



NOT JUST THE NUMBERS

Innovation in Business



@business_DEPOT



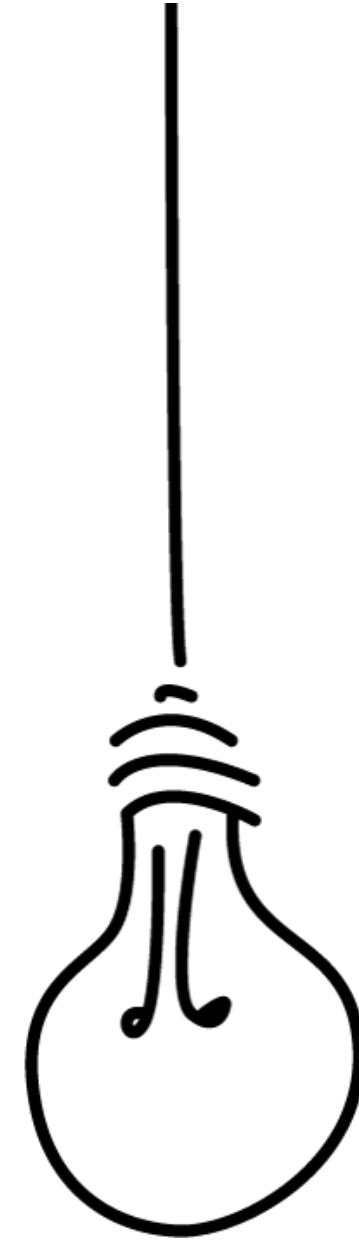
businessdepot



businessdepot.com.au

**BRIGHT IDEAS.
REAL LIFE OBSERVATIONS.
TIPS. TACTICS. TRICKS.**

FROM EVERYDAY BUSINESSES.



[business
DEPOT]



DEPOT[x]

OUR 3 SPEAKERS ... INNOVATION



John Knight
businessDEPOT

business



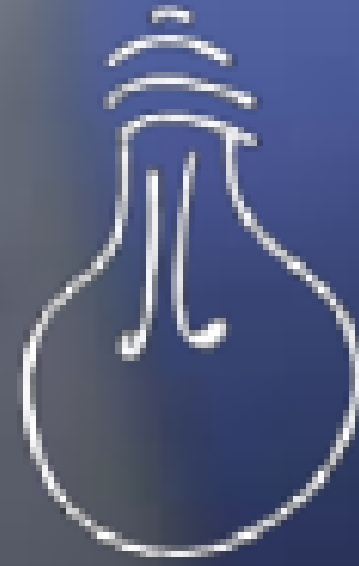
Mark Campbell
Ply

branding



Tanya Williams
Digital Conversations

digital



TAG! YOU'RE IT

#depotx_cpa



TWEET US

@business_DEPOT



FACEBOOK

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YOUTUBE

businessDEPOT

phones
out!!!

INNOVATION IN BUSINESS

[john knight]

