

Five Jobs of Great Innovators



WHAT'S YOUR NEXT BIG PRIORITY?

IMPROVE THE RESULTS OF YOUR MOST IMPORTANT WORK.

Consider everything on your plate. Identify one opportunity or improvement to tackle. Take your work priority through the five jobs of innovators and exceptionalize results!

WINDFALL SERIES™



FIVE JOBS OF GREAT INNOVATORS

With 4,000 successes and a *NYT* bestseller, Mark Cook helps you improve results by taking any priority through five jobs of award-winning innovators:



SCIENTIST

Discover minds behind the metrics. Simplify explaining the 10 places money ends up in an organization, but more importantly learn 12 hidden reasons why it comes in the first place.



PHOTOJOURNALIST

Capture every story angle. A picture is worth a 1,000 words and a bold experience even more! Add three critical perspectives no meeting, phone call or analysis can.



CROWDSOURCER

Ask adjacent experts. Do a new kind of networking with the purpose of gaining breakthrough ideas. Gain advice from key new contacts.



MASTER CHEF

Try two new ingredients. After generating 100 ideas, find just two elements that go best together. Streamline simplicity twice or synergize two new complements!



MOUNTAINEER

Go all the way! Don't leave your customers or team behind. Figure out what the *customer's* KPIs are and take everyone to that new place for success (NPS)!



WHAT IS YOUR NEXT BIG PRIORITY?

EXCEPTIONALIZE THE RESULTS OF YOUR MOST IMPORTANT WORK.

To prepare for your event, please consider all the work on your plate. Then identify one opportunity to affect revenue **or** growth:



Imagine the ultimate impact of your work down the line. Which priority impacts revenue most?



Where does work get stuck or where could customers be treated even better?

A FEW PREVIOUS EXAMPLES:

Sense your work's priorities as you consider impact. The seven jobs are built on 2 million different successes. Your innovation can improve any project or priority. Pick one you'll enjoy innovating, for example:



A race merchandise team tackled location selection, tent flow, product mix, and sales process, doubling millions in sales.

An accounting team improved an A/R integration plan, reducing consulting, travel, software, and operational expenses in hundreds of thousands of dollars.



The sleep lab for hospitals streamlined data storage teaming with two engineers, avoiding a \$100,000 purchase.

A grocery pricing team innovated a better grocery pricing, bringing \$145,000 in labor back to serve produce customers with net savings.



A manufacturer's buyer innovated a way to use raw materials requested by Sales to help close a \$250,000 deal!

Email questions to: mark@windfallseries.com



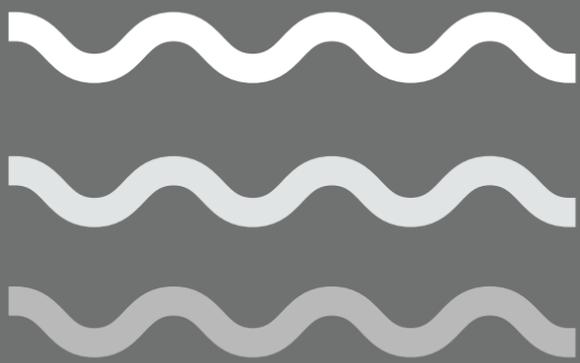
ABOUT MARK COOK,
CREATOR OF THE WINDFALL SERIES



Led nine global studies
of work outcomes, the
blueprints for rapid
improvements.



Led 4,000 successes
at the biggest and
smallest brands that
ensure your success.



Navigated 30 years as
junior to chief executive
at startups, turnarounds
and large companies

50

Delivered keynotes in
50 global cities from
New York to Stockholm
and Athens to San Fran.