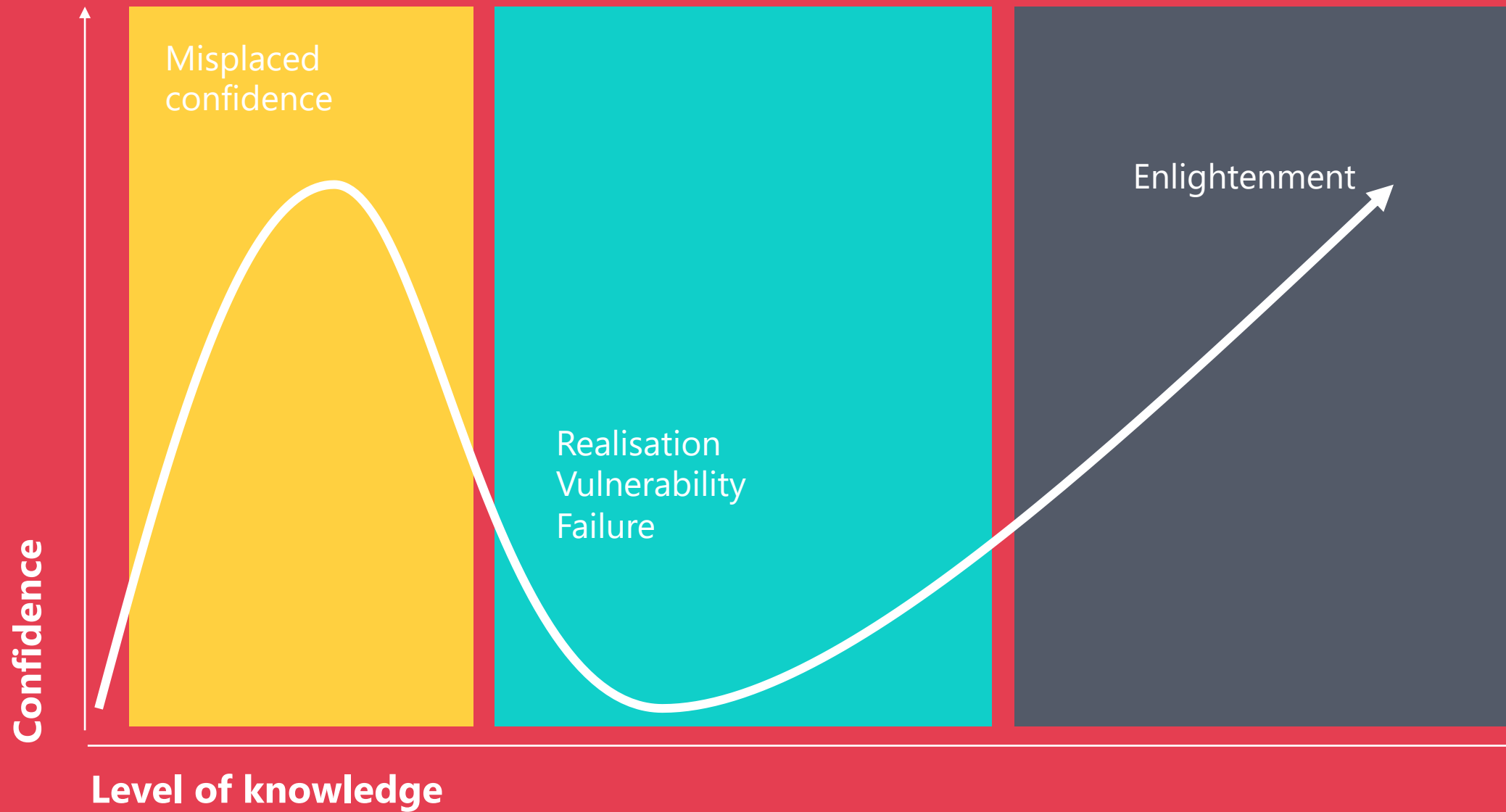
Subcutaneous use

once weekly


1 pen and 4 disposable needles (1 pen = 4 doses)

Voila!

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Double down on strengths, not gaps

- 
- A woman with long, dark, wavy hair is flexing her right bicep. She is wearing a light-colored, ribbed tank top and large hoop earrings. The background is a solid red color.
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Boom!

Questions



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