

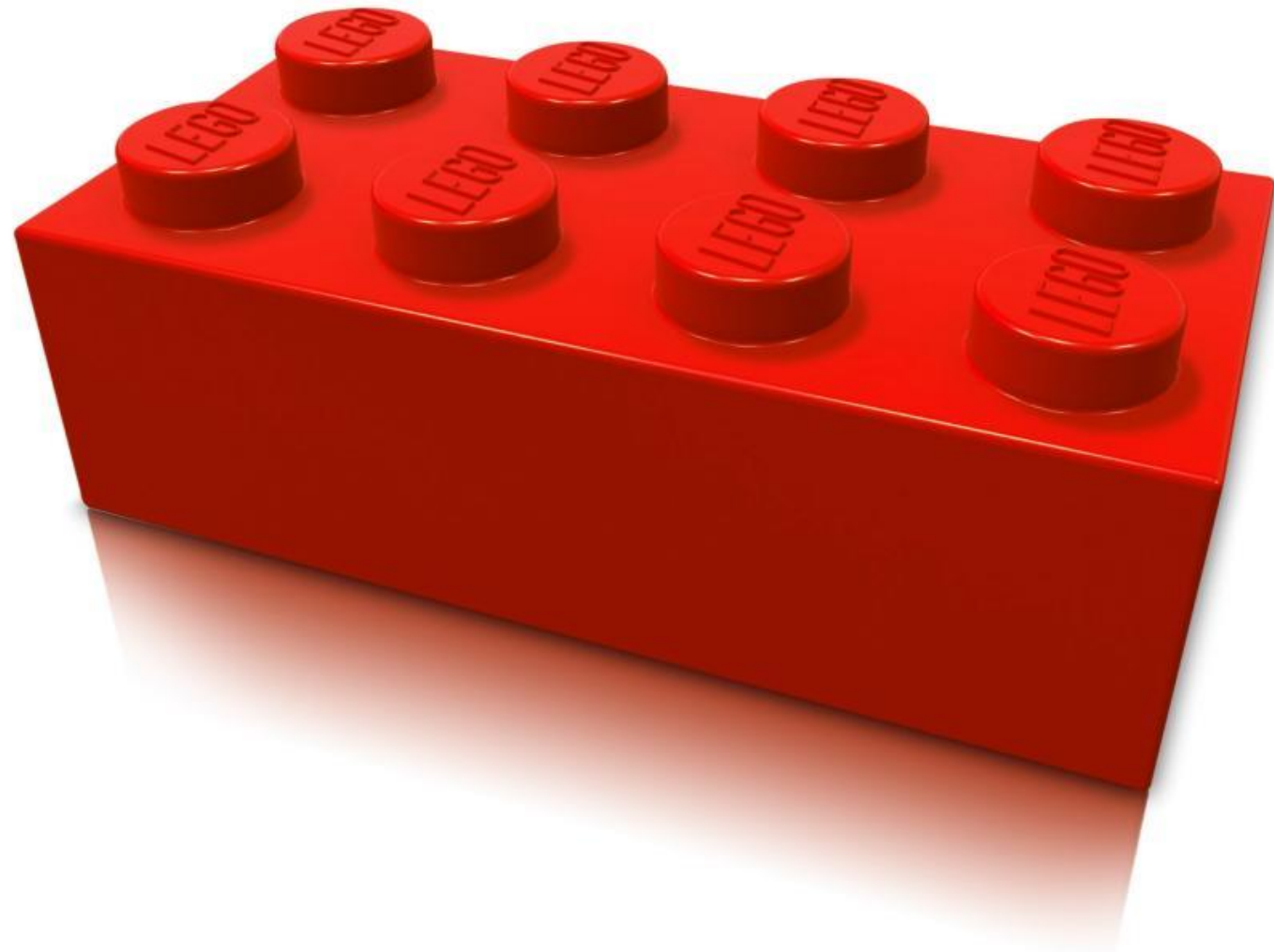
# Diplomatic Rebels

– Disrupting Large Organizations from Within

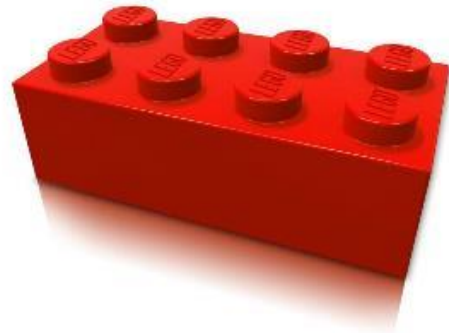


David Gram, Executive Advisor & Co-founder of Diplomatic Rebels™

Image by Samsoty



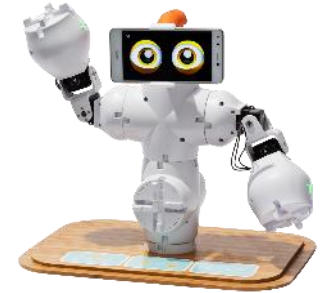
**Obviously LEGO,  
but never seen before.**




