

Best-selling Author & Keynote Speaker
Fortune 500 Innovation Strategist
HBR Contributor & Business School Advisor

SIMONE
AHUJA

OUT-INNOVATE FROM WITHIN

Create a culture where *EVERYONE* drives innovation.

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You already have the **PEOPLE AND RESOURCES** in place
to drive new solutions and sustainable growth.



Now, it's time to **BUILD A CULTURE** that powers **INNOVATION** with the
INTRAPRENEUR'S CODE.

We take **ORGANIZATIONS...**

FROM:

INCONSISTENT APPROACHES
to mediating external disruption...

RELYING SOLELY ON
HIGH-COST, HIGH-RISK,
R&D-driven initiatives...

A VAGUE CALL FOR INNOVATION
that strains resources and
morale...



TO:

...a culture of intrapreneurs
CONSISTENTLY DRIVING INNOVATION
and galvanizing business growth.

...a continuous series of big small bets
that help you *DO MORE WITH EXISTING*
RESOURCES AND DECREASE RISK.

... A SIMPLE & MEASURABLE ACTION
PLAN for innovation that aligns with
strategy and activates your people.



Organizations have achieved
unprecedented **EMPLOYEE ENGAGEMENT**
and **INNOVATION IMPACT** with Simone.

SIMONE IS...

- ✓ A top speaker for Fortune 500 live and virtual events
- ✓ A bestselling author and groundbreaking innovation researcher
- ✓ The co-developer of *Jugaad Innovation*; a frugal & flexible innovation methodology
- ✓ The CEO of Blood Orange: a global innovation strategy firm for the Fortune 500 and beyond
- ✓ A Harvard Business Review Contributor/MIT Innovation Advisor
- ✓ A Thinkers50 nominee
- ✓ A member of the FastCompany Executive Board

· ABOUT SIMONE AHUJA ·



Medtronic



StanleyBlack&Decker



UNITEDHEALTH GROUP®



SIMONE
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What Simone's *CLIENTS* are saying:



"Catalyzed the transformation within our company."

"We have utilized Simone's ideas to help us define our approach to intrapreneurship and innovation, and catalyze the transformation within our company."

JIM LOREE | President & CEO, Stanley Black & Decker



"Our diverse audience of 850 showed record engagement during the extended Q & A after her presentation"

"Everyone thoroughly enjoyed Dr. Ahuja's insightful presentation of Frugal Innovation. I'm certain that all of our attendees left the session with actionable takeaways they could implement in their offices immediately."

TAMMY NEALE | Chief of Staff, Virginia Housing Development Authority



"An eye-opening overview and insightful guidance..."

...on how to enable intrapreneurship, leveraging new ways for collaboration and enabling creativity that lead to meaningful and sustainable innovation."

ERIC QUINT | Vice President, and Chief Design Officer, 3M Company



"Crystal clear with concrete and practical strategies."

"Simone created a high level of inspiring conversation among our team members and leaders. She made the link between DEI and innovation crystal clear and provided concrete and practical strategies that everyone could deploy immediately."

TINA GARRETT-RAGLAND | Enterprise Leader of DEI & Learning and Development, Pacific Life Insurance Company



"Simone knows what it takes to innovate in the real world."

"As the owner of the UnitedHealth Group's emerging leader program, Simone was the obvious choice to support our virtual session. Our audience of 1,600 leaders was highly engaged based on comments we received both during and after the session. Simone clearly connected with our global audience through her passion, her impactful storytelling, and her deep, actionable knowledge on what it takes to innovate in the real world, at the individual level."

WALTER BAUMANN | UnitedHealth Group



KEYNOTES

A proven & practical guide to

INNOVATE
FROM WITHIN

KEYNOTES that inspire conversation, collaboration & collective excellence through intrapreneurship

KEYNOTE TOPICS & OUTCOMES

• KEYNOTE ONE •

Cracking the *INTRAPRENEUR'S CODE* How To Think and Act Like a Startup in Large Organizations

Innovation isn't just for R & D and the organizational elite. Some of the most impactful innovations come from passion and purpose-driven intrapreneurs – these are the internal entrepreneurs in your organization without a formal mandate to innovate. Cracking the Intrapreneur's Code empowers and inspires your intrapreneurs to take action through memorable stories, a clear process, and a whole lot of fun. Based on research from her book *Disrupt It Yourself*, Simone presents a proven approach to guide your intrapreneurs from ideas to innovation impact.



