

Whole-Brained

May 2024

Today:

CONNECT JAN



Personal
Connect



Decoding the
World



IRG Growth
Study



Driving
Humanized
Growth



The da Vinci
Humanized
Growth Leader



Listening
Differently



Personal &
Business
Growth
Hypothesis



Benchmarking,
Planning &
Stakeholder
Engagement

DEVELOP JAN - JUN



Humanized
Growth

31 Jan



Abundant
Markets

14 Feb



Multiple
Models

28 Feb



Evolving
Experiences

13 Mar



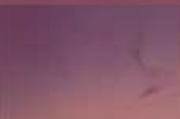
Personal &
Business Growth
Plan

27 Mar



Open
Culture

10 Apr



Anticipative
Organization

24 Apr



**Whole
Brained**

8 May



Planning &
Stakeholder
Engagement

22 May



Humanized
Growth Video

5 Jun

LAUNCH JUN



Personal
Connect



Personal
Impact



Team
Impact



Business
Impact



Humanized
Creativity



Humanized
Growth
Champion

Agenda

05' Welcome

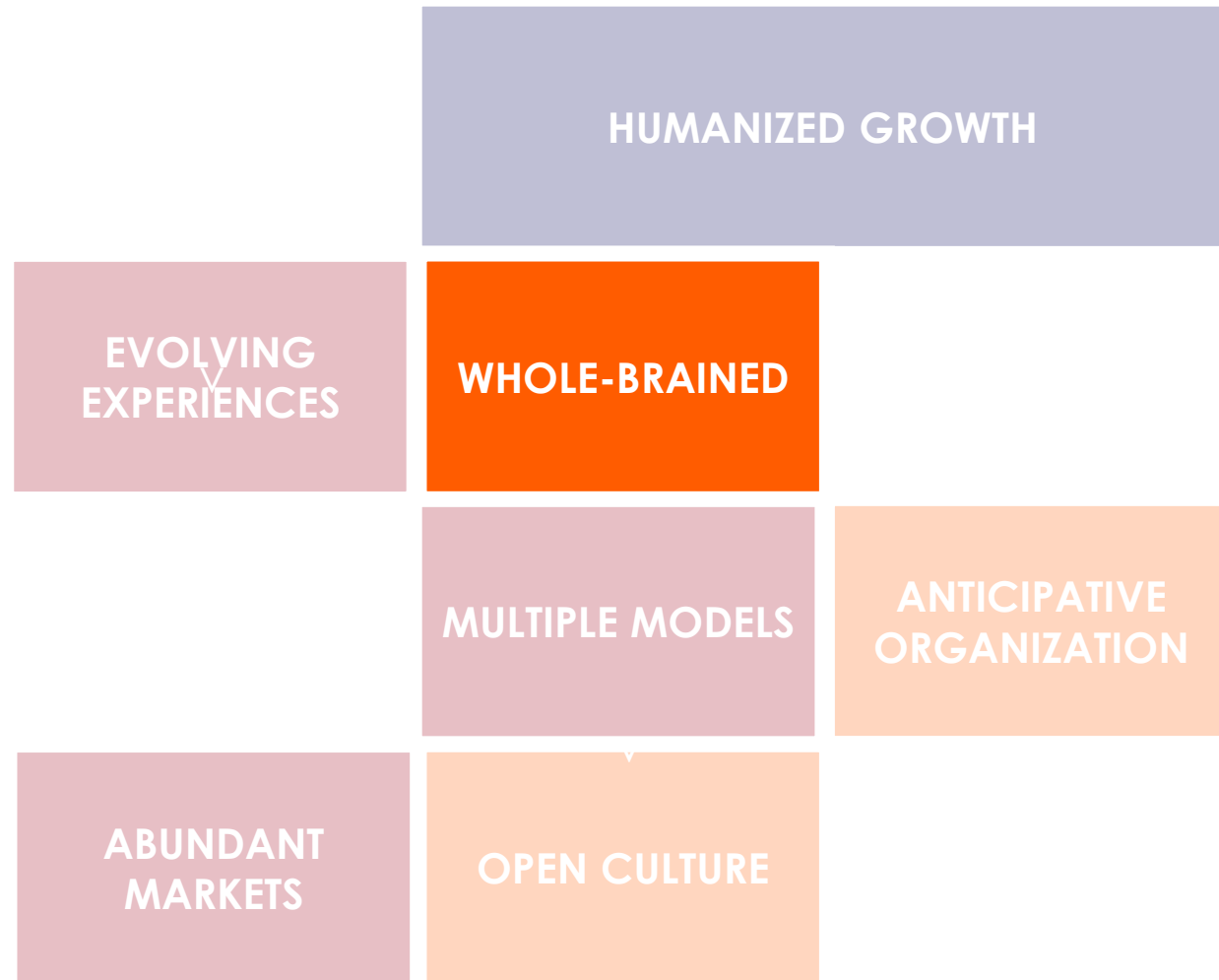
15' IRG: Whole Brained

30' Guest Contributor: Mie-Leng Wong

30' Breakout & Plenary

05' Reflection & Close

The 7 Building Blocks of Real Growth



"Fools and Weapons" in the Digital Age | The Daily Show

Tools & Weapons

**THE DAILY
SHOW**
WITH **TREVOR NOAH**



Spotify using data
for creativity



Empathy in Artificial Intelligence

Forbes



Whole Brained

Left and right brain...



25%

65%

**Ability to attract
whole-brain**

With empathy...



