

A stylized graphic of a lightbulb in shades of orange and white, positioned on the left side of the slide. The bulb is partially filled with a lighter shade, and its base is visible. The overall background is a solid orange color.

**to innovate is an**  
**ATTITUDE**

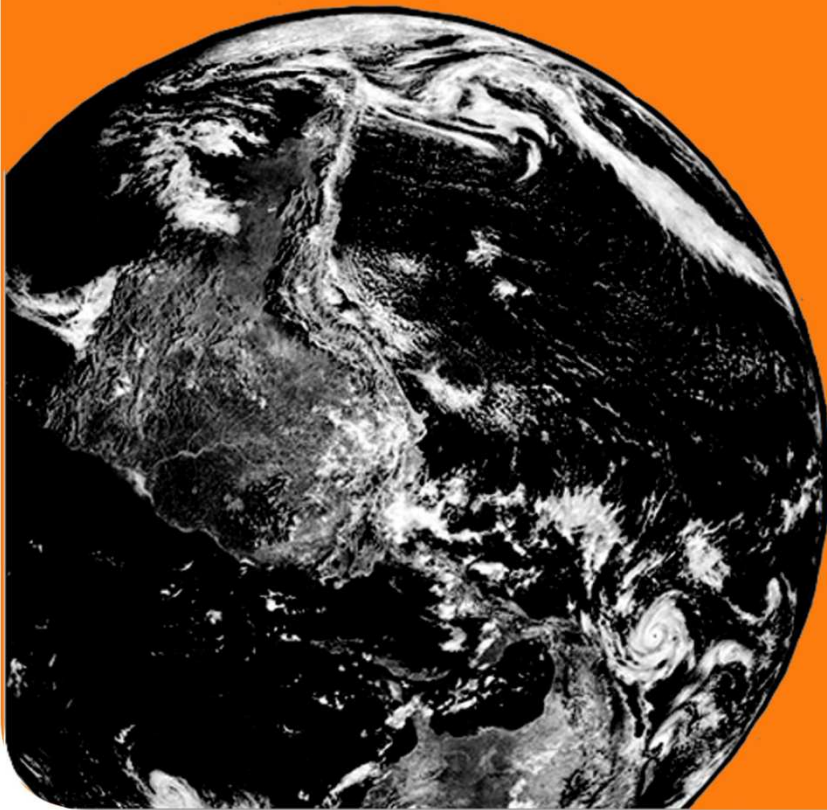
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**“The problem of the companies  
is not the lack of resources,  
but the scarcity of imagination”**

**"There are no mature markets,  
there are managers with mature ideas..."**

**"There are no sectors in crisis,  
there are models in crisis..."**

# **new** market **RULES**



- Going back to basics
- The customer is the focus
- Globalization
- Look outdoors, not indoors
- Long term
- Low Cost tendency
- Defending the job
- Technology as a management tool
- The Internet

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# slaves of our MODELS



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# where to INNOVATE?



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**"The only possible strategy for a company is to focus  
the effort on marketing and innovation,  
since all the rest are costs."**

**Peter Drucker**

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**the new**  
**PARADIGM:**

**\*THE OTHER**  
**the staff / the customers**

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# The STAFF

Passion  
Creativity  
spirit of initiative

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**"Ordinary companies sell products,  
the unforgettable ones  
PROMOTE EXPERIENCES"**

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# fish PHILOSOPHY



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# the great CHALLENGE:

\*To surpass the  
customer's expectations



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# value **x** price

Why will they buy my product? =  $\frac{\text{What do you give me?}}{\text{What do I pay?}}$



# the new TOOLS



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**"If we want to get different results,  
let's do different things"**

**Albert Einstein**

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# 10 keys for the journey to **INNOVATION**

1. Attitude
2. Think big
3. Rubber
4. Bring the assumed facts into question
5. Do not reinvent the wheel
6. Look at the world
7. Road map
8. Leadership focused on the "other"
9. Radical customer orientation
10. Intensive technology use at the service of strategy

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