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## 2021 M&M guests...













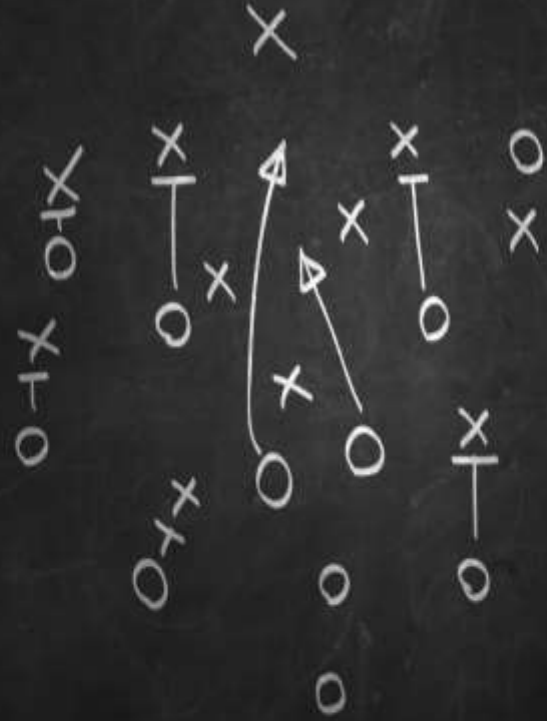




**B2B** human to human **= B2C**



**A new market**  
**=**  
**New needs**  
**=**  