Starting with the data

36%

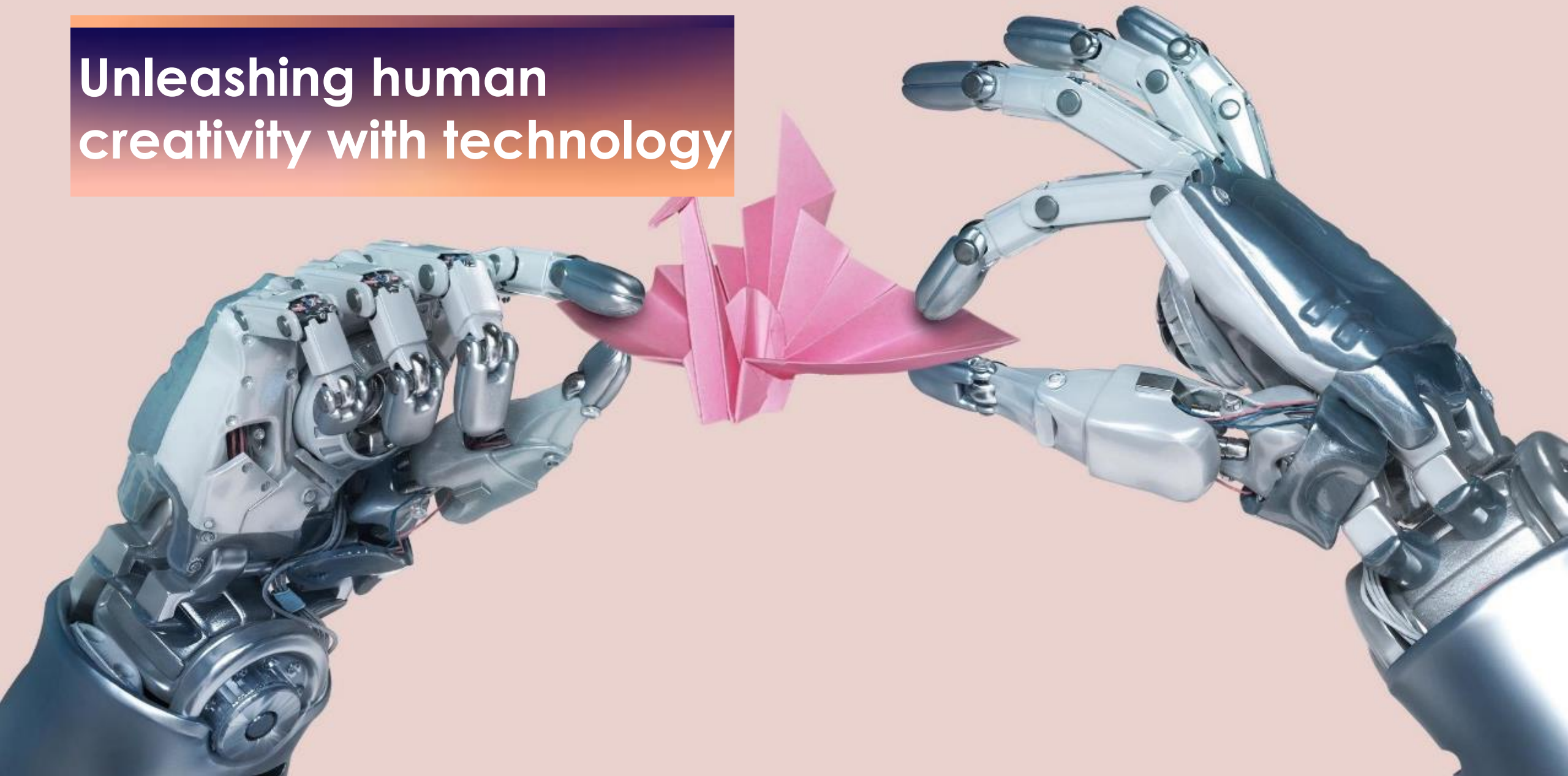
66%

Data and analytics at the core
of strategic decision making

Unlocking data with human insights



Unleashing human creativity with technology



Analytics AND Creativity

Big Data & Insights to inform Creativity

We see beauty
all around us.

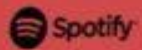
Dove



Small Insights for Tactical Creativity

Dear 3,749 people who streamed
"It's the End of the World As We
Know It" the day of the Brexit vote,

Hang in there.





Creativity

#2 Driver of
Advertising Effectiveness

KANTAR

a.k.a. *'the last unfair competitive advantage'*

The Whopper DAY 35



THE BEAUTY OF NO ARTIFICIAL PRESERVATIVES

Your Role



Understanding your own 'whole-brain'



A vertical collage of diverse people's faces, including a Black woman, a young Asian woman, a woman in a hijab, a young girl, a woman in a white shirt, a man in a dark shirt, a man in a white shirt, a young boy, a woman in a blue sari, a man in a grey shirt, and a woman in a patterned sari. A yellow scarf with a black tree pattern is also visible.

Ensure diversity in strategic decision-making

45%

70%

Diversity in strategic
decision making

Represent diverse consumers



Expose yourself to
diverse experiences

Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx

Yy Zz 0123456789 ({ ! @ # \$

% & ' " })

a

A A A a a a
A A A a a a