This program is perfect for leaders and teams who want to:

- ✓ Address disruption by out-innovating from within their organization
- ✓ Build a culture where everyone feels empowered to innovate – and knows how to do it
- ✓ Drive more innovation every day – without upending their entire organization

The audience will leave with:

- ✓ A clear framework for everyone to activate innovation
- ✓ A simple and proven action plan to accelerate ideas into bottom-line impact
- ✓ The creative confidence they need to get into intrapreneurial action

KEYNOTE TOPICS & OUTCOMES

• KEYNOTE TWO •

(R)EVOLUTION is an Inside Job How to Think and Act Like an Internal Entrepreneur

Do you have ideas about changes needed in your organization but don't have a clear pathway to bring them to life? Is problem-solving in your blood, but maybe not in your job description? Each of us can be a leader and changemaker - but what happens when we question the status quo within our division or industry?

In this interactive, practical, and fast-paced keynote, explore what you need to light your intrapreneurial fire. Examine the top challenges of successful intrapreneurs (internal entrepreneurs) and map strategies to navigate these in your life.



This program is perfect for leaders and teams who want to:

- ✓ Build a consistent pipeline for innovation and innovation talent
- ✓ Build a culture where everyone feels empowered to innovate where everyone feels empowered to innovate - and knows how to do it
- ✓ Create a more inclusive culture that catalyzes innovation

The audience will learn to:

- ✓ Identify and develop ideas that will have the highest impact on your organization
- ✓ Leverage a process that allows them to test ideas in low risk, high impact ways
- ✓ Get comfortable with so-called "failures" and re-frame them as learning

KEYNOTE TOPICS & OUTCOMES

• KEYNOTE THREE •

JUGAAD (Frugal) Innovation How To Create High Value at a Low Cost

Thinking like an entrepreneur isn't just for startups. Solving even the biggest problems starts with you and the resources you already have. What you need is the right mindset and a simple toolkit to get you there.

Based on her research in emerging markets and her bestselling book, *Jugaad Innovation*, Simone shares inspiring stories of frugal innovators who solve problems large and small with the right mindset and a set of guiding principles. This high-value, low-resource approach to problem-solving occurs at the intersection of business, design, and social innovation.



This program is perfect for leaders and teams who:

- ✓ Want to create more business value with fewer resources consistently
- ✓ Want to democratize innovation, so it's the domain of all employees
- ✓ Feel challenged and stressed by having to grow the business with less time and fewer resources.

The audience will learn to:

- ✓ Use your creativity to reframe problems as opportunities
- ✓ Gain support for new ideas to move faster and have a greater impact
- ✓ Leverage existing resources so they can start problem-solving now

KEYNOTE TOPICS & OUTCOMES

• KEYNOTE FOUR •

Diversity, Equity, and Inclusion as a Catalyst for *INNOVATION*

A roadmap to creating opportunities to uncover bias and drive innovation

Innovation is the most powerful way for organizations to stay relevant and grow in our rapidly evolving world. By increasing the diversity of their teams and creating space for diverse voices to be heard, business leaders can dramatically increase their innovation output. In this energizing and optimistic keynote, Dr. Ahuja shares engaging stories demonstrating why diverse teams create more “out of the box” ideas and drive nearly 20% higher revenue. She provides a fun and often surprising experience that uncovers your own biases in real-time and shares practical tools for building the psychological safety fundamental to successful innovation and business growth.