**+ ? = !**



Radical is **Normal**





A detailed LEGO Star Wars laboratory scene. In the center, a Yoda minifigure is suspended in a clear cylindrical bio-cube, wearing a white t-shirt that says "HOTH BRICKS I ❤️". To the left, a scientist minifigure with white hair and a lab coat is pouring green liquid from a flask. To the right, a patient minifigure with a beard and a blue tank top is seated in a medical chair, connected to various tubes. The background features a large circular hatch and various lab equipment.

Future Survival Depends on  
Ability to Explore and **Experiment**



...And Launch!  
So, what's the Problem?

Big Corps **Stop** Experimenting!  
(so do Adults)





**Kids** Experiment  
all the Time

When we forget this, we become **Rigid** and Stuck







# Need for *Intrapreneurial* Culture



A male lion with a large, golden-brown mane is lying in a savanna. The lion is looking towards the camera with a calm expression. The background is a clear blue sky. The lion's body is partially obscured by a semi-transparent white box containing text.

Developing **Empathy**  
for the Customers  
and the World...

# Identifying Opportunity Spaces to set Directions



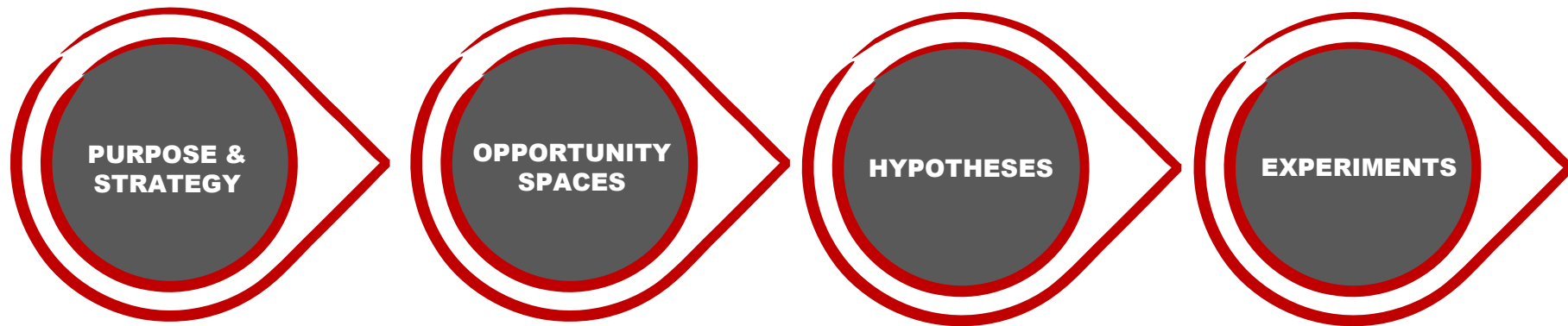


Digital Play



