

A young girl in a school uniform is the central figure, wearing a prosthetic arm with colorful segments (red, blue, yellow) and a pink flower headband. She is looking down at her arm. In the background, two other children in school uniforms are visible, one with a large blue bow. The setting is an outdoor schoolyard with trees and a fence.

Deloitte.

Falling in love with the
problem.

Ed Greig, Chief Disruptor



Ed Greig
Chief Disruptor

@edgreig

‘Fall in love with
the problem,
not with
the solution.’

OUR MANTRA



But what is the
problem for
marketing?

Being adaptable
while staying
authentic



ADAPTABLE
≠
REAL TIME



How do we transform a business to be more adaptable?

User Centred

Iterative

Collaborative

And what is Marketing's role in this?

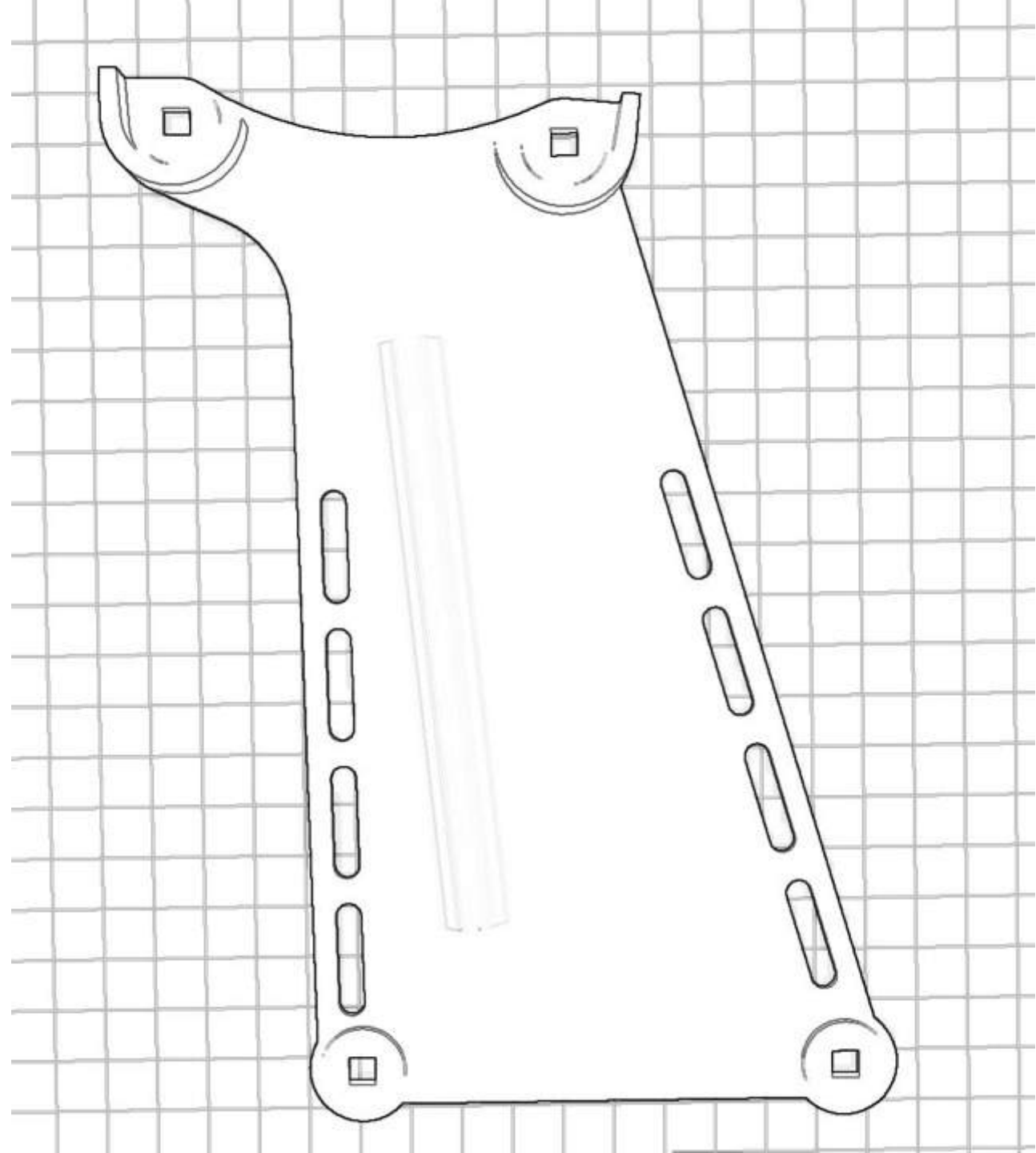


Meet Phoebe,
an amazing
6 year old
who was born
without
a left hand

We
started
simply



Then we got
her to design
her own arm

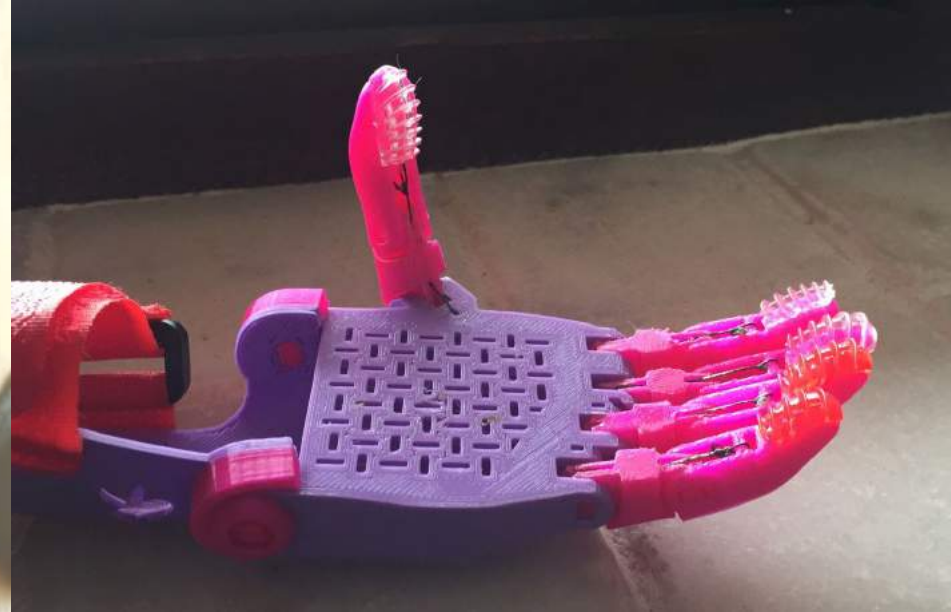


This was
what she
came up
with...



We also told her
Mum that the
printer only does
two colours





With some
artistic license
this is what
we created



What's the
actual problem
that you're
trying to solve?

Going
further



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IoT at B

Testing a connected
advertising board
using IoT technology




Whatever experience we want
to deliver, we can either
deliver it now or put in place
the building blocks to deliver
in the next 5 years