A A A a a a
A A A a a a
A A A a a a
A A A a a a
A A A a a a

Open mind & listen differently



**Enable others to work at
their best**



Make it important



Build capability

Days of training on annual base



Use technology creatively



Get smarter
every year



Arizona, USA: 1,156 Euros



Rhineland, Germany: 19 Euros

RETHINKING PURPOSE:

HOW
TOOK C

HOW TOOK C



Mie-Leng Wong

Senior VP Global Brands Mondelez

Exercise

Breakout

Where are you leading and lagging in building “whole-brained” teams?

What are the opportunities for you as a leader?

Plenary

Let's hear from a few groups.



10 min

In 2 weeks:

CONNECT JAN



Personal
Connect



Decoding the
World



IRG Growth
Study



Driving
Humanized
Growth



The da Vinci
Humanized
Growth Leader



Listening
Differently



Personal &
Business
Growth
Hypothesis



Benchmarking,
Planning &
Stakeholder
Engagement

DEVELOP JAN - JUN



Humanized
Growth

31 Jan



Abundant
Markets

14 Feb



Multiple
Models

28 Feb



Evolving
Experiences

13 Mar



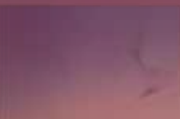
Personal &
Business Growth
Plan

27 Mar



Open
Culture

10 Apr



Anticipative
Organization

24 Apr



Whole
Brained

8 May



Planning &
Stakeholder
Engagement

22 May



Humanized
Growth Video

5 Jun

LAUNCH JUN



Personal
Connect



Personal
Impact



Team
Impact



Business
Impact



Humanized
Creativity



Humanized
Growth
Champion



Thank you