

Back ~~to~~ from the future

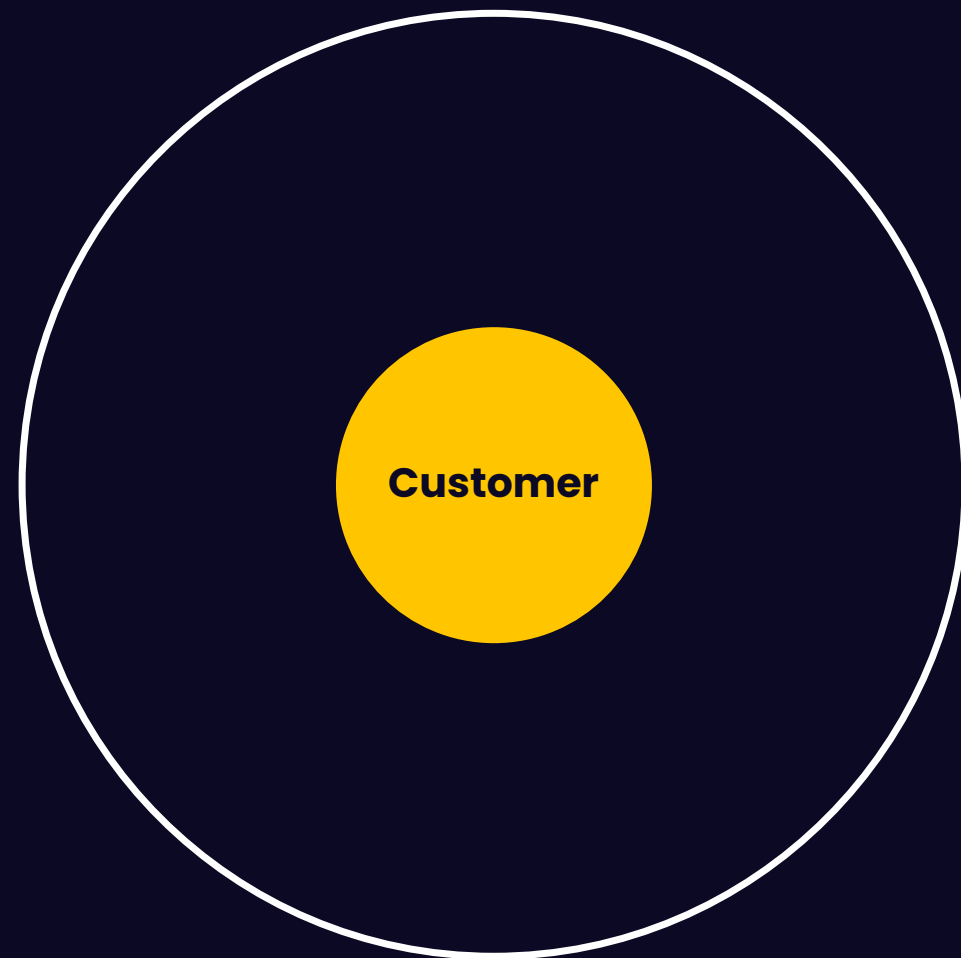


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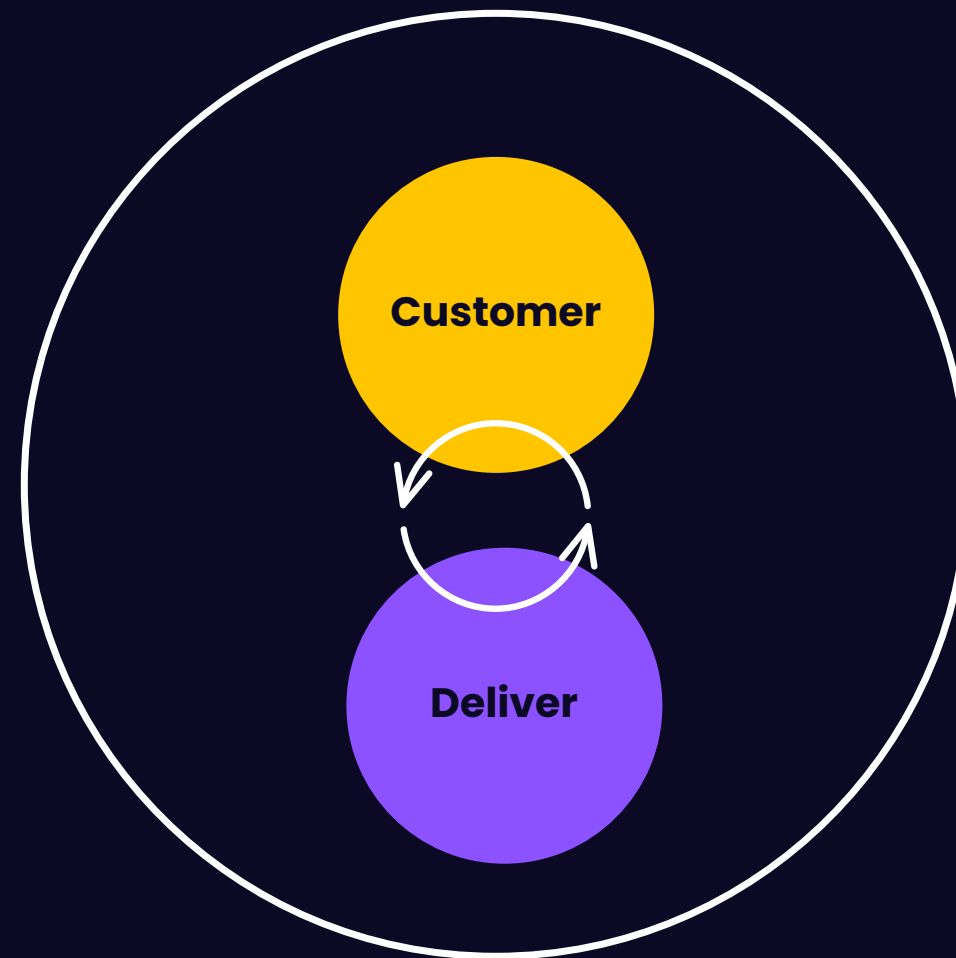
Q. How do we build a sustainable growth strategy in a highly complex world?

