The Invisible Customer
Why Projects Struggle

3 Ways to Stop This

How We Know This Works
MICHELLE (PFIZER)

WILL (BLUE LATITUDE)
INVISIBLE CUSTOMERS
IT BRANDS LEGAL MEDICAL STRATEGY
CUSTOMERS

MICHELLE

LOSE. LOSE. LOSE.

WILL
THREE WAYS TO STOP STRUGGLING
Rule #1
INVITE CRITICISM

Rule #2
EVERYONE DESIGNS

Rule #3
MAKE IT PERSONAL xx
HIDDEN DANGERS
Rule #1
INVITE CRITICISM
STARTS WITH US
STAKEHOLDERS KNOW EVERYTHING
RECOMMENDATIONS

1. 
2. 
3. 

THIS IDEA IS CRAZY!

WIDE GROUP FEEDBACK
Rule #1
INVITE CRITICISM

Rule #2

Rule #3
NOT INVENTED HERE
Rule #2
Everyone Designs
WE ARE CO-DESIGNERS
Rule #1

Invite Criticism

Rule #2

Everyone Designs

Rule #3
What's in it for me?
Rule #3

MAKE IT PERSONAL

xx
Burning Questions
INTERNAL PITCHES
Rule #1
INVITE CRITICISM

Rule #2
EVERYONE DESIGNS

Rule #3
MAKE IT PERSONAL xxx
How we know this works
MICHELLE HASN'T CALLED ME SINCE
IT'S READY TO LAUNCH
Rule #1
INVITE CRITICISM

Rule #2
EVERYONE DESIGNS

Rule #3
MAKE IT PERSONAL xx