

A Panel with

Ferrara® &

8TH-DAY

Busting Organizational
Myths: What works, What
doesn't, and How to get
ahead of them in the Future

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Ferrara®

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8TH-DAY



Our Panelists



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Today we will discuss

Ferrara.

Busting Organizational Myths: What works, What doesn't, and How to get ahead of them in the Future



Topic 1: What comes to mind when you think of organizational myths? What do organizational myths look like to you in your role and how do they impact your day-to-day?

Topic 2: What are ways that you've been able to successfully address organizational myths?

Topic 3: Do you think we can get ahead of organizational myths being created in the future? If so, how?

Food for Thought

1. What is the research vocabulary that you are using in your organization? How does that impact how you think and approach research?
2. How do you respond when you hear organizational myths surface in team discussions? What tends to work best?
3. How does your organization think about Consumer Centricity? Do you have responsibility to drive this?