This program is perfect for leaders and teams who:

- ✓ Want to reduce bias and build a more inclusive and curious culture
- ✓ Want to build a healthy culture of psychological safety to support diverse voices and ideas
- ✓ Want to harness curiosity to drive more inclusion and innovation

The audience will learn to:

- ✓ A crystal clear connection between DEI and innovation/business growth
- ✓ A clear strategy for removing barriers to diversity, equity, and inclusion
- ✓ Proven steps to navigate difficult conversations that fuel DEI and innovation



WORKSHOPS

Real-life

INNOVATION
SIMPLIFIED

Expertly facilitated *CUSTOMIZED WORKSHOPS* with
instantly applicable innovation outcomes.

WORKSHOP TOPICS & OUTCOMES

• WORKSHOP ONE •

Cracking the *INTRAPRENEUR'S CODE*

In this fun, highly engaging, and customized working session, Simone helps intrapreneurs get unprecedented clarity on advancing innovative ideas. Together, intrapreneurs map out their personal Intrapreneur's Code roadmap using a battle-tested evergreen innovation tool. Simone guides the cohort through course definition and correction. This clear and confidence-building process helps minimize risk and maximize the learning that leads to the greatest innovation impact and business growth.



Your intrapreneurs will:

- ✓ Get clear on the problems they can solve now that have the highest impact on your customers and business
- ✓ Have clear tools and a process that allow them to advance innovation sustainably, and have real business impact
- ✓ Develop idea experiments that will make a competitive difference for your organization

WORKSHOP TOPICS & OUTCOMES

• WORKSHOP TWO •

FRUGAL (JUGAAD) INNOVATION to Do More with Less

Based on her books (international bestseller Jugaad Innovation and Disrupt It Yourself), Dr. Simone Ahuja will help your teams build a jugaad mindset – one that aims to create high value with few resources for as many people as possible. She shares simple tools that, coupled with this mindset, help your intrapreneurs take decisive action now. Building the skills of a fast and frugal entrepreneur creates the foundation for creativity, self-empowerment, and inclusive innovation that will help your business build a sustainable pipeline of innovative ideas and talent.



In this course, you'll learn to:

- ✓ Test solutions to problems in low risk, high impact ways, using resources you already have
- ✓ Reframe resource constraints as an opportunity to achieve breakthrough growth
- ✓ Learn the power of “failure,” and reframe it as learning

WORKSHOP TOPICS & OUTCOMES

• WORKSHOP THREE •

Building Your *INTRAPRENEURIAL MOONSHOT*

In this fast-paced and fun working session, Simone helps teams advance big-ticket innovation that connects to your organization's business goals. Together, your cohort of intrapreneur shoots for the moon and maps out a clear and actionable roadmap to get there. They'll gain innovation, optimism, and confidence through hands-on experience and easy-to-use tools. Simone will guide your teams to ensure that action steps are high impact and learning is captured and shared, so your teams build agility and a consistent approach to growth through internal innovation.



In this course, you'll learn to:

- ✓ Experience the dramatic "10X" mindset shift when taking decisive actions towards a "moonshot"
- ✓ Put together a concrete roadmap with clear, actionable steps that will help you achieve your moonshot
- ✓ Learn a simple process to design simple, low-risk innovation experiments that have a big impact

WORKSHOP TOPICS & OUTCOMES

• WORKSHOP FOUR •

Blasting Through Barriers to *INTRAPRENEURSHIP*

Are you moving too slow? Not enough time? Not connected to end-users? Simone will unpack intrapreneurial barriers and map out specific strategies to navigate them in this interactive and fast-paced half-day session. This workshop will help you bond as a team and shift focus from barriers to solutions so your teams can drive better, faster, and even cheaper innovation.



In this course, you'll learn to:

- ✓ Emerge with a list of systemic innovation strengths and barriers in your organization
- ✓ Identify incentives to innovation barriers, including specific innovation metrics.
- ✓ Use a simple framework to anticipate future barriers so you can address them before they arise and accelerate your speed to innovation impact.