**New playbook**



Department #1

Department #2

Department #3

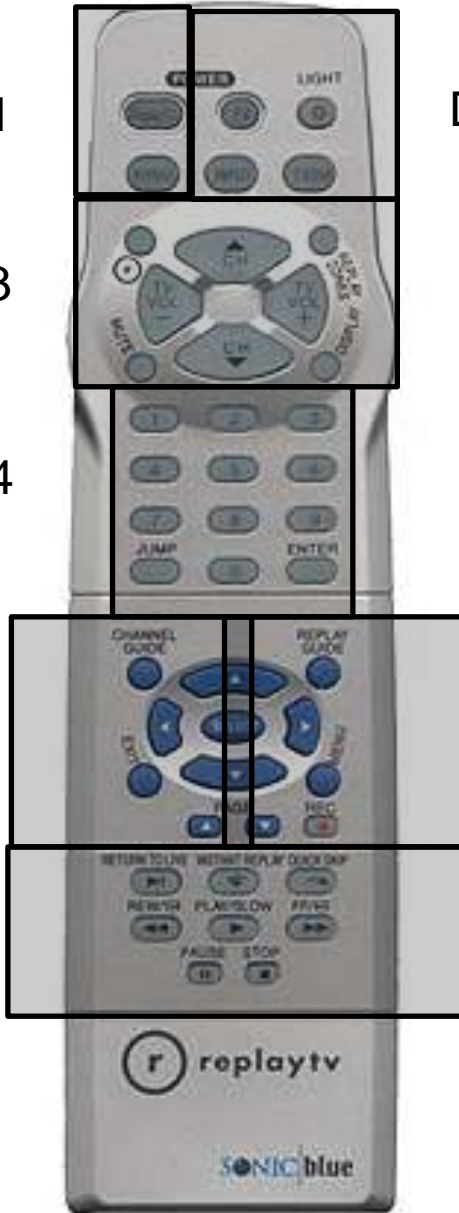
Department #4

Department #5

Department #6

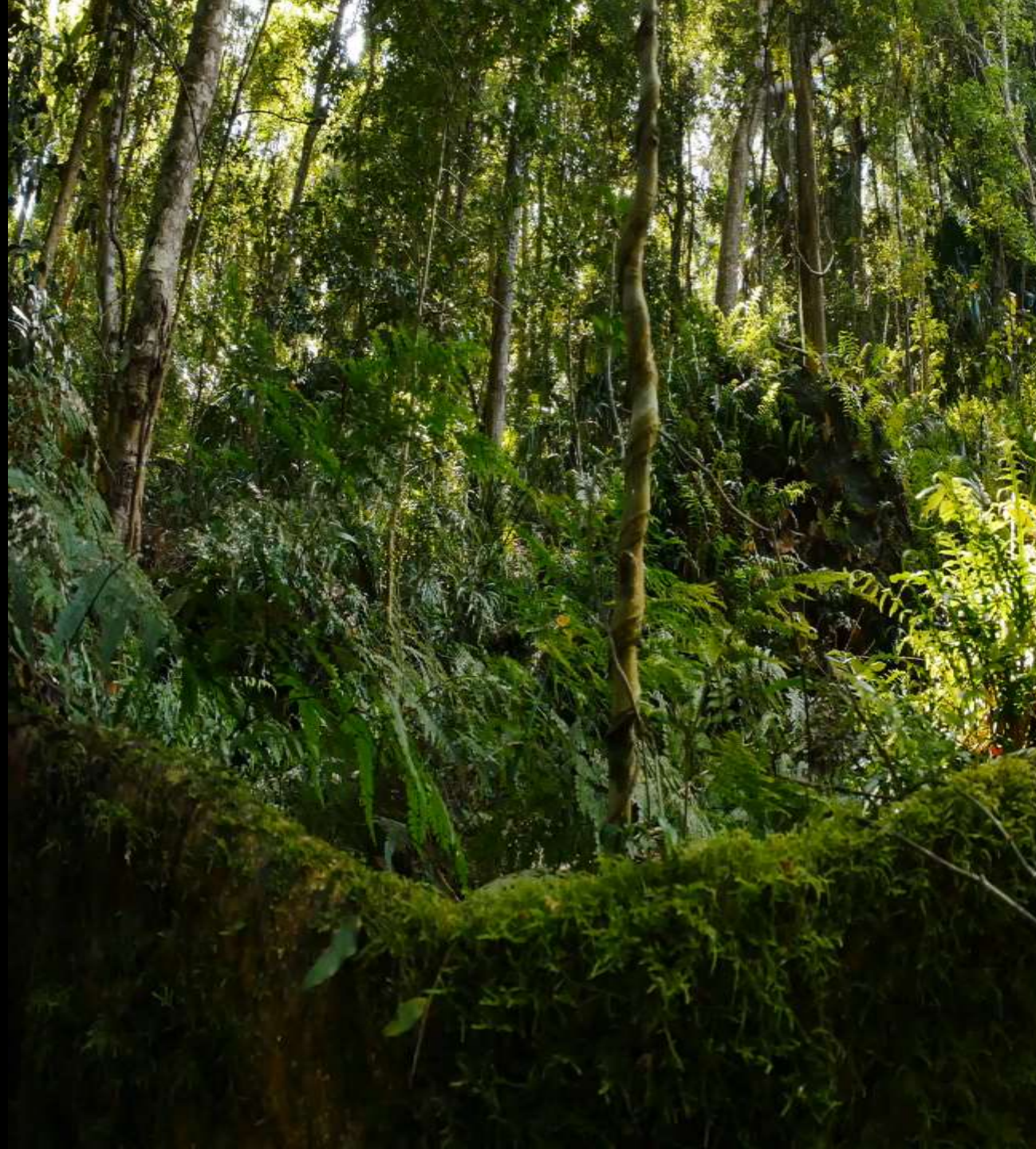
Department #7

VS.