Education





# The Organization had to become **Ambidextrous**

LEVEL OF INNOVATION

Redefine

Reconfigure

Adjust

**LEGO VENTURES**

Agile

**INNOVATION TEAMS**

Agile Stage-Gate

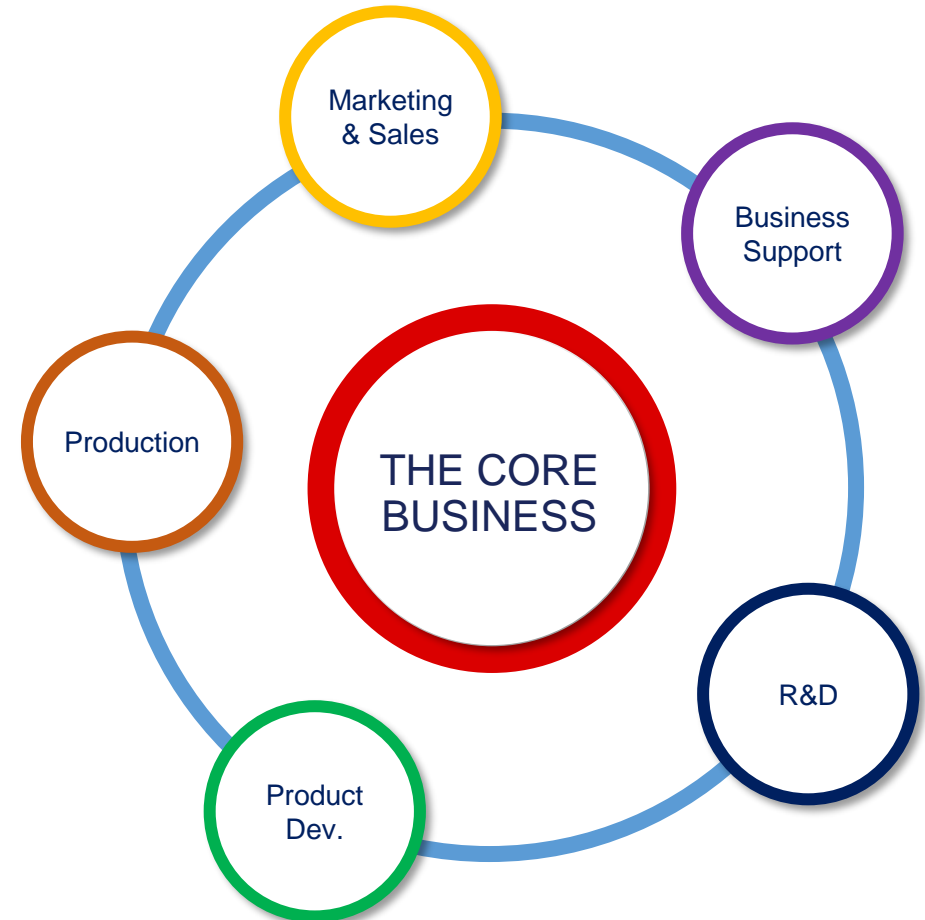
**THE BRICK BUSINESS**

Stage-Gate

LEVEL OF RISK / UNCERTAINTY



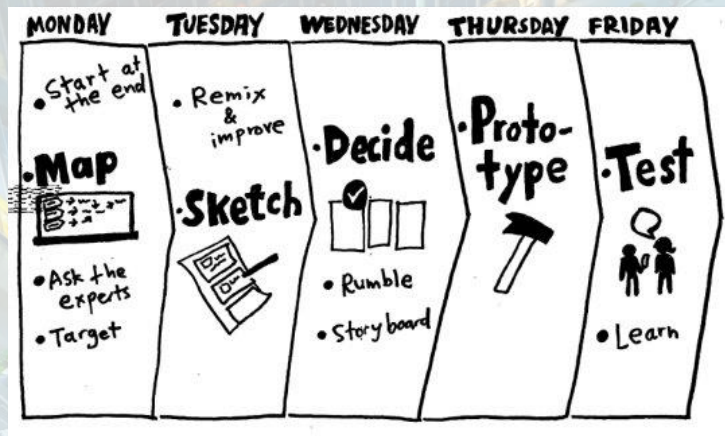
With Innovation  
**Capabilities** across the  
entire Value Chain



# Innovation Projects would run like **Lean** Startups



**Pretotype** Ideas  
for Fast Testing



Fast Learning through  
Multiple **Iterations**



Market **Validation**  
through Pilot Launches



# Measuring **Performance** like a Startup





Getting **Access** to  
Assets, Capabilities  
and Talent



Have an idea for a LEGO® set?



Share Your Idea



Gather Support



LEGO Review



New LEGO Product

Popular this week



4403 New Supporters

F7A Hornet

nosmigon  
Apr 27, 2014

**8292** | **222**  
SUPPORTERS | DAYS LEFT

104k 351 1k



1806 New Supporters

Star Citizen: Are...

ABSTRACT  
Sep 16, 2014

**1806** | **362**  
SUPPORTERS | DAYS LEFT

8k 58 246



1437 New Supporters

1969 Chevrolet...

brickdater  
Aug 29, 2014

**3752** | **344**  
SUPPORTERS | DAYS LEFT

46k 302 610



722 New Supporters

The Natural Hist...