A. Building a small team of cross-functional experts with an innovative mindset is the best start!

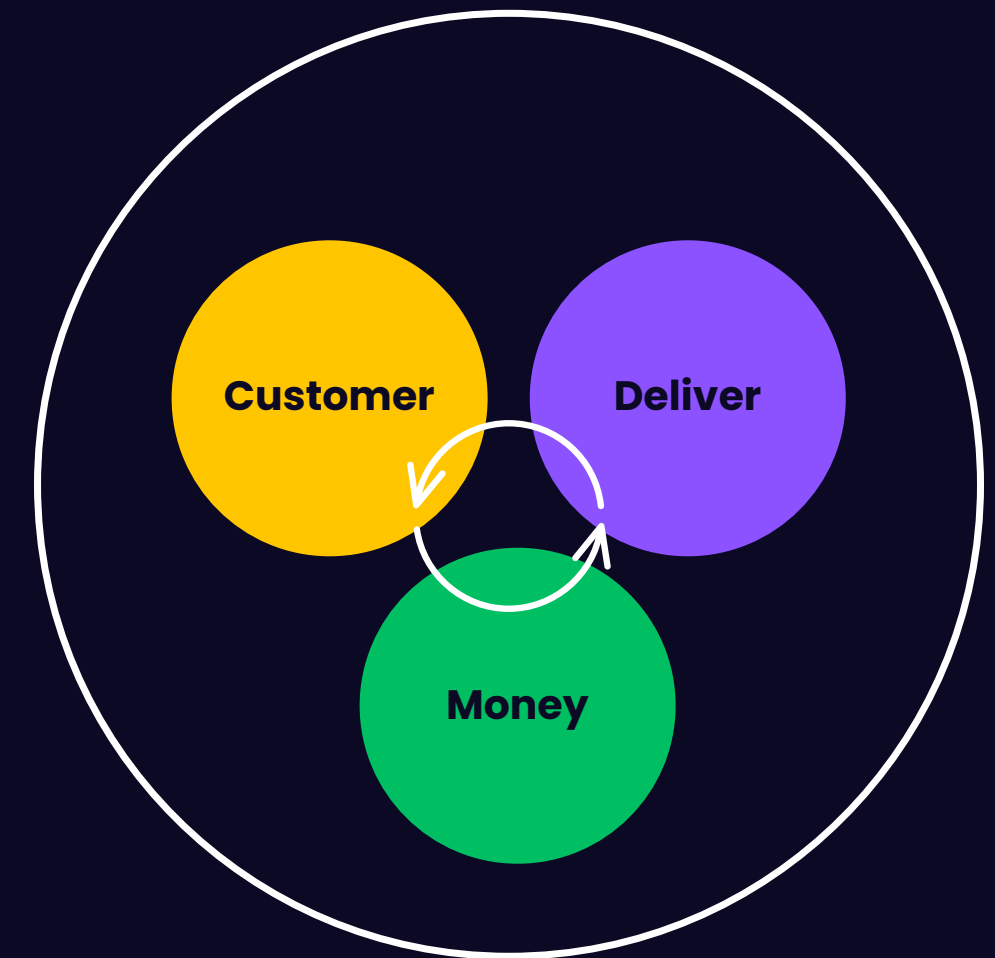
A successful strategy is created
by focusing on **who**, **what** and
how in parallel