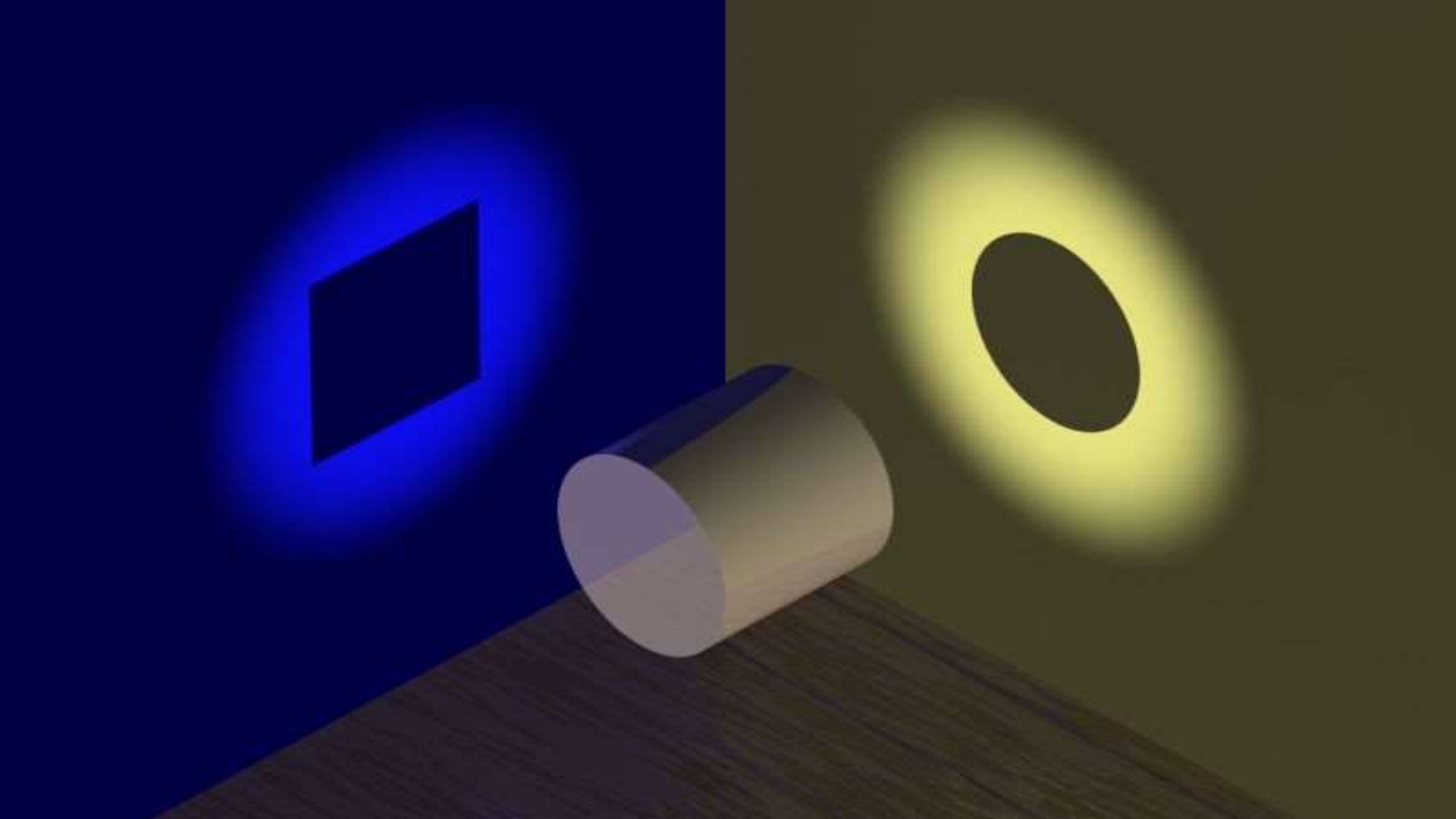
**If you want to  
study animals,  
don't go to the  
zoo. Go to the  
Amazon**















“

**Our sales associates call the store managers everyday to check-in and hear what the customers are telling them. Our data is not enough – we need to feel the reality.**

**Amancio Ortega  
Founder - Inditex**

”





# small-data smôl dā'tə

Seemingly insignificant behavioral observations that point toward one or more unmet customer needs. Small Data is the foundation for breakthrough ideas or transformative ways of turning around companies.





vs.







