



innovate!  
2018

# Innovation: No Pain, No Gain

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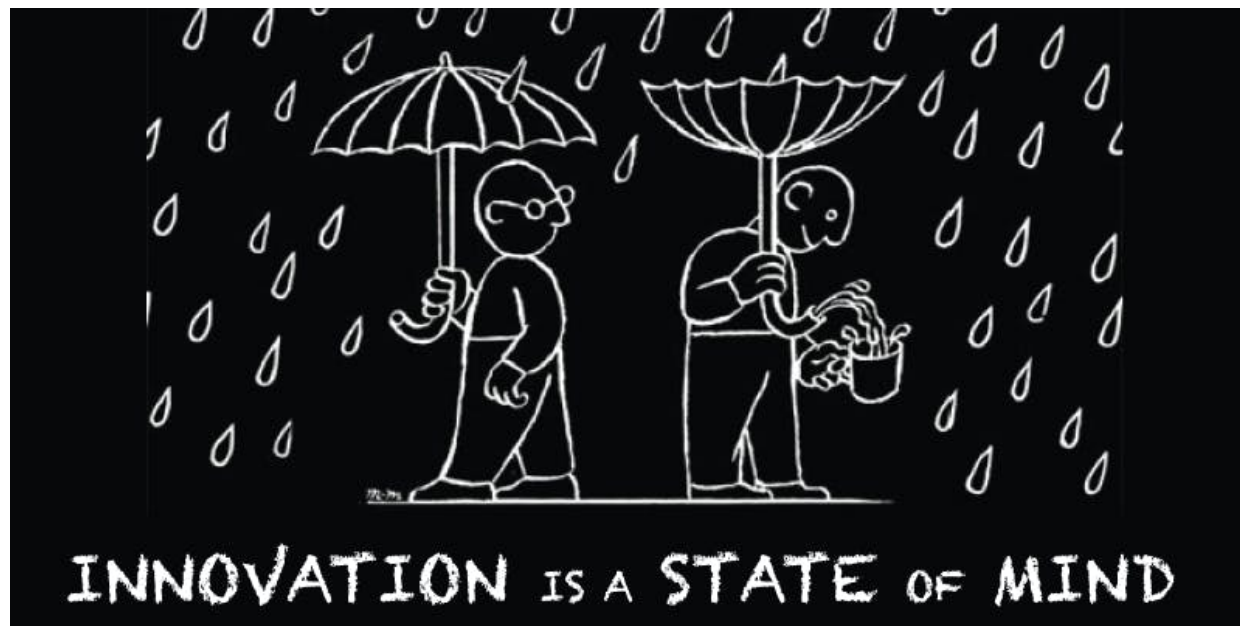
## INNOVATION

**NO PAIN  
NO GAIN**



## HOW WE SHOULD VIEW PAIN/PROBLEMS

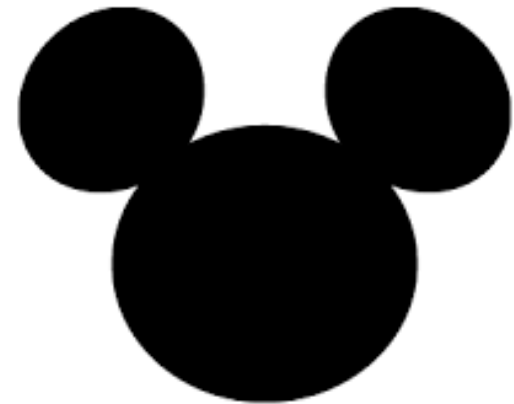
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## DISNEY PAIN/PROBLEMS

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- ✓Traveling with young kids
  - ✓Find parking
  - ✓Remember where you parked
  - ✓Long Lines
  - ✓Expensive
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## DISNEY



## DISNEY



## CHICK-FIL-A PAIN/PROBLEMS

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- ✓ Long Drive Thru Lines
- ✓ Closed on Sunday
- ✓ Chicken Minis Only for Breakfast
- ✓ Expensive





