

the
st. The
What
idual as a

n
neral

ning
dy ask
at
from



Figure 1. Philippe Picaud.

si
the
de
tiz
lac
1.
Ch



power
mostly
ing an
V
on n
direc
in
a
ex
str
point
was th
DNA,
aroun

Figure 2



ation-
rn
ary
he
ercedes
i car
soning
made
lesign
hat he
l that a
need-
ware-
e that

this k
sig
ti
a
th
mos
whil
I
menta
fundam
business
4. From a Jar
AIGA Los An

PHILIPPE PICAUD - CARREFOUR

THORSTEN BJORN - LEGO

CHRIS BANGLE, - BMW

lack the
ur vision

Third-
ure
g his
the
d
n-

ool to
based
gn-in-
ncour-
oach,
a tech-



• I am
• I am
socie
• I an
wel
za
ch
th
M.
posi
1991,

yes
uld
the
ital
orted
is
man
es,
sol-
on by
who
ssibil-
tion
iety.
-
h



tion from the
is a driver th
value for Ph
His leaders
the unive
which ar
compan
and Sim
7. Synch
Luck is r
create lu
this in re
which the
a certainty, a
arrange any
This seven
ship,

son
anc
to r
bi

i
tha
me
mo



CHRIS HACKER – J&J

CHUCK JONES - WHIRLPOOL

STEFANO MARZANO - PHILLIPS