Think **BIG**, start small, test often, scale **FAST**

The Tangible Hypothesis

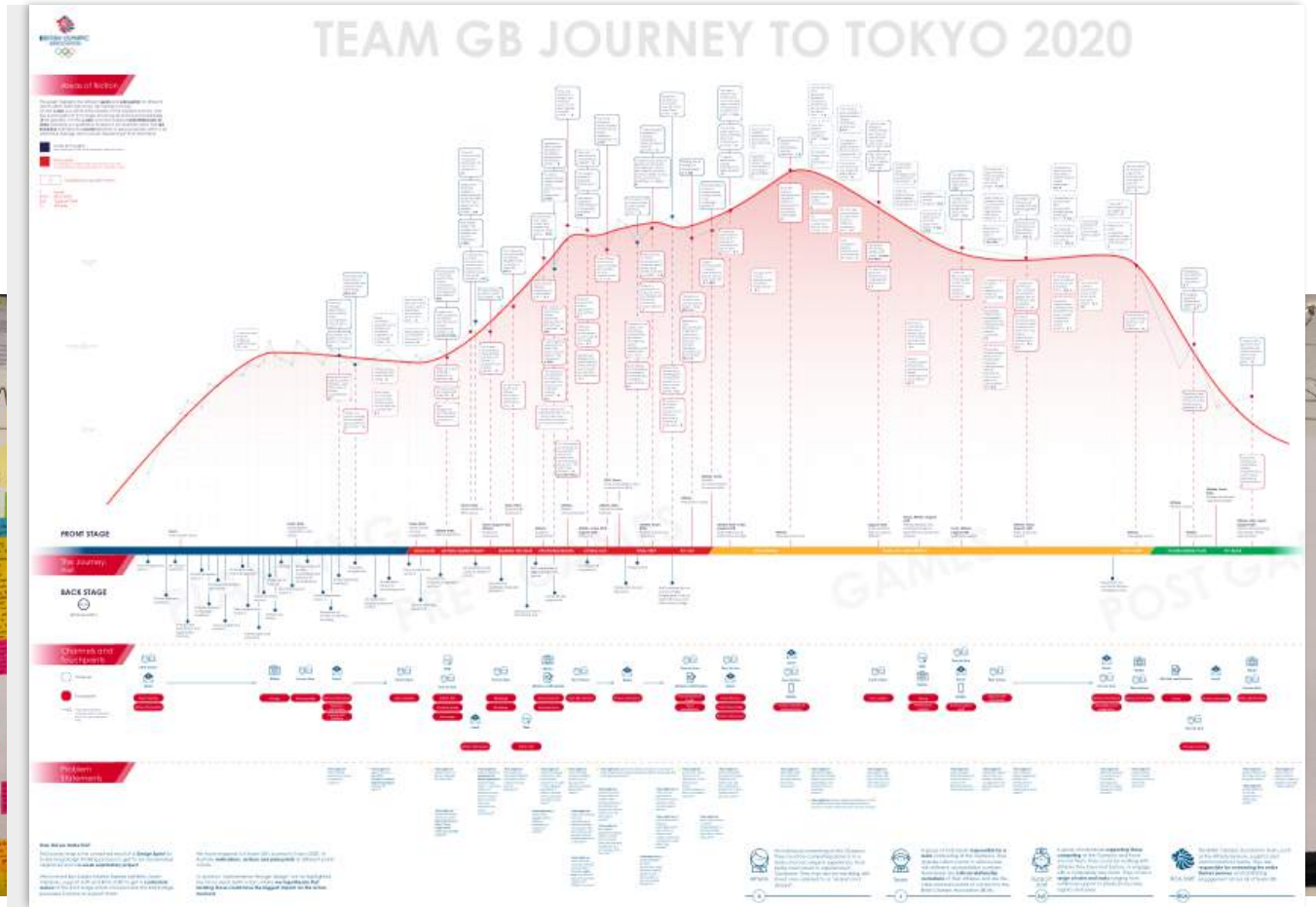
An end-to-end, user-level description of the ideal experience for your customers, supported by the ideal experience for your employees that allows them to make the customer experience a reality

A man in a dark suit and white shirt is shown from the chest up, leaning forward and holding a glowing, translucent, spherical object in his hands. He has a focused, intense expression. The background is a blurred office or modern interior with large windows and some plants.

The Tangible Hypothesis in Action:
Clerk & Green, Our Connected Store



Silo busting



How can the Tangible Hypothesis break down barriers in your organisation, making you more adaptable and more authentic?

Start

The

Conversation

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Deloitte.

Thank you

Questions?