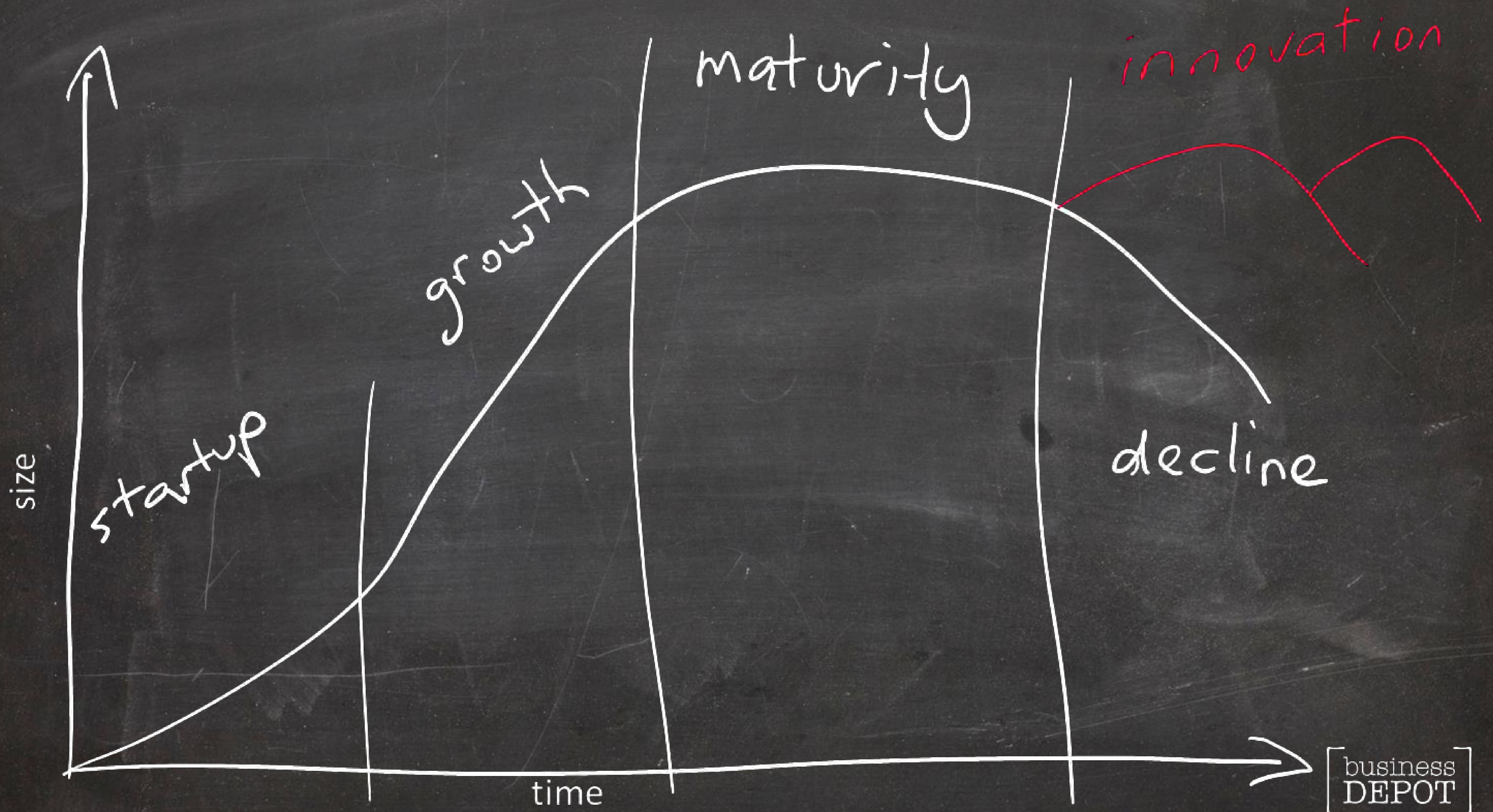
🐦 @JAK_Knight

#depotx_cpa

[business
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**INNOVATION IS SO MUCH
MORE THAN JUST R&D
AND ACADAEMIA**



**DISRUPTION,
OR JUST THE END OF A LIFE CYCLE
FOR MANY INDUSTRIES.**

A young boy in a dark blue t-shirt and green patterned shorts stands on a concrete sidewalk, looking towards a woman. The woman, wearing a striped hijab and a matching long-sleeved shirt, is holding a white box and looking down at it. A black plastic crate sits on the sidewalk between them. The background shows a residential street with trees, a house, and a utility pole. The text "BUILD IT. BUT WILL THEY COME?" is overlaid in large white letters.

**BUILD IT.
BUT WILL THEY COME?**

**“IF I HAD ASKED WHAT MY
CUSTOMERS WANTED THEY WOULD
HAVE SAID A FASTER HORSE”**

Henry Ford

TEAM engagement

 @JAK_Knight

Business model

strategy

SYSTEMS

R&D

Training

MARKETING

INNOVATION OF ...

growth

capital
raising

geographical
barriers

EFFICIENCY

products

SERVICES

relationships

**A BIG PART OF INNOVATION IS
JUST ABOUT GETTING BETTER?**

UBER, THE WORLD'S LARGEST TAXI COMPANY, OWNS NO VEHICLES

AIRBNB, THE WORLD'S LARGEST ACCOMMODATION PROVIDER, OWNS NO MOTELS

ALIBABA, THE MOST VALUABLE RETAILER, HAS NO INVENTORY

A woman with dark hair, wearing a red long-sleeved sweater, is performing a handstand on a paved surface. She is upside down, with her head near the ground and her legs raised high. The background shows a market stall with various produce, including boxes of 'GREAT WHITES' and 'BALLY' brand items, and baskets of red tomatoes. The text 'TURNING THE MODEL UPSIDE DOWN OR JUST SERVICING NEEDS BETTER' is overlaid on the right side of the image in large, bold, white capital letters.

TURNING THE MODEL UPSIDE DOWN OR JUST SERVICING NEEDS BETTER

[everything is up for discussion.]

THE PENDULUM SWINGS



**OR IS IT JUST
ABOUT BEING
DIFFERENT**

**SOME INNOVATION IS JUST HOW DO WE
DO THINGS **FASTER****

A photograph of a crowded bus, likely in South Asia, with many passengers standing on the roof and inside. The bus is white and blue. The background shows a street with trees and buildings. Overlaid on the image is large, bold, white text.

**EVERYONE ON THE BUS.
EVERYONE FACING THE FRONT.
SOMEWHERE TO DRIVE TO.
SOMEONE AT THE WHEEL.**

CULTURE EATS STRATEGY FOR BREAKFAST

SOMETIMES IT'S THE LITTLE THINGS



A group of children and two adults are gathered around a hand-operated water pump. The pump is a blue metal structure with a large wheel and a handle, mounted on a concrete base. The children are of various ages and are actively engaged with the pump, some holding the handle and others reaching for the water. Two adults, a man and a woman, are standing nearby, smiling and watching the children. The background is a lush green field with trees and foliage. The overall scene is one of community and access to clean water.

**SOMETIMES IT'S THE
BIGGER THINGS**

HOT TOPIC = EMPLOYEE EQUITY

[not just startups]

A person's legs are visible from the knees down, wearing white pants and brown leather boots with laces. They are standing on a white, wrinkled surface, possibly a bed or a large sheet. The background is slightly blurred, showing more of the white surface and some dark shapes in the distance.

**MANY NEWER BUSINESSES
HAVE STILL GOT SOME
GROWING UP TO DO**

A close-up photograph of two hands, one from the left and one from the right, gently cupping a small, detailed globe of the Earth. The globe is positioned in the center, showing various continents and countries. The background is a soft, out-of-focus warm light, suggesting a sunset or sunrise. The overall tone is hopeful and global.