## CHICK-FIL-A

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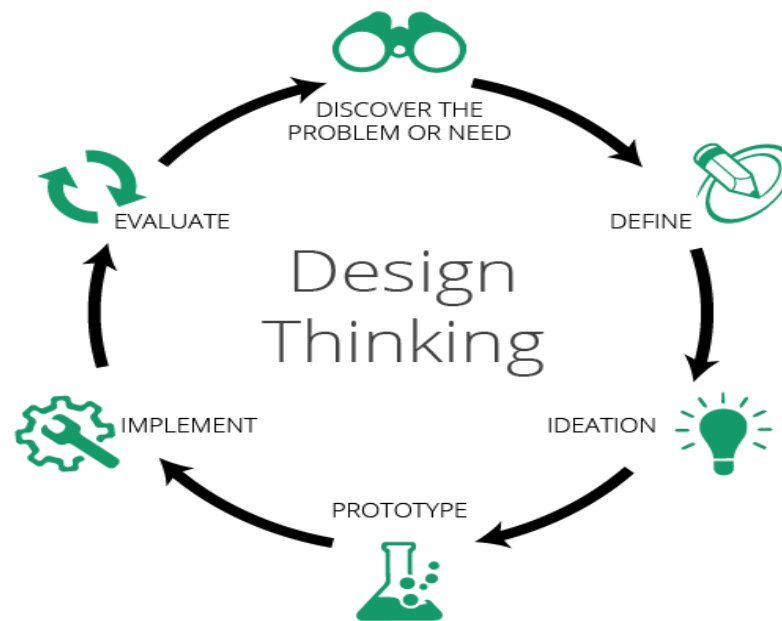


**Imagine Being  
in the Board  
Room The Day  
this Was  
Suggested!**



## DESIGN THINKING

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## IDENTIFY FRICTION & PROBLEMS

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What Are Yours?

- ✓ **Remove it**
- ✓ **Improve it**
- ✓ **Rethink it**



## WHAT'S YOUR FEEDBACK PROCESS?

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Over 40%

Customers surveyed who don't complain or leave feedback because they don't think the business cares



8 out of 10

Respondents who would be willing to leave feedback if they knew they'd get a fast response

## TYPICAL FEEDBACK ENVIRONMENT

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## WHAT'S YOUR FEEDBACK PROCESS?

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## WHAT ARE YOU TESTING AND TRYING?

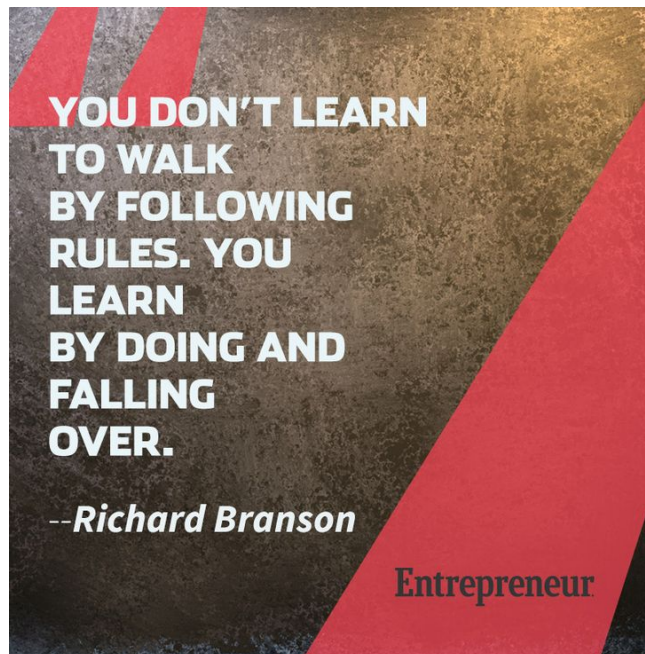
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## PAIN IS HOW YOU GAIN!

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