ENVIROSELL

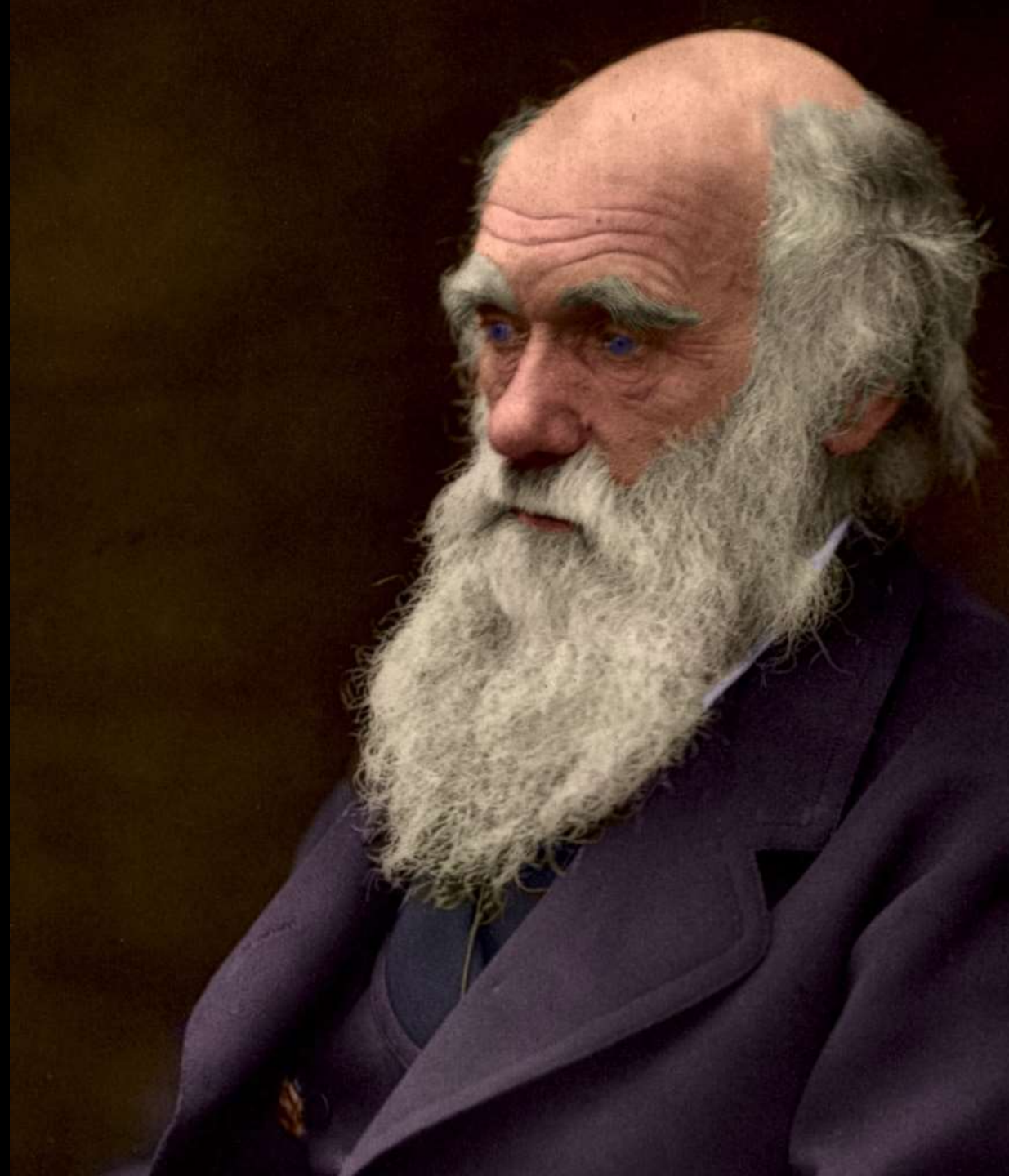


“

*In times of great  
change, it is not the  
strongest or cleverest  
that survive,  
but the ones most  
adaptable to change.*