**IT'S A GLOBAL
ECONOMY
FOR SURE**



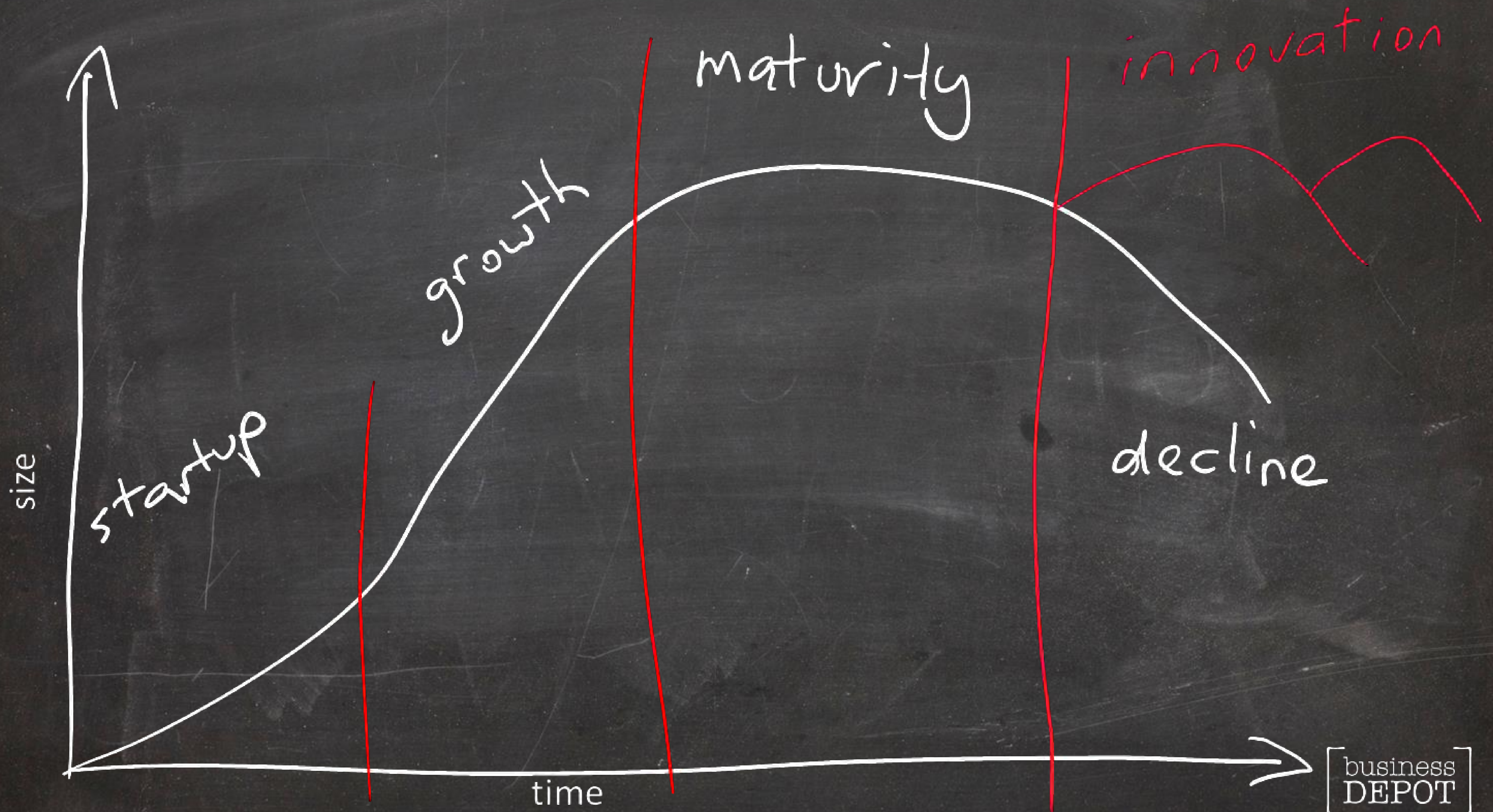
business
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DATA. DATA. DATA.



WHAT'S HOLDING THE BUSINESS BACK?



Young Stocksy.com/161199



**PERMISSION TO
TAKE SOME
RISKS**

A photograph of two children on a sidewalk. The child on the left is wearing a dark blue t-shirt and green patterned shorts, standing with their back to the camera. The child on the right is wearing a striped hoodie and shorts, holding a white object. A large black plastic crate sits on the sidewalk between them. In the background, there are trees, a house, and a utility pole. A large white number '2.0' is overlaid in the center of the image.