CONTEXT



CONTEXT

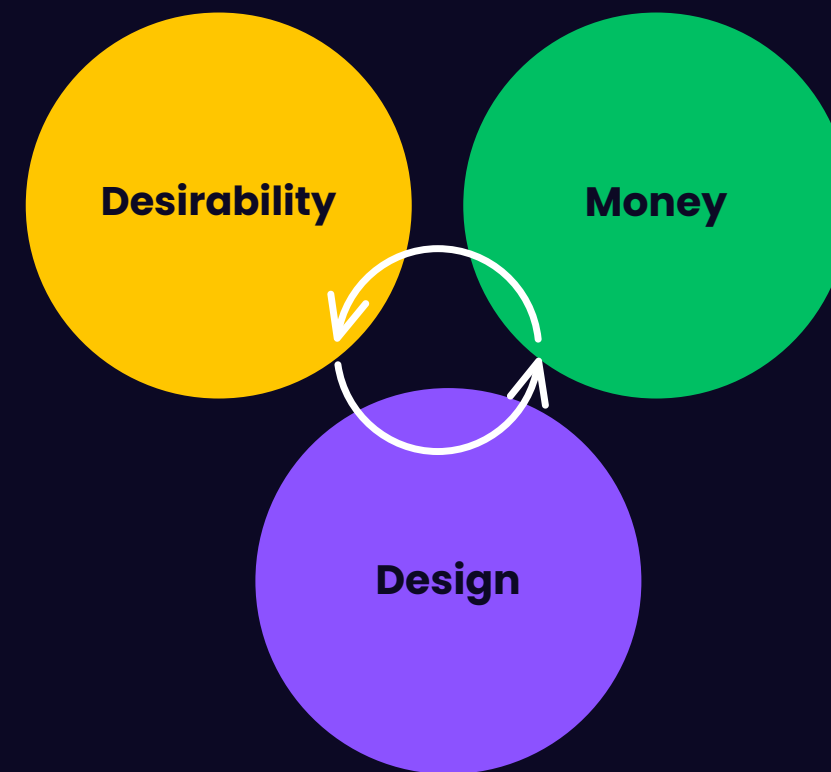


CONTEXT



Nike Air Jordan provides a great example

A shoe is just a shoe until Michael steps into it. Nike Air Jordan.