CONSULTING

Battle-tested roadmap to SUSTAINABLE INNOVATION

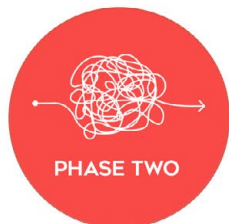
A proven five-part *FRAMEWORK* to trigger, nurture
and sustain innovation at scale

A proven *BAMEPLAN* to OUT-INNOVATE FROM WITHIN



Establish Your *INNOVATION CULTURE INDEX*

- ✓ Assess how confident and optimistic your organization is about innovation, and their role
- ✓ Provide a clear snapshot of your organization's innovation and intrapreneurship strengths and current and emerging barriers.
- ✓ Identify problems your teams are passionate about solving so you can harness this intrapreneurial energy.



Choose the *PATH OF HIGHEST IMPACT*

- ✓ Laser-focus on the question, "What is the one thing you can do that would have the greatest impact on your customers and the business?"
- ✓ Leveraging The Intrapreneur's Code Action Plan, guide your entrepreneurial cohort through ideation and build a clear roadmap with accountability and end-user goals.
- ✓ Build an innovation mindset and confidence in the "how" of innovation to start and nurture an organizational culture of problem-solving and smart risk-taking.



Place *BIG-SMALL BETS*

- ✓ Introduce a proven way to execute innovative ideas while gaining valuable data and mitigating risk.
- ✓ Intrapreneurs execute on the actions and micro-actions, leveraging learning and data to take decisive innovation action.
- ✓ As a result, your teams emerge with early data that helps build energy and deflect corporate "antibodies" that are averse to new ideas and approaches.