Charles Darwin

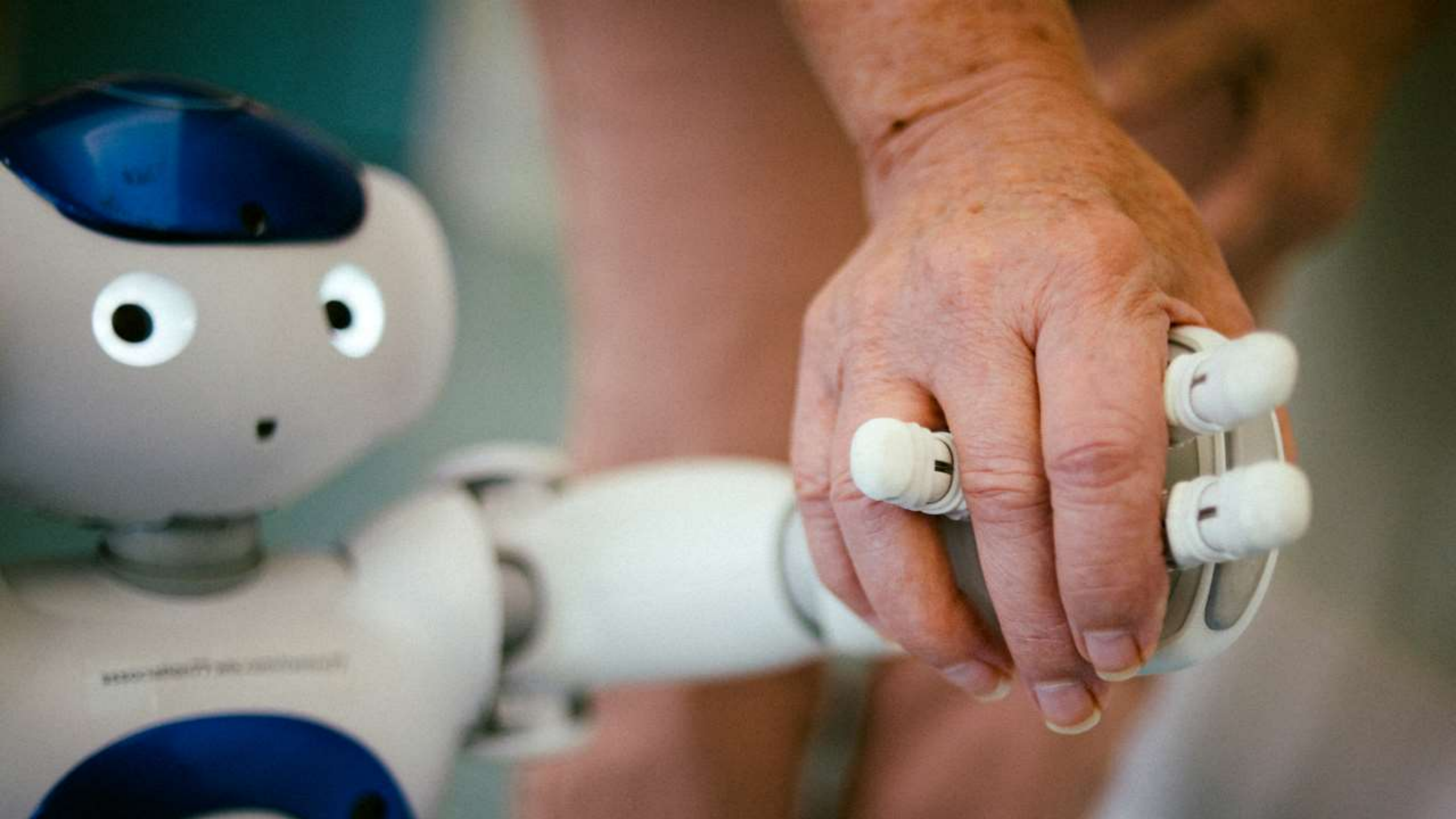
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