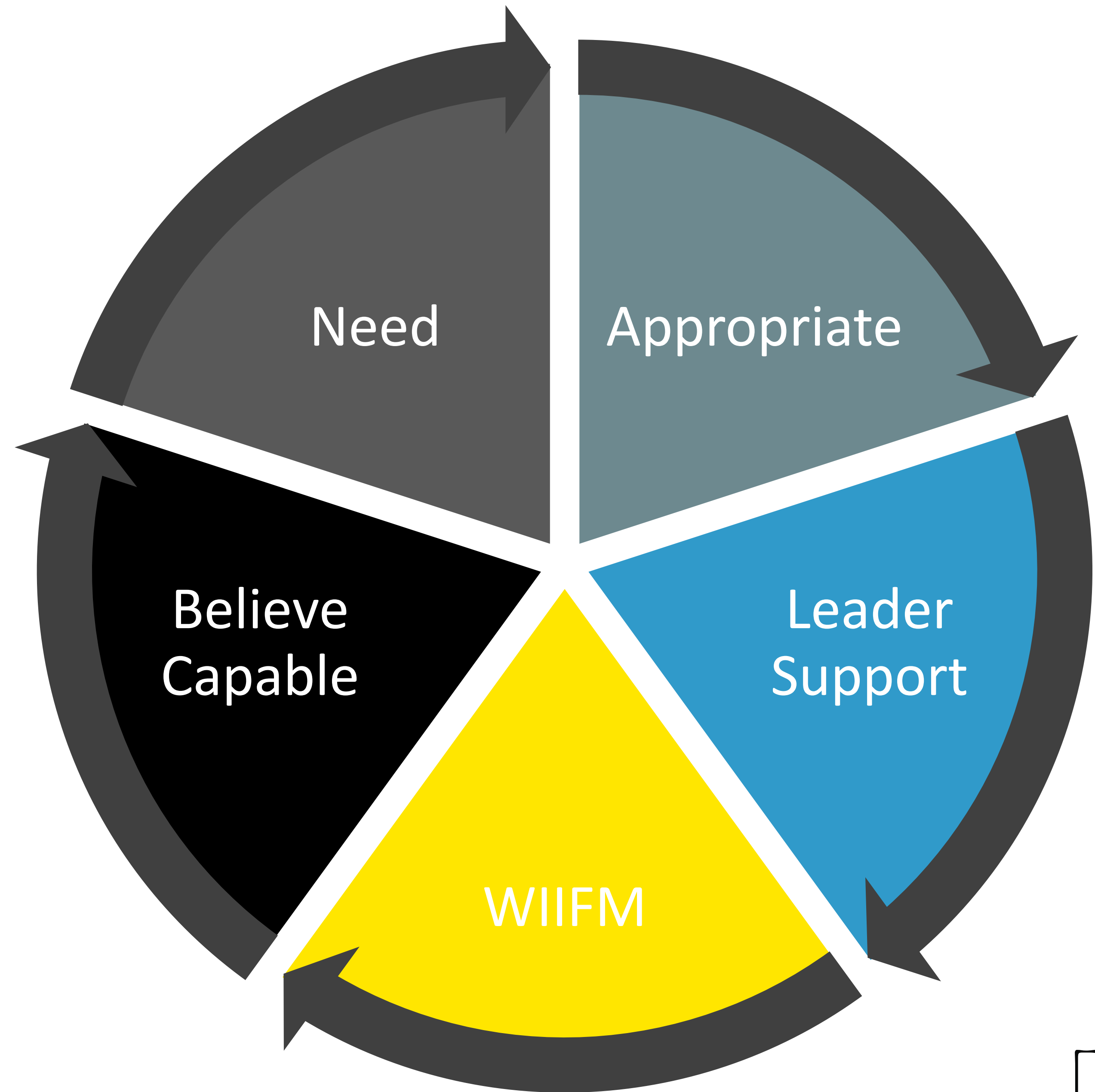
2.0

**THE GREAT BUSINESSES
ARE MAKING INNOVATION
THE NORM**

THE RISE OF THE ENTREPRENEUR [NOT JUST STARTUPS]

CHANGE READINESS

powered by
MINDSHOP



**AN INNOVATIVE CULTURE IS
JUST ONE THAT ENCOURAGES
IT'S PEOPLE TO CHALLENGE
THE ASSUMPTIONS.**

INNOVATIVE CULTURE IN 2015

[Keywords driving innovative businesses]

COLLABORATION



NIMBLE

A photograph of a rooster with a red comb and black tail feathers leading a flock of white chickens across a narrow wooden plank bridge over a pond. The pond's surface is calm, reflecting the sky and the birds. The surrounding area is lush with green grass and some tall reeds on the left. The word "LEADERSHIP" is superimposed in large, white, bold, sans-serif capital letters across the middle of the image, partially covering the bridge and the pond.

LEADERSHIP

A full-page photograph of a man with long dark hair and a beard, sitting in a meditative lotus position on a pile of large, flat, brownish-grey rocks. He is shirtless and has his eyes closed. The background is a vast, rugged mountain landscape under a hazy, overcast sky. The word "WHY?" is written in large, white, sans-serif capital letters across the center of the image, partially obscuring the man's torso.

WHY?



PASSION

NEXT UP ...



John Knight
businessDEPOT

business



Mark Campbell
Ply

branding



Tanya Williams
Digital Conversations

digital

What's in a brand name.

Understanding what really defines your brand

Made with Ply.