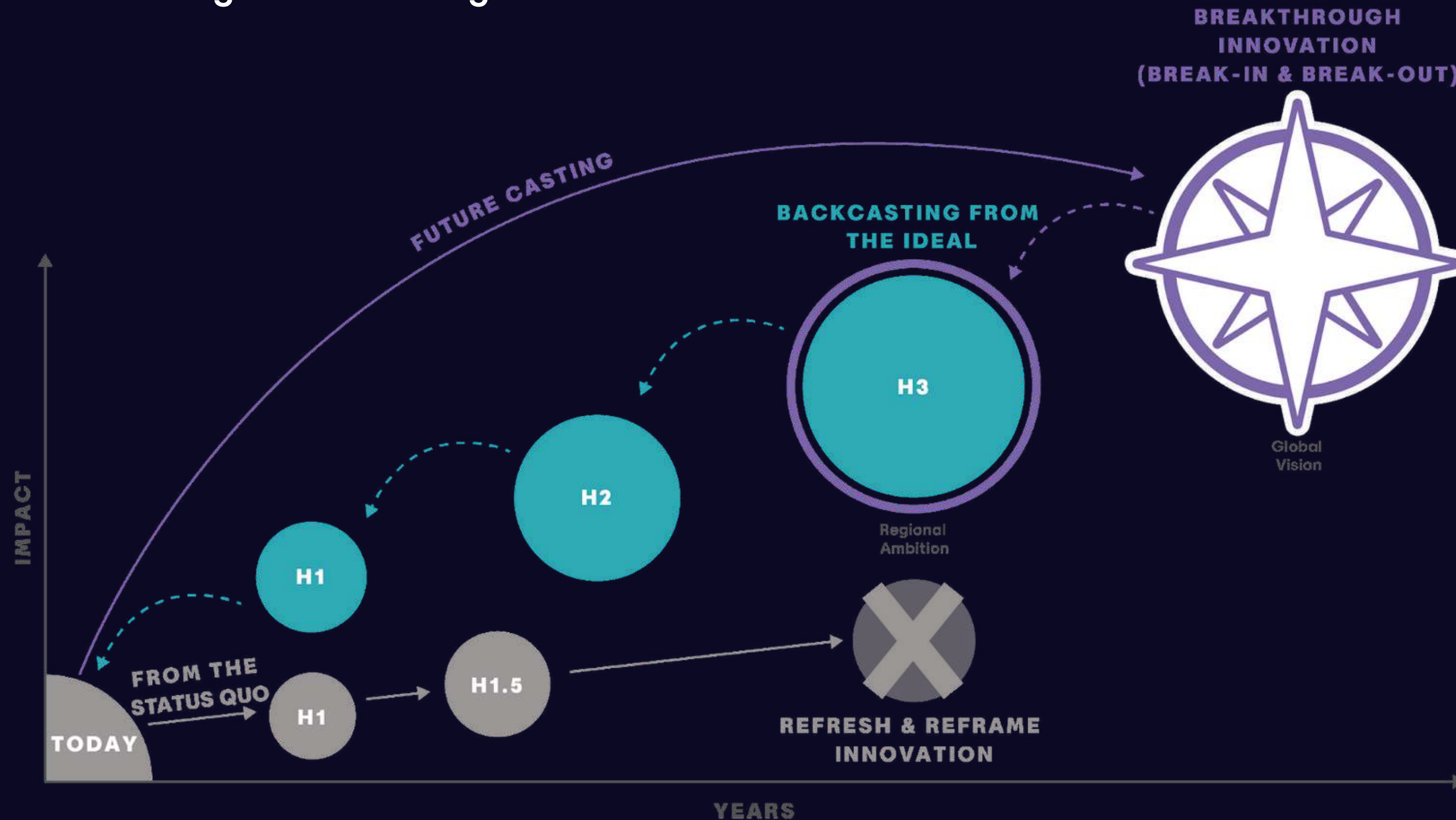


- All-in on once in a lifetime talent
- Change revenue stream
- Premium (price and scarcity)

Design a shoe representing Michael Jordan as a whole – beyond functionality

It is all about getting back from the future

Future casting & back casting



Please, please do not question the following success factors

1

Handpick a team of maximum 7 people across 3 lenses

2

Envision and keep pulse on what success looks like

3

Servant leadership – focus on removing (cultural) barriers

Lets deep-dive into the role of leadership

Give your team **autonomy to learn** rather than have the best people with less time than okay people fully dedicated

Instead as a leader focus on:

- Fund like a Venture Capitalist (Budget and People)
- Manage context via stakeholder management

Conclusion

My teams within PepsiCo started piloting since 2020 mainly in China and Europe

We got to remarkable business success in each market after 12 months in!

Q&A Time

Presented by  cascade

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