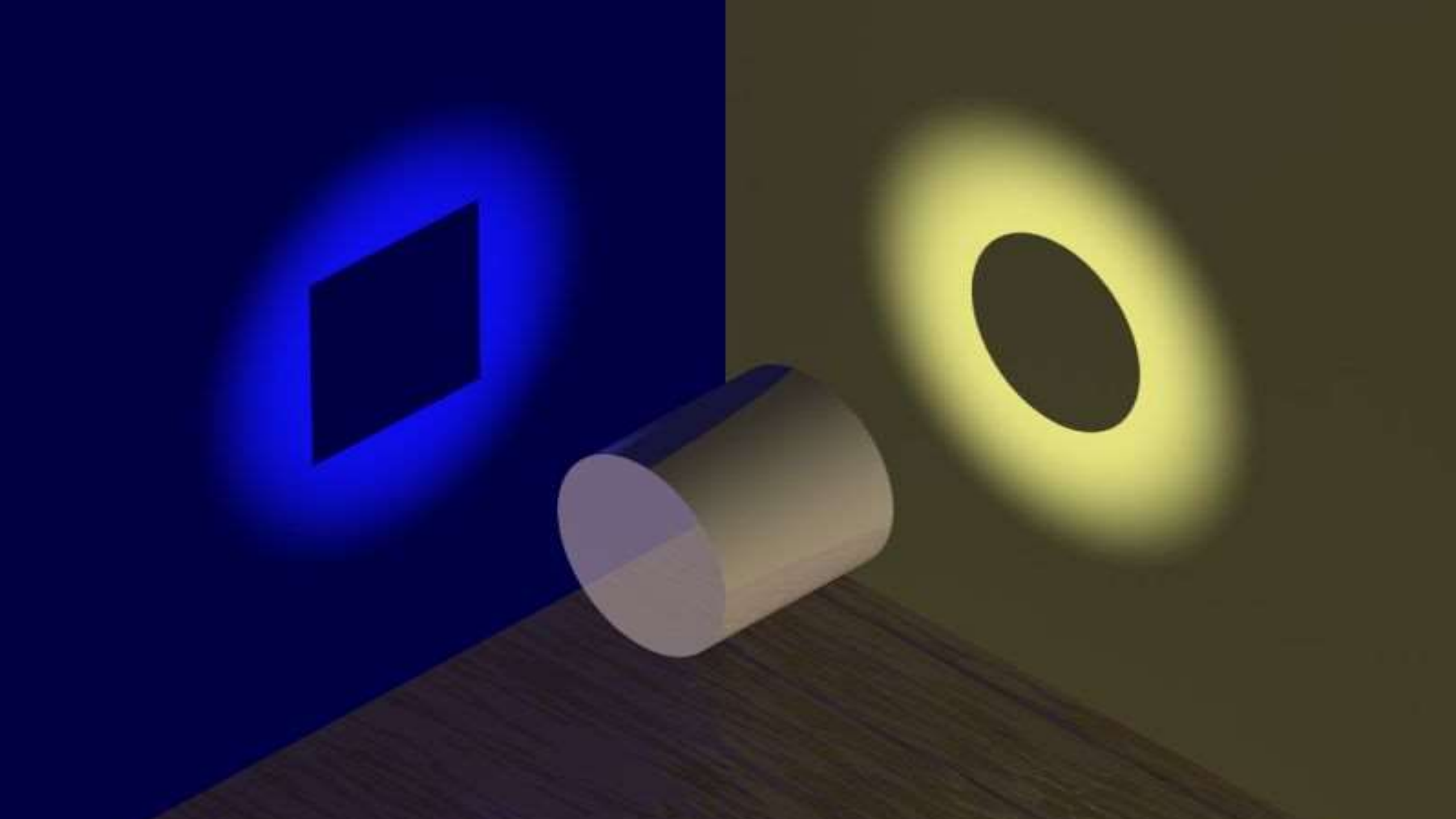
