The traditional view

mission statement

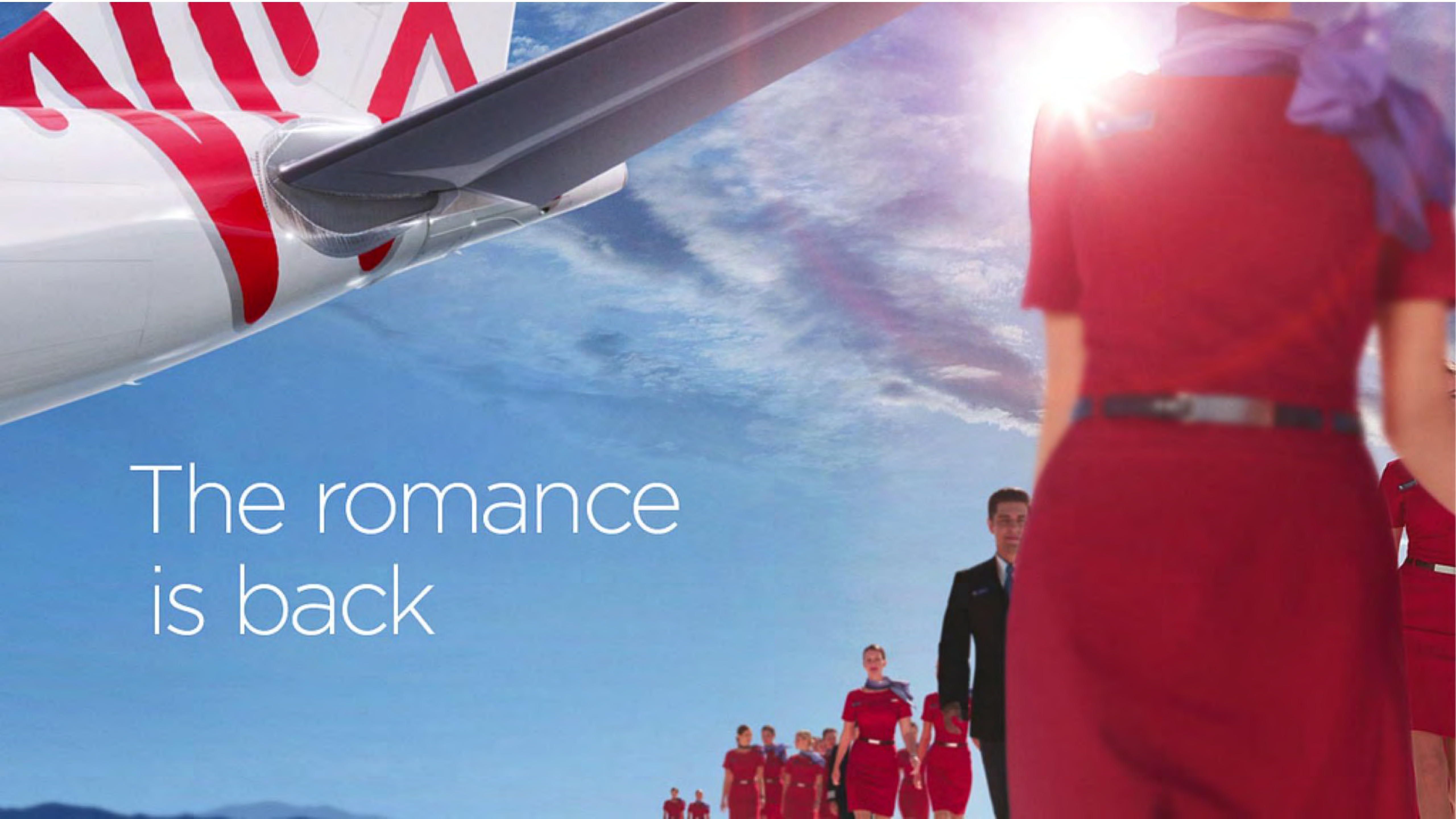
logo

brand

tagline

marketing





The romance
is back



The disconnect

70%

vs

22%

Brands believe
they deliver a
superior experience

Customers
who
agree

Source: IBM Survey



The reality

mission

service

product

staff

logo

brand

tagline

pricing

location

marketing







**Your brand is what
people say about you
when you're not in
the room.**

Tim Leberecht



premium

innovation

cutting edge cool



FIND YOUR GREATNESS.





CR7

THE EXPLOSIVE MERCURIAL IX
PRESENTED BY CR7

A stylized white signature of Cristiano Ronaldo is located at the bottom right of the image.





SHE
RUNS
SYD
03.05.14

JUST
DO
IT

SHE
RUNS
SYD

JUST
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SHE
RUNS
SYD

JUST
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SHE
RUNS
SYD

JUST
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SHE
RUNS
SYD

JUST
DO
IT

SHE
RUNS
SYD
03.05.14



SHE
RUNS
SYD
03.05.14
JUST DO IT.

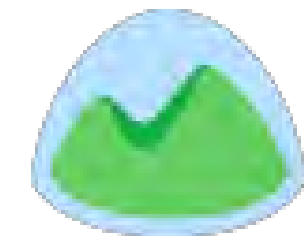












Basecamp

productive

simple

adaptable



Basecamp

Projects

Calendar

Daily Progress

Everyone

Me

Account Upgrades Sign out

Jump to a project, person, or search...



New Project



BCX: Beta tester feedback

Let us have it! The more detailed the better. For ...

484 discussions, 139 to-dos, 269 files, 3 documents



BCX: Building BCX

The catch-all BCX project.

1287 discussions, 101 to-dos, 1265 files, 18 documents



BCX: v1.1

Ideas for the future versions.

19 discussions, 57 to-dos, 5 files



BCX: Marketing

The launch website

115 discussions, 27 to-dos, 169 files, 20 documents



Newsletters

Everything about email marketing

9 discussions, 1 to-do, 6 files, 6 documents



ALL PROJECTS A-Z

Trash can

0-9

2012 - Marketing Video

37signals Newsroom

37signals Vacation

37signals: Print Media


37signals: Privacy Policy

A

Alfred

Anniversary gift

Resources to redefine how we work.



This is how Basecampers around the world listen to music

 [Dan Kim](#) wrote this on Jul 09 / [6 comments](#)

When Apple recently released their new music subscription service, it got us talking in Campfire about how all of us at Basecamp listen to music. So I asked everyone, "What's your music setup?", specifically wondering what software and hardware everyone was using, and why.

Turns out the answers were crazy open-ended! On the software side, we had nearly every medium covered. And the hardware side was equally as varied.

Since our resident data pro Noah can literally chart anything, he did.
Note: we make no claims on the accuracy of these visualizations ;)



THE DISTANCE



The Distance is a podcast by [Basecamp](#) about longevity in business, featuring the stories of businesses that have endured for at least 25 years and the people who got them there. [Subscribe on iTunes](#) or [RSS](#) to hear from entrepreneurs who have learned how to build something that lasts.

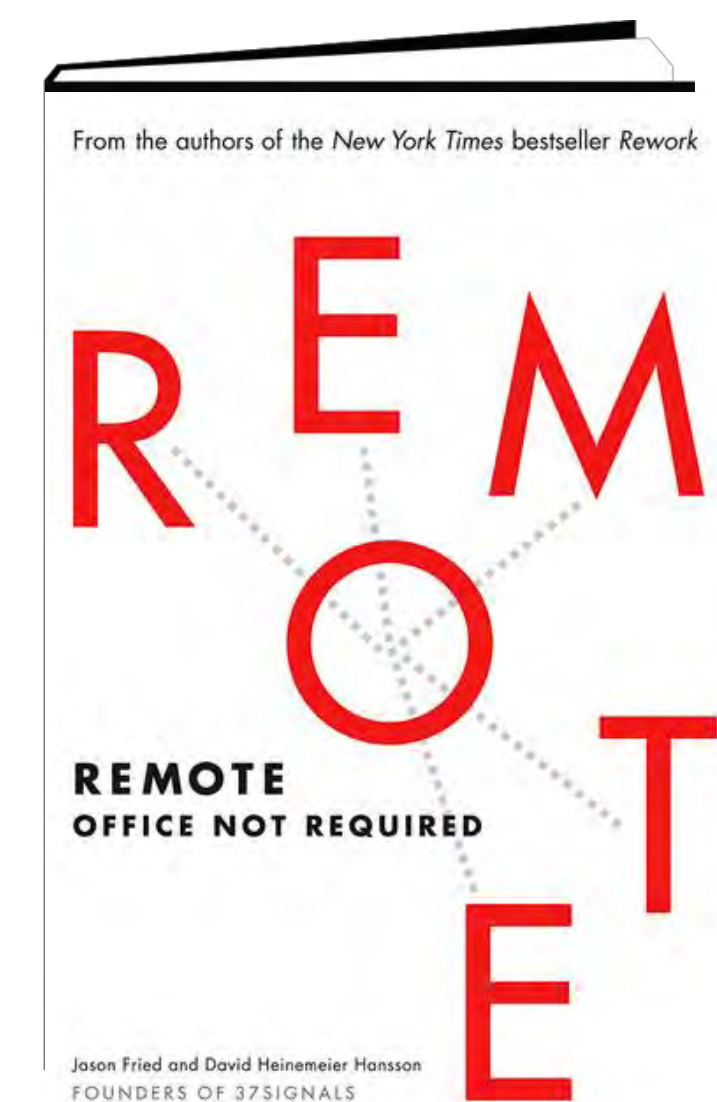


Grado Labs

Some of the audio world's most revered headphones come out of a narrow, graffiti-covered house in Brooklyn's Sunset Park neighborhood. Grado Labs has been handcrafting phono cartridges and headphones at this location for six decades and remains under family ownership. Both vinyl and high-end headphones are having a moment right now, and that's keeping this long-running business as busy as ever.