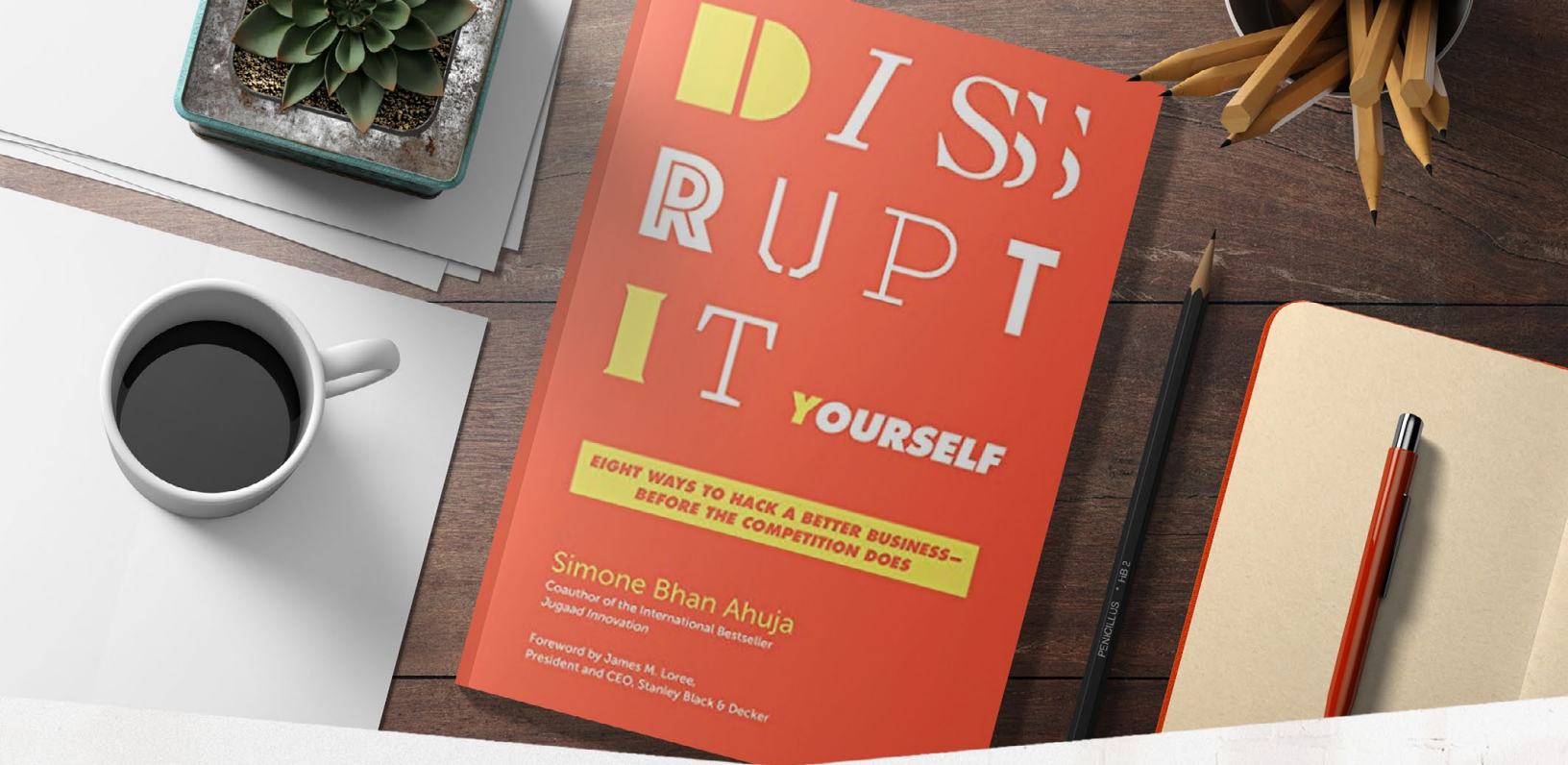
Iterate to *INNOVATE*

- ✓ Bring it back to the organization - the entire intrapreneurial cohort reconvenes to shares what they learned and what they plan to adjust.
- ✓ Learnings, not assumptions, becomes the real-time currency that your intrapreneurial cohorts trade with the broader organization.
- ✓ With real-time feedback about wins, data, and challenges, your teams discover a newfound ability to re-calibrate rapidly to maximize innovation impact.



Build & Scale Your *INNOVATION DNA*

- ✓ Leaders and managers communicate a clear innovation strategy that supports business goals.
- ✓ Your organization leverages proven tools, systems, and metrics that support a sustainable pipeline of ideas and engaged talent.
- ✓ This enables more impactful innovation and business growth at scale.



DISRUPT IT Yourself

Based on her experience working with Fortune 500 companies and extensive original research, Simone Ahuja identifies the intrapreneurial archetype and presents eight new principles that foster a *Disrupt It Yourself* mindset, along with a clear action plan to:

- Provide a new lens to help companies become faster and more fluid
- Offer easy options to tailor the system to each company's unique circumstances
- Present strategic lessons—from Keep It Frugal to Make It Permission-less—that open up the full spectrum of innovation and make it sustainable