“

**People will forget  
what you say, they  
will forget what you  
do, but they will never  
forget how you make  
them feel.**

Maya Angelou

”









**I MISSED YOU.**







15%

85%





Should

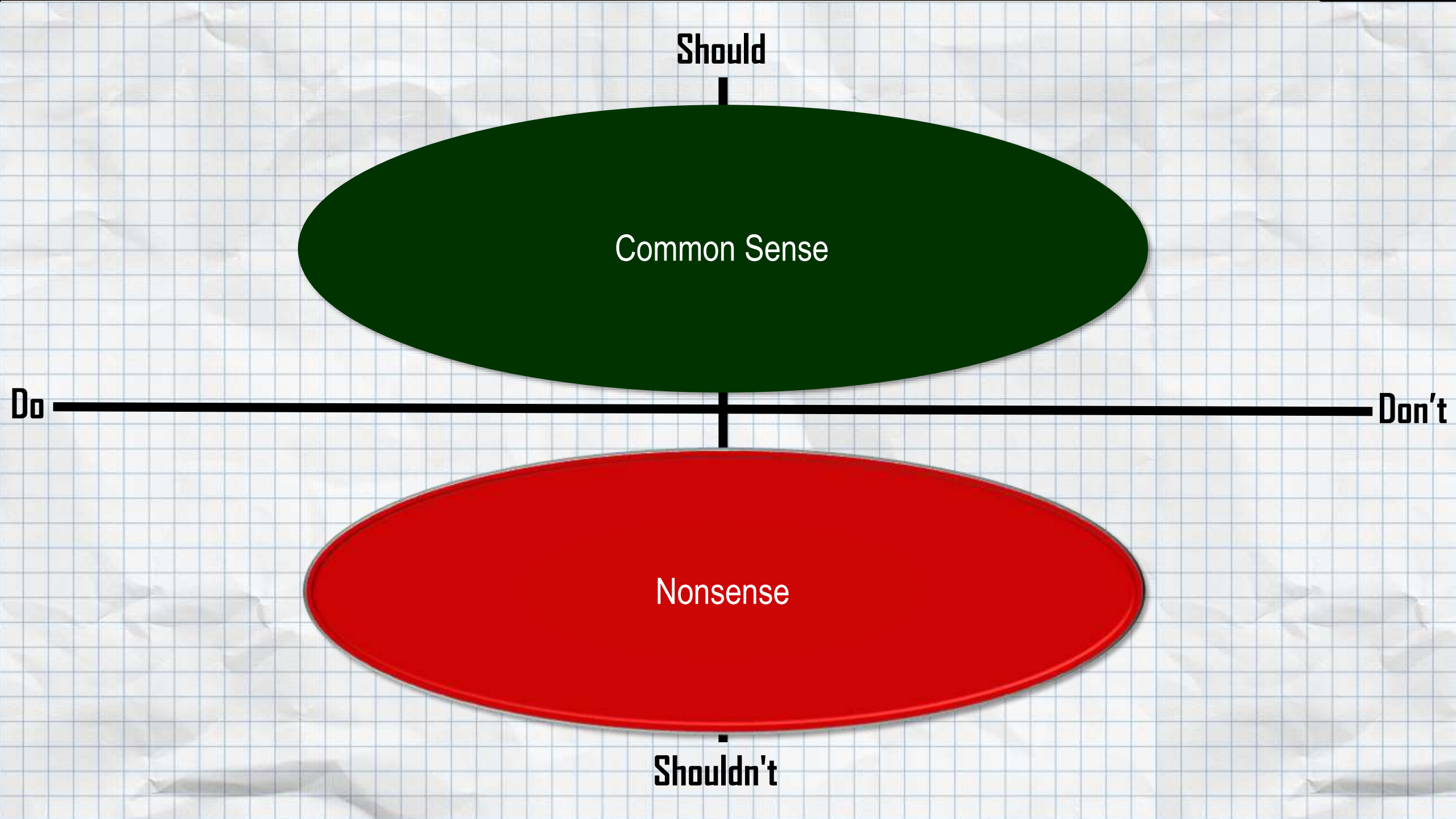
Common Sense

Do

Don't

Nonsense

Shouldn't



Should

Keep

Improve

Don't

Eliminate

Shouldn't

Park

Do



Should

If we scrapped this approach, and stopped pretending people were rational – what would we change?

Having 90 days to succeed  
- which of your changes requires the least effort -  
generating the biggest impact?

Don't

What are the assumptions justifying the current approach?

Which processes in your organization are truly frustrating?

Which of your products, services or interactions would your customer like to improve or kill?