Location isn't everything.





[business
DEPOT]

empowering

energetic

different

**DON'T OWN
A DELOREAN?
NEITHER DO WE.**

[but you can look to the future
with our expert super team]

[business
DEPOT]



[but it can be an awesome launch pad]

[business
DEPOT]

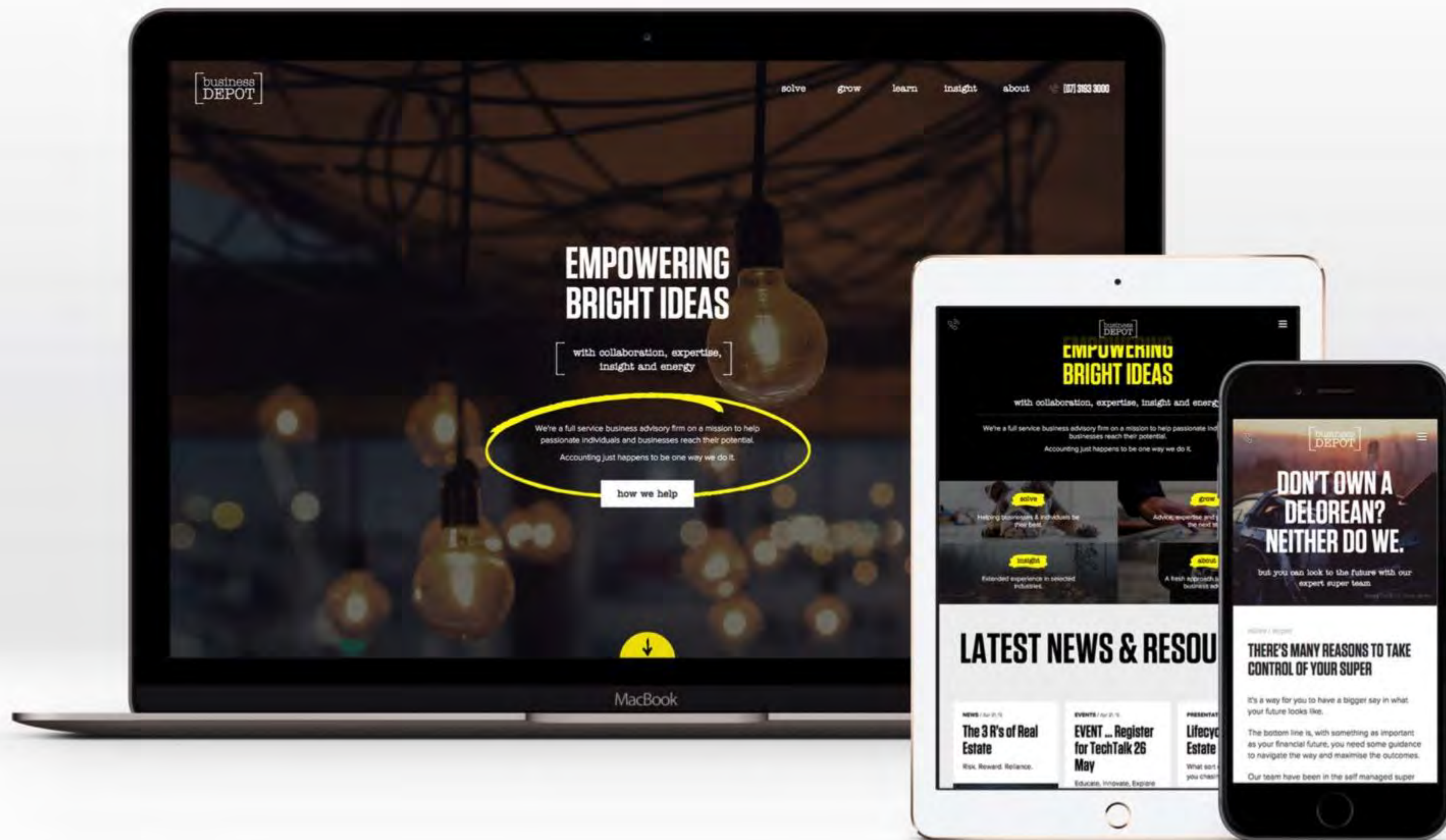
**EMPOWERING
BRIGHT IDEAS.**

[with collaboration, specialist
knowledge & energy]

[business
DEPOT]

**PAIN FREE BUSINESS
& TAX ADVICE**

[we promise no rubber gloves]



business
DEPOT

solve grow learn insight about (07) 3183 3000

EMPOWERING BRIGHT IDEAS

[with collaboration, expertise,
insight and energy]

We're a full service business advisory firm on a mission to help
passionate individuals and businesses reach their potential.
Accounting just happens to be one way we do it.

how we help



MacBook

business
DEPOT

EMPOWERING BRIGHT IDEAS

with collaboration, expertise, insight and energy

We're a full service business advisory firm on a mission to help passionate individuals and businesses reach their potential.
Accounting just happens to be one way we do it.

solve

Helping businesses & individuals be
their best.

insight

Extended experience in selected
industries.

grow

Advice, expertise and
the next step.

about

A fresh approach to
business advisory.

LATEST NEWS & RESOURCES

NEWS / Apr 21, 19

The 3 R's of Real Estate

Risk, Reward, Reliance.