**BARNES
& NOBLE**

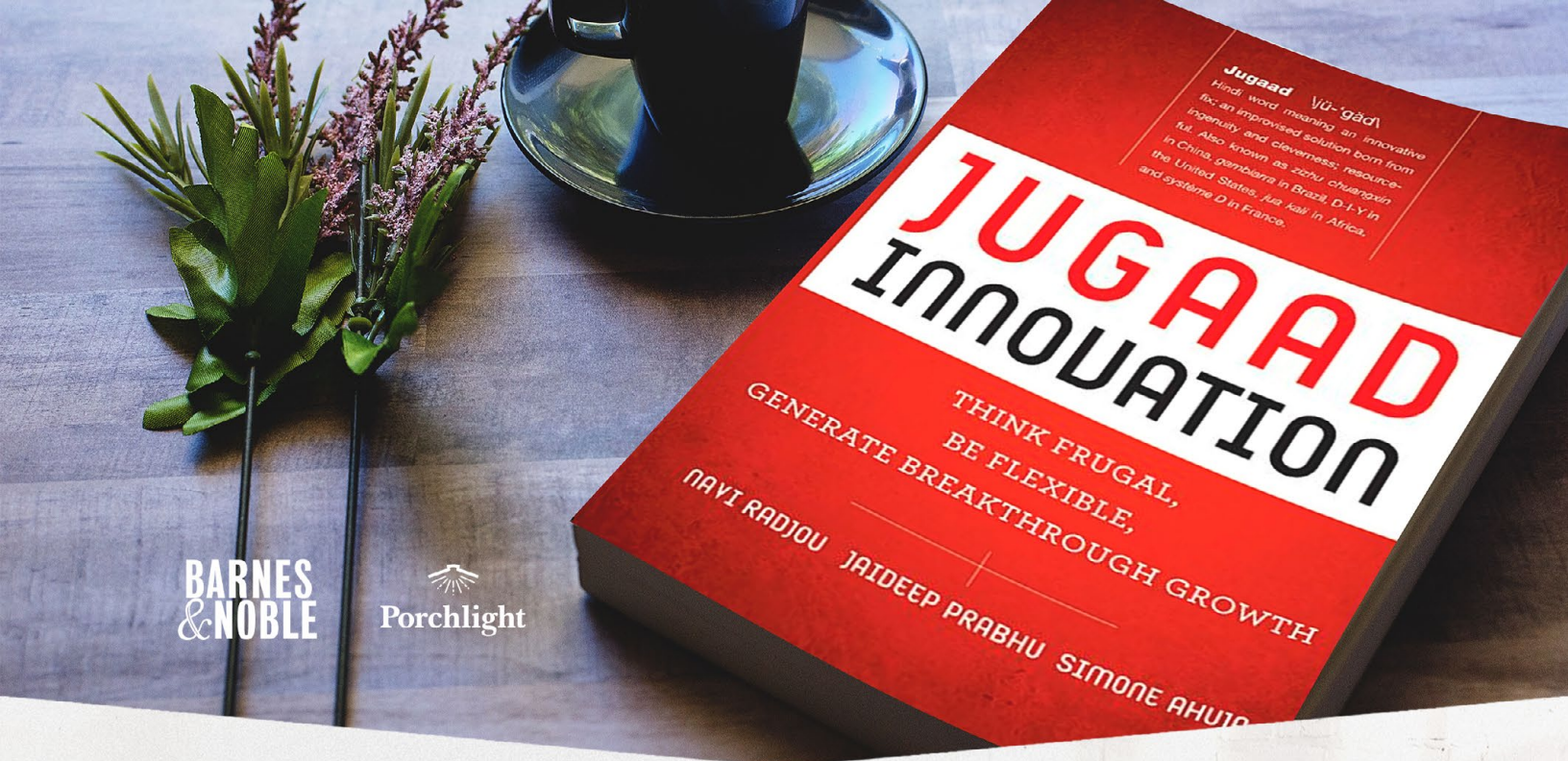

Porchlight

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Jugaad *INNOVATION*

Innovation is a key directive at companies worldwide. But in these tough times, we can't rely on the old formula that has sustained innovation efforts for decades—expensive R&D projects and highly-structured innovation processes. *Jugaad Innovation* argues the West must look to places like India, Brazil, and China for a new approach to frugal and flexible innovation. The authors show how in these emerging markets, *jugaad* (a Hindi word meaning an improvised solution born from ingenuity and cleverness) is leading to dramatic growth and how Western companies can adopt *jugaad* innovation to succeed in our hypercompetitive world.

- Outlines the six principles of *jugaad* innovation: Seek opportunity in adversity, do more with less, think and act flexibly, keep it simple, include the margin, and follow your heart
- Features twenty case studies on large corporations from around the world—Google, Facebook, 3M, Apple, Best Buy, GE, IBM, Nokia, Procter & Gamble, PepsiCo, Tata Group, and more—that are actively practicing *jugaad* innovation
- The authors blog regularly at *Harvard Business Review*; their work has been profiled in *BusinessWeek*, *MIT Sloan Management Review*, *The Financial Times*, *The Economist*, and more
- Filled with previously untold and engaging stories of resourceful *jugaad* innovators and entrepreneurs in emerging markets and the United States

This groundbreaking book shows leaders everywhere why the time is right for *jugaad* to emerge as a powerful business tool in the West—and how to bring *jugaad* practices to their organizations.