INSIDE OUT | OUTSIDE IN

Shouldn't

Do

**Why does it  
matter?**



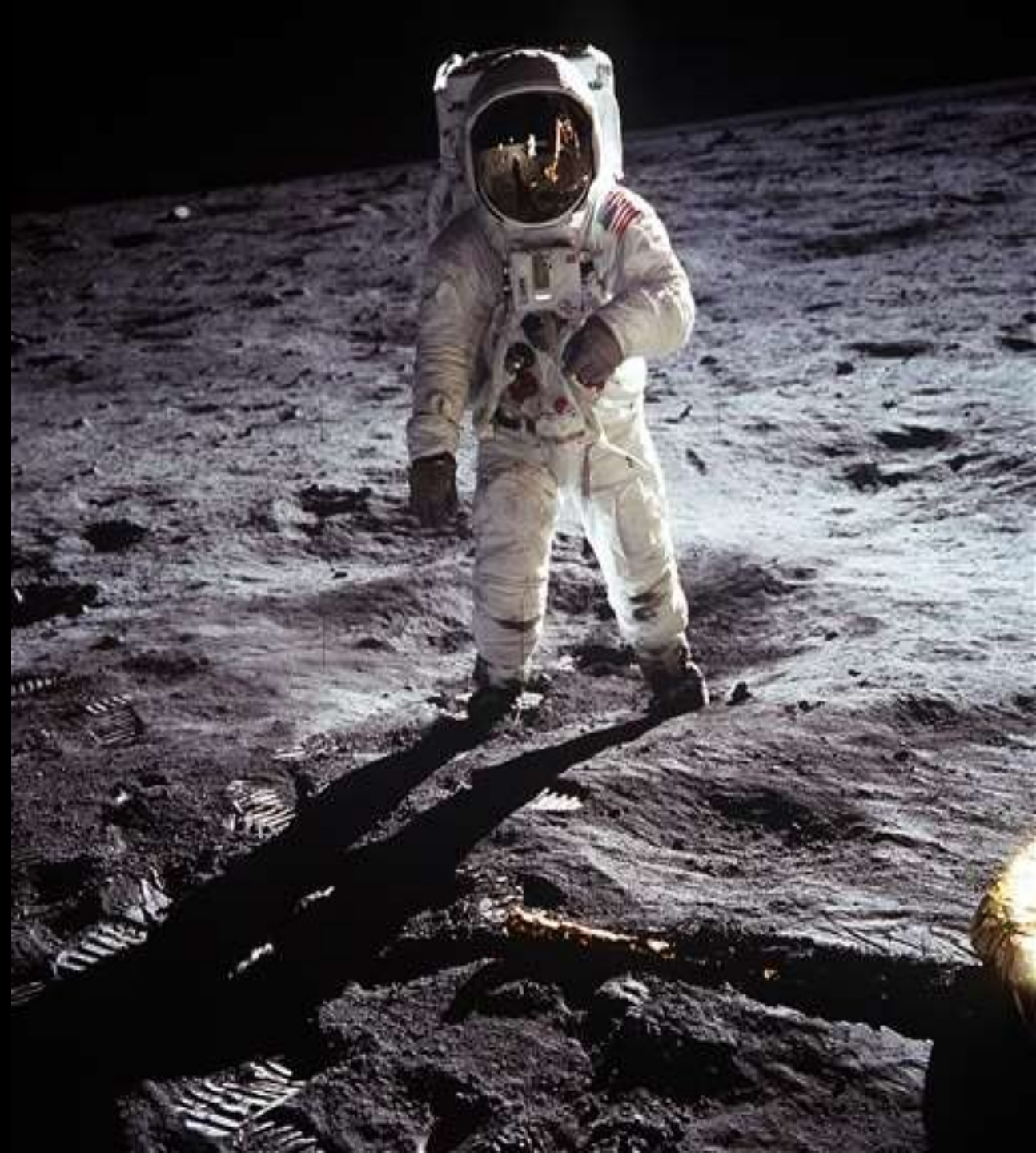


“

**I'm here to put  
the man on  
the moon.**

Cleaner

”



Should

The administration cost per passenger: \$89

Let's donate the administration fee to our passengers

Let's run a one-month-pilot on one sector measuring the passenger compensation and satisfaction

Do

Honestly - we do not trust our cabin crew

Don't

Recognize the issue and give me the compensation now

Shouldn't

OUTSIDE IN



I'm all for it but...

It won't work in this department

It can't be done

There's too much red tape

Next year ... perhaps

We've never done that before

They'll never buy into that

It's not my job

Legal will never approve that

It's too radical

There are too many stakeholders

Let's wait and see

Compliance will never approve this

I'm not sure my boss would like it

We've always done it this way

That's someone else's responsibility

It's too expensive

We've always done it this way

It is too ambitious

Legal will never approve that

They'll never fund it

It won't work in this department

It can't be done

There's too much red tape

Next year ... perhaps

We've never done that before

They'll never buy into that

It's not my job

Legal will never approve that

I'm too busy

There are too many stakeholders

Who else has said "yes"?

Compliance will never approve this

I'm not sure my boss would like it

We've always done it this way

That's someone else's responsibility

It's too expensive

It's too expensive

We've always done it this way

It is too ambitious

Legal will never approve that

They'll never fund it

Should

Let's ask for up-front  
payment – and in return  
remove rolling

Having 90 days to succeed  
- which of your changes  
requires the least effort -  
generating the biggest  
impact?

Don't

Customers should be  
better at planning their  
shipment

Why is my cargo rolled?

Shouldn't

**OUTSIDE IN**







*“Act your way into new ways of thinking, rather than think your way into a new way of acting.”*