EVENTS / Apr 21, 19

EVENT ... Register for TechTalk 26 May

Educate, Innovate, Explore

PRESENTATIONS

Lifecycle Estate

What sort of
you character

business
DEPOT

DON'T OWN A DELOREAN? NEITHER DO WE.

but you can look to the future with our
expert super team

inspire / inspire

THERE'S MANY REASONS TO TAKE CONTROL OF YOUR SUPER

It's a way for you to have a bigger say in what
your future looks like.

The bottom line is, with something as important
as your financial future, you need some guidance
to navigate the way and maximise the outcomes.

Our team have been in the self managed super





[that's] DEPOT]

Fair go for one and all

REWARD for effort

Just Ask

bring a solution

create the WOW

no harm to others

WASTE SUCKS

collaborate 2 innovate

WORTH THE LONG HAUL



What
about
me?

Be caring

Be clear

Be consistent

Thanks

NEXT UP ...



John Knight
businessDEPOT

business



Mark Campbell
Ply

branding



Tanya Williams
Digital Conversations

digital

We are living in a digital

WORLD

**Change or
die!**



DigitalConversations

RECENT PROJECTS



- ♣ Coordinated the Digital, Innovation & Technology stream of G20 Global Café in Nov 2014
 - ♣ Speakers from across the world beamed live during 2 days.
 - ♣ Project Mapping launch at Indooroopilly Shopping Centre
- ♣ Store of the Future projects for Choices Flooring, Mountain Designs, Indooroopilly Shopping Centre
- ♣ Augmented reality school holiday activation / Style Mag AR Cover
 - ♣ Current projects - Strategy / social & content/ digital education
 - ♣ Specialist Tradigital Strategist



DigitalConversations

DIGITAL INNOVATION

“ Disruptive events affecting Australian industries are coming faster and becoming less predictable than ever before, especially for industries where the pace of technological evolution is confronting traditional business models head-on.

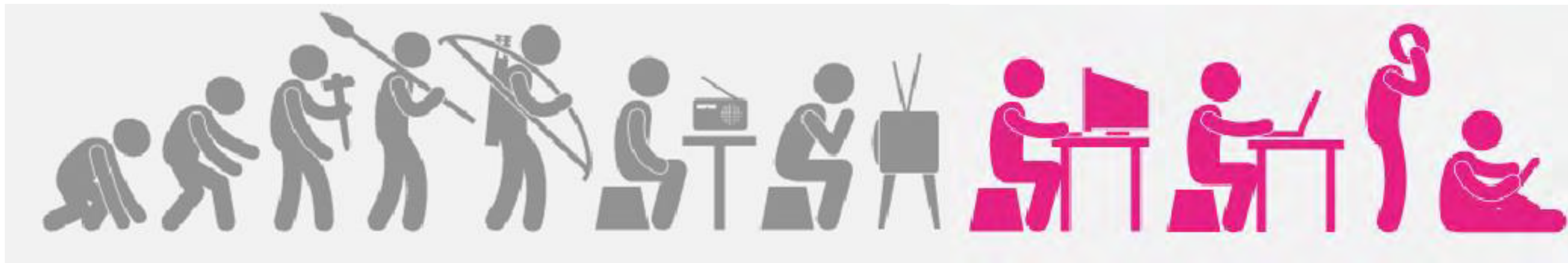
Both businesses and government need to embrace these trends and the innovation opportunities they provide”. PWC



DigitalConversations

CHANGING CONSUMER JOURNEY

- ♣ The consumer journey is very different to 5, 2, or even 1 year ago.
- ♣ People haven't changed but the way we communicate to them has
- ♣ Digital innovation is forcing companies to provide an improved customer experience



USING TECHNOLOGY TO IMPROVE THE CUSTOMER EXPERIENCE



DigitalConversations

THE RATE OF CHANGE

571

new websites
created every
minutes

230

million tweets
everyday

300

billion emails
sent every day

100

TB data
uploaded to
Facebook daily



DigitalConversations

MULTISCREEN WORLD

Engage on any
screen, on the go!

Goal should be visibility



DigitalConversations

CONSUMERS ARE SAVVY – BE PREPARED

- ♣ Consumers are adopting technology that suits their everyday lives
- ♣ Consumers are driving this change – not business!
- ♣ It is NOT just the younger generation that is adopting new technology



PLATFORMS ARE DRIVING INNOVATION

- ♣ The fastest growing & biggest businesses in the world are platform based.

Google



IBM



You Tube

amazon



DigitalConversations

HUMAN TO HUMAN MARKETING



DigitalConversations

YOUR MARKET IS GLOBAL

- ❖ Borderless ecommerce and sales opportunities
- ❖ Unpredictable playing field
- ❖ Leading companies are investing in their digital future
- ❖ Digital innovation is not just customer facing but can be used to improve business efficiencies internally
- ❖ Global influences but global opportunity
 - ❖ Alibaba has over 600,000 aussie members
 - ❖ Air BnB has been used by over 100,000 aussies



CHANGING BUSINESS MODELS

- ❖ Traditional business models are redundant
- ❖ Leading companies use digital technology to provide flexible workplaces and options
- ❖ Digitally enabled businesses get more value from their workforce
- ❖ Model is now CUSTOMER first not BRAND first
 - ❖ Digital allows you to extend this pre, during and post purchase



Digital is integral to business – not an add on!



DigitalConversations

DIGITAL BUSINESS EFFICIENCIES

- ❖ **Digital tools allow employees to be more productive**
- ❖ Examples
 - ❖ Evernote – notes, reminders, lists
 - ❖ Hootsuite – quick and easy scheduling of social media
 - ❖ Automation tools like Infusionsoft
 - ❖ CRM systems like Salesforce
 - ❖ Canva – quick, easy & free content creation
 - ❖ Skype / Viber / Google hangout – no longer require expensive overseas calls to clients and suppliers
 - ❖ Layar – augmented reality to bring to life static content



HELPING BUSINESSES INNOVATE & STAY VISIBLE

**21 FREE
DIGITAL
TOOLS
YOU CAN
USE**
in your business

www.digitalconversations.com.au

If only we could **hire someone by
the day to do all this digital
marketing stuff for me**

Hire a Digital Concierge for a Day

Digital Conversations





THANKS!

