



Innovation – It's up to you!

Tess Bettenay
Innovation Partner, Commercial Insurance



Innovation

- + think different
- + embrace change
- + give it a go

One Company
Many Brands



A little bit about me...



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Why is Innovation important?



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Because the world is changing...



Funeral, Pope John Paul II, April 2005

**Announcement of
Pope Francis' election, March 2013**



What do you think the human attention span is?

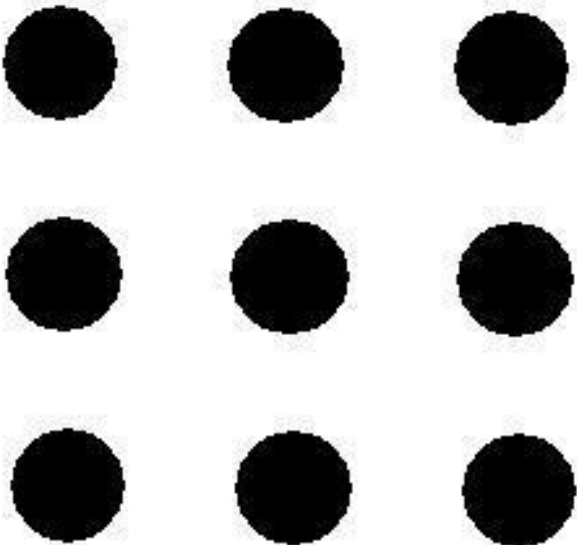


Kodak Case Study

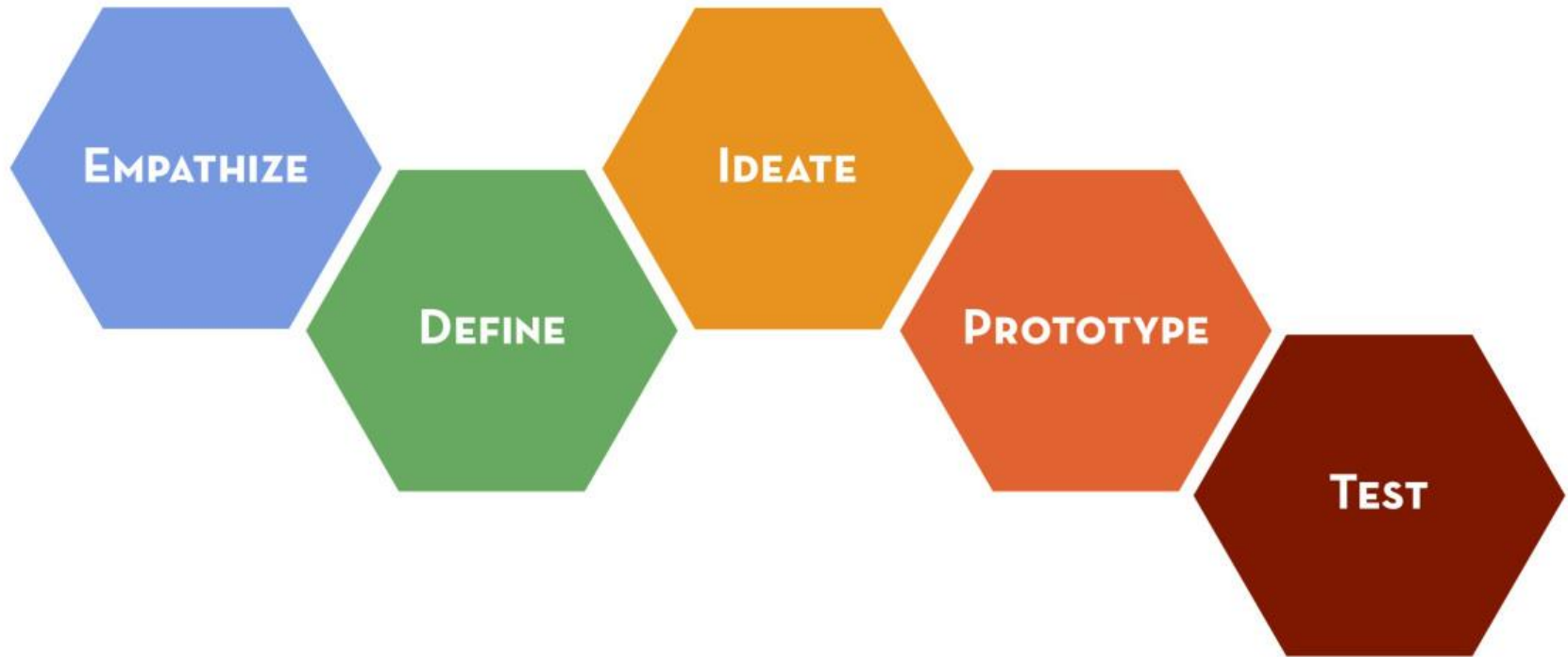


So why do you care?

Possibility Mindset



Design Thinking



“Design thinking is a human-centred approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.” —Tim Brown, president and CEO



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SMART Failure



Thank you

