



looking beyond: how customers ignite innovation

30 minutes (or as advised by client)

Not since the industrial revolution has industry witnessed such a period of change. Digital disruption, globalisation and the share economy changing customers. The businesses that thrive in this new world will be innovative, agile and customer-centric.

Robynne explains how innovation is within the reach of any business. It is not about creating completely new ideas, or spending a lot of money. Rather it is about looking beyond your business and industry to see through the lens of the customer. Robynne will demonstrate how customer-centricity can ignite innovation and transform industries.

Key themes:

- How disruption impacts your business
- Technology is not the innovation!
- Seeing through the lens of the customer
- The customer journey – the before, the during, the after
- Looking beyond the competition and market boundaries
- Co-creating with customers



how to think like an innovator

30minutes (or as advised by client)

Innovative thinking is the single most importance management competence for the future. In today's fast changing world, companies and boards are seeking innovative managers who can create and lead innovative teams. But how do you become more innovative?

Robynne explains how becoming innovative doesn't start with what you do; its starts with how you think. Innovation is not the domain of the chosen few: all of us can become innovative if we know how. It is about questioning our assumptions about our jobs, our businesses and the world we live in. It's about seeing the world through a different lens.

Robynne reveals the one distinguishing skill that creates great innovators and the three foundation behaviours that will help you become an innovative manager and create an innovative team.

Audience: Mid-senior level Managers

about robynne



innovation strategist & speaker

Robynne Berg – director, thinkplayact & Berg Consulting Group

Robynne (MBA Mktg) is the founder of thinkplayact - an innovation consultancy that empowers organisations to become innovative and customer-centric. She is a certified practitioner in Blue Ocean Strategy® the world's leading innovation methodology and a member of an international network of innovation consultants, academics and government officers.

Robynne is passionate about tourism having commenced her career in tourism and major events in Victoria. Since founding her firm in 2008 she has worked with tourism bodies, global hotel brands, airlines, RTBs and travel publications, helping them create innovative and unique visitor experiences.

She is a respected thought leader and sought after speaker on innovation and customer-centricity. She has been an official speaker for The Executive Connection (TEC), the world's largest CEO network since 2013.

RECENT KEYNOTES

- Melbourne University – MBA innovation
- The Executive Connection Australia (multiple engagements)
- Network Central Business Breakfasts Melbourne & Sydney
- Melbourne Live (Destination Melbourne) 2016
- Destination Gippsland Tourism Forum 2017
- TICT tourism conference 2016
- Regional Tourism Conference (DMR Tourism) 2016
- Australian Hotels Association (SA) – General Managers Forum

CLIENTS

thinkplayact (Berg Consulting Group) clients include: Department of Business & Innovation, Melbourne Convention Bureau, Regional Development Victoria, Deakin University, Utility Services Group, UBS Wealth Management, HESTA, Australian Institute of Superannuation Trustees, Australian Catholic Super, Spirit of Tasmania, Marriott Melbourne, Jason's Travel Media, Park Hyatt.



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