DEPOT[x]

9 September 2015



Kathy Wilson
Elite Reputations



Barry Thomas
Cook Medical



Aimee
Engelmann
Beepo

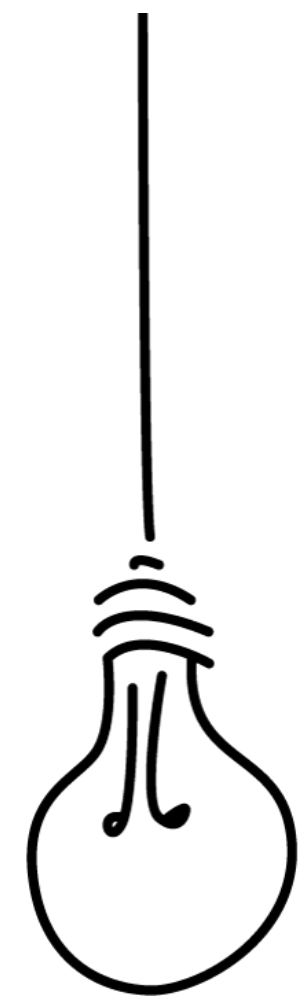
#MAKEITHAPPEN



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07 3193 3000 [office]

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[business
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JOHN KNIGHT

j.knight@businessdepot.com.au

 **@JAK_Knight**

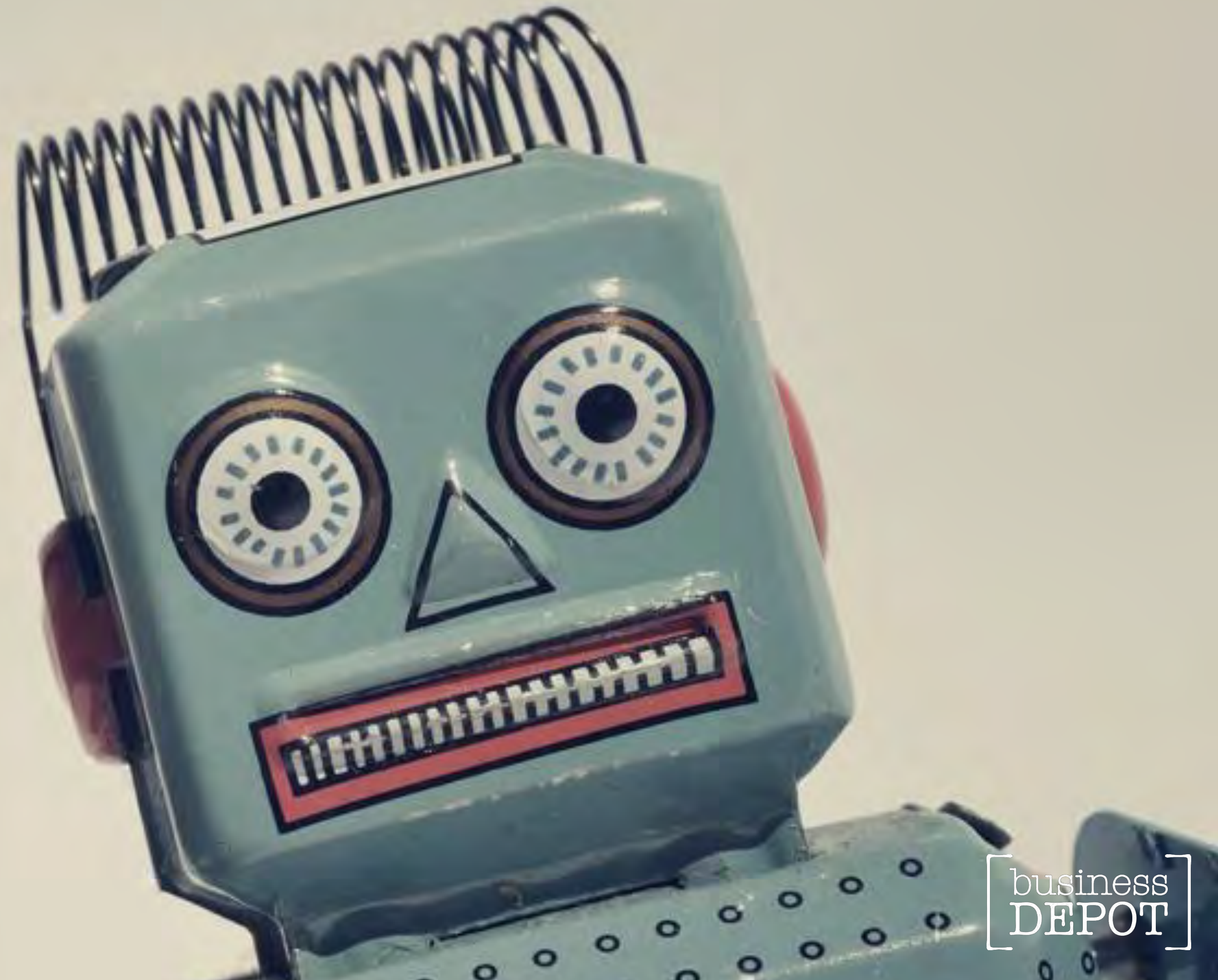
Liability limited under a scheme approved by professional standards legislation.

YOU GET THE RELATIONSHIP FOR FREE.

[no asterisk. no clock watching.
no bill for a 6 minute phone
call.]

NO ROBOTIC MUMBO JUMBO

[we take a human approach to you
and your numbers]



business
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YOU DON'T KNOW WHAT YOU DON'T KNOW

[that's where we come in]

WE'VE GOT ENERGY TO BURN

[let's share the spark]