



ROBYNNE BERG

Keynote Speaker
Innovation & Customer Centricity



Robynne is a sought after speaker, renown for balancing her passion for innovation with evidence-based content. Her keynotes are energetic, interactive and designed to offer your attendees practical ways to bring innovation into their organisations.

KEYNOTE TOPICS

BRINGING INNOVATION & CUSTOMERS TO THE BOARDROOM

40 minutes (includes polling & interactive activity)

At a time of unprecedented change for all industries, innovation has become one of the key determinants of organisational success. What does this mean for Boards? Robynne will explain why innovation has become the essential capability for effective Boards.

This session is designed to help Directors think about how they can make a difference the Boards and organisations they represent.

Key themes:

- Why innovation has become an essential competence for effective Boards
- The role of the Board in innovation
- Bringing customers to the heart of strategy and Board decision-making
- Looking beyond the competition and market boundaries – the key to innovative growth
- How you can bring innovation to your boardroom.

LOOKING BEYOND: HOW CUSTOMERS IGNITE INNOVATION

40 minutes (includes polling & interactive activity)

Robynne explains how innovation is not about creating completely new ideas, or massive capital investments. Rather it is about looking beyond your business and industry to see through the lens of the customer.

Robynne demonstrates how customer-centricity can ignite innovation and transform organisations.

Key themes:

- How disruption impacts your business
- Technology is not the innovation!
- Seeing through the lens of the customer
- Stop competing
- Looking beyond: innovation ideas from the market periphery
- Co-creating with customers

BIOGRAPHY

Robynne Berg *MBA (Mktg), MAICD, CPM* is an internationally qualified innovation consultant and an authority on customer-centric innovation. She is the principle at innovation consultancy thinkplayact a company driven by the belief that innovation and growth are ignited by bringing people, customers and ideas together in the spirit of co-creation.

Robynne works with Boards and Executive teams to help them meet the challenges of economic, societal and digital change and set the strategic agenda for innovation and future growth.

Robynne is a qualified Blue Ocean Strategy® practitioner and a part of an international network of consultants, academics and government officers.

Fees: \$5000 + GST plus expenses

(tailored presentations quoted on brief)