KEYNOTE

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INNOVATE UK 2014
THE GLOBAL SPOTLIGHT
ON UK INNOVATION

Seven ways to beat the odds

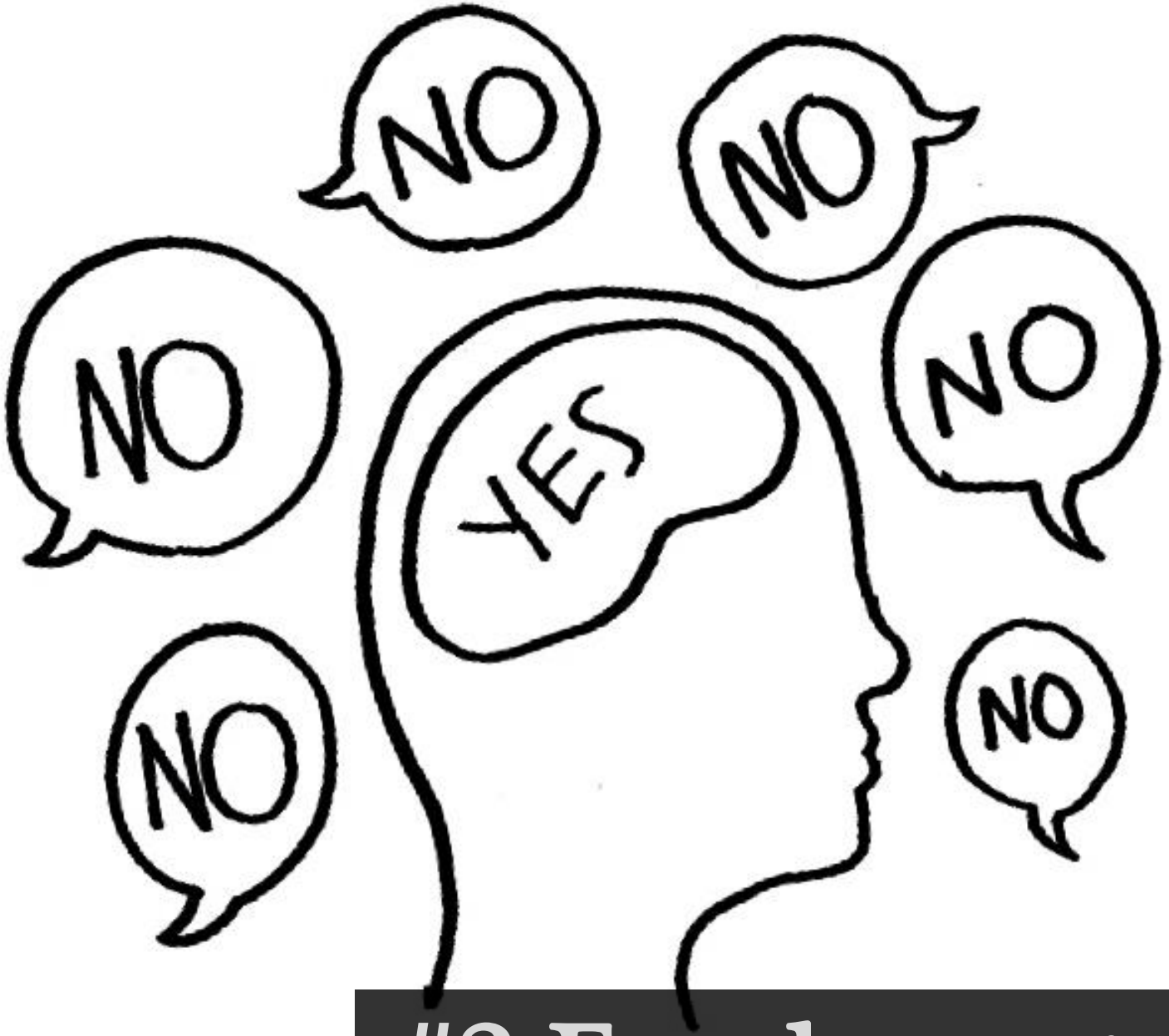
@richardreedinno

#1 Keep the main thing the main thing
Longaberger

24
FITNESS

#2 Start small, think big

innocent
pure fruit smoothie
mangoes &
passion fruits
innocent
pure fruit smoothie
really
refreshing
kiwis, apples
& limes
innocent
pure fruit smoothie
strawberries
& bananas
innocent
pure fruit smoothie
mangoes &
passion fruits
innocent
pure fruit smoothie
really
refreshing
kiwis, apples
& limes



#3 Employ entrepreneurs

Golden rule: only recruit A types

$$\begin{tikzcd} A \arrow[d] & B \arrow[d] \\ A & C \end{tikzcd}$$

“If you’re 70% sure, then go for it.”

#4 Create a community

Lead on values

be natural

Be yourself, and the best version of it

Speak up – honestly and openly

Treat others the way you'd like to be treated – drinkers, customers, everyone

be entrepreneurial

Make things happen – don't wait to be asked

If you're 70% sure, then go for it

Never, ever give in – find a way that works

be responsible

Keep promises and stick to commitments

Leave things better than you find them, be it in the kitchen, the business or the wider world

Don't be lame

be commercial

Always negotiate - be tough and get a great result

Match the time put in to the value created

Keep the main thing the main thing

be generous

Give quality real-time feedback to everyone, and don't miss out the tough stuff

Make time to say thanks and celebrate success along the way

Lend a hand with time, skills, experience and cups of tea

And have zero tolerance for those that don't live them

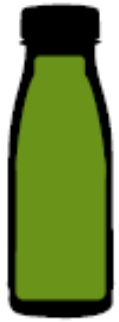
"I'd rather have a hole than an asshole."

Dan Walker,
Head of Talent, Apple

#5 Chase beauty

I like it.

What is it?



100% natural drinks

ethical ingredients

sustainable packaging

resource-efficient business

sharing the proceeds

#6 Be ethical

Find Your Feet
- India
Find Your Feet
- India
Plan - India
Practical Action
- Bangladesh
FARM-Africa
- Southern Sudan
Plan International
- Guatemala
ACG - Costa Rica
IDE-UK - Ethiopia
ATWT
- India
WOMANKIND
- India
ActionAid - Brazil
CARE - Ecuador
War on Want - Brazil
CARE - Ecuador
Excellent Development
- Kenya
Microloan Foundation
- Malawi
Kaloko Trust
- Zambia
Send a Cow
- Lesotho

95% of people say they are proud to work at innocent

Source: Internal survey, March 2013

#7 Work the details.

innocent
orange
juice
never ever
from concentrate
no bits
innocent
orange
juice
with the bits

with bits
new
innocent
orange juice
with bits

+2000%

The Preamble
to the U.S. Constitution

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THE GLOBAL SPOTLIGHT ON UK INNOVATION

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