

WHAT WE DO AND WHY

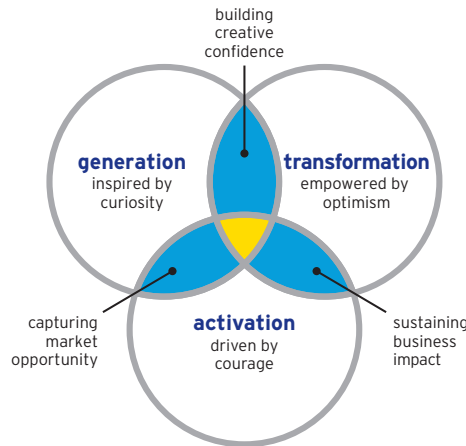
We help companies grow their business, cultivate their innovation capabilities and develop their implementation confidence. While many firms focus on one of these, we focus on all three through the integration of:

The **generation** of new thinking and new ideas as a strategic foundation

The **transformation** of organizational/cultural attitudes, behaviors and processes

The **activation**, implementation and launch of ideas (e.g., products, services, experiences and business models) into the marketplace

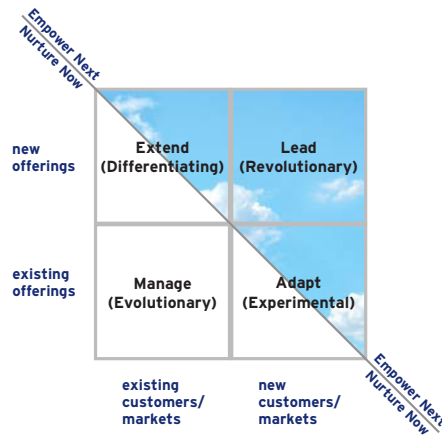
We do this to make a measurable difference for our clients and to positively change the world. We seek to inspire and empower corporate optimism, curiosity and courage.



HOW WE WORK

Our collaborations go beyond evolutionary change and truly seek “what’s next” for organizations to help them create the future of their industry and sustain the will, desire and need for growth. We do this by:

- 1. Generating and validating insight-based ideas** that address unmet and unexpressed consumer needs by testing, prioritizing and embedding them into an actionable innovation strategy
- 2. Inspiring and empowering leadership to create and sustain cultures of innovation** by reintegrating creativity, collaboration, risk-taking and customer focus into processes and mindsets
- 3. Monetizing “next”** by effectively activating and bringing these ideas to life through iteration, prototyping, design, validation and implementation



We employ a proven, rigorous innovation process that reframes business opportunities, leverages our clients’ expertise, develops a keen understanding of consumer needs, and infuses parallel industry expertise from our **Global Expert Network**.

Throughout our engagements, we help leaders address the (often ignored) corporate tension that exists between nurturing the core business and responding to the urgency of “now” **while simultaneously** empowering what’s next.

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CLIENTS

For the last 20 years, we have helped more than 25 percent of the Fortune 100 in a wide variety of industries, including consumer goods, entertainment, financial services, food service, health care, sustainability, technology and more.

- ACCO Brands
- Alberto-Culver
- Allstate
- Aviva
- AXA
- Bank of America
- Bankers Financial Corporation
- Blue Cross Blue Shield
- BP
- Cargill
- Case New Holland
- Chicago White Sox
- Chiquita
- Eastman Chemical
- Edy’s/Dreyer’s
- ESPN
- Exxon Mobil
- Fromm International
- Gatorade
- GE Healthcare
- Gold Eagle
- Grainger
- Guardian Life Insurance
- Häagen-Dazs
- HBO
- HCSC
- Hess
- Hill’s Pet Nutrition
- Jarden
- Jel-Sert
- Johnson & Johnson
- Kellogg Company
- Kraft
- Kronos Products
- LG Electronics
- Liquid Paper
- MasterCard
- McDonald’s
- Million Dollar Round Table
- National Association of REALTORS[®]
- Nationwide
- Nestlé
- Nestlé Purina
- New Options Project
- P&G
- Pabst Brewing Company
- Penn Mutual
- Pfizer
- Philips Oral Care
- Prudential Financial Services
- Revell
- Saks Fifth Avenue
- Sanford
- SC Johnson
- Sears
- Serta
- Sherwin-Williams
- Shure Incorporated
- Solo Cup Company
- Sterling Partners
- Sterno
- Swiss Re
- The Hartford
- Transamerica
- Verizon
- Wachovia
- Walmart
- Wise Foods
- Wrigley