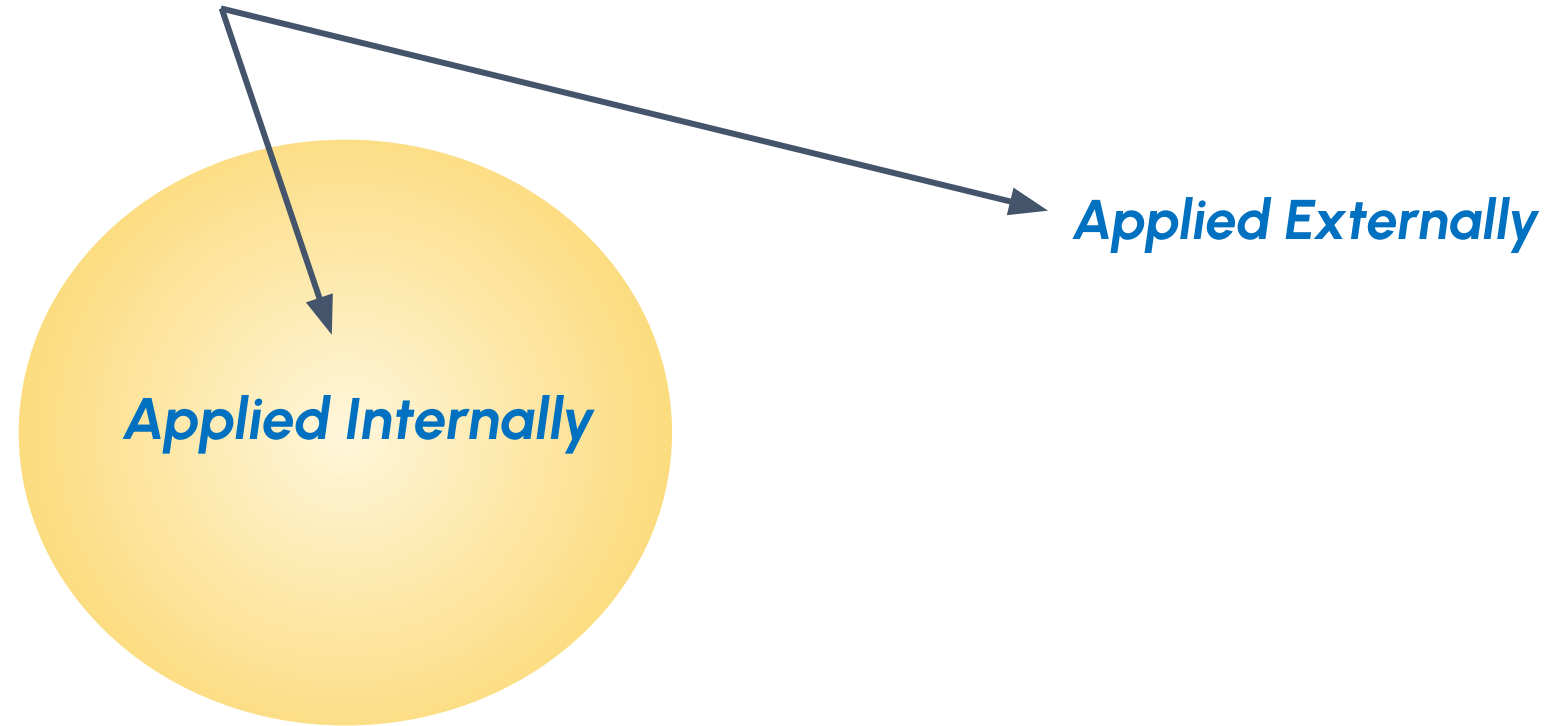


Where Do Product Creation Resources Go?

100% Of Resources - Talent, Energies etc.



Where are your product creation teams applying their resources?

Internally: Shifting deadlines, chasing materials, too many meetings with too many players, burnout/attrition, internal politics, determining discounting strategy for excess goods etc.

Externally: Keeping pace with trends and customer behaviour, gathering feedback, walking shop floor, improving customer experience, creating partnerships, introducing new products to market etc.