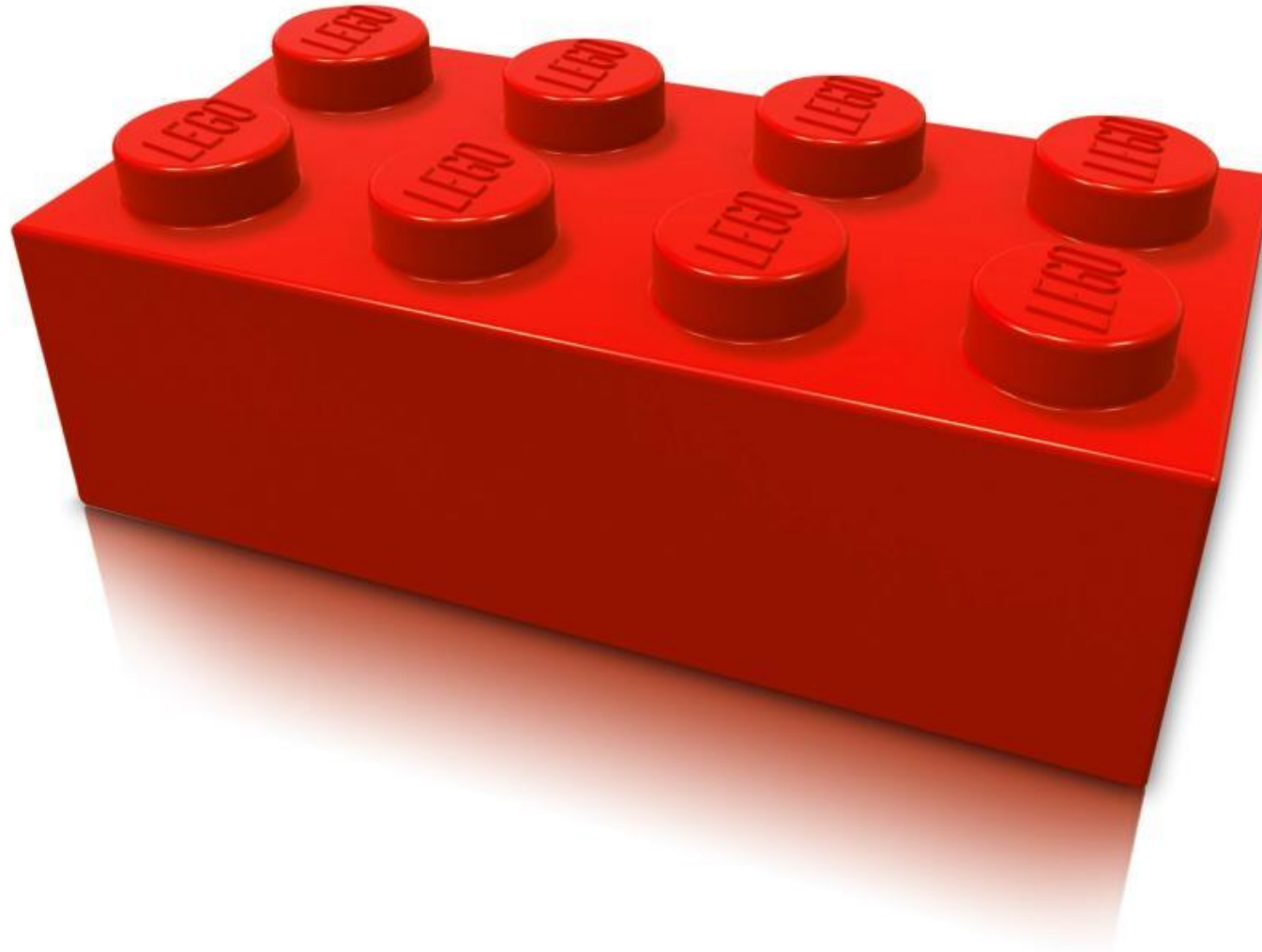
tjspencer1  
Aug 14, 2013

**7121** | **222**  
SUPPORTERS | DAYS LEFT

75k 397 1k



The Users become  
your **Marketers.**







# Becoming a **Platform** for Collaboration and Experimentation

But, How to cope with  
the **Resistance**?





A child in a teal shirt and dark pants is riding a scooter on a path of white wavy lines on asphalt. The lines curve and flow across the frame, creating a sense of movement and direction. The child is positioned in the upper left quadrant, facing away from the camera and moving towards the right. The background is a dark asphalt surface with the white lines curving away into the distance.

# The 5 Habits of High-**Impact** *Intrapreneurs*



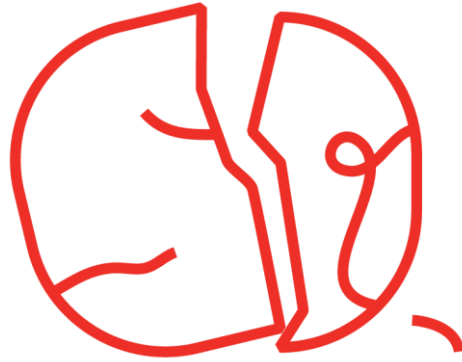


#1 People will hate your project. Accept it.

# #1 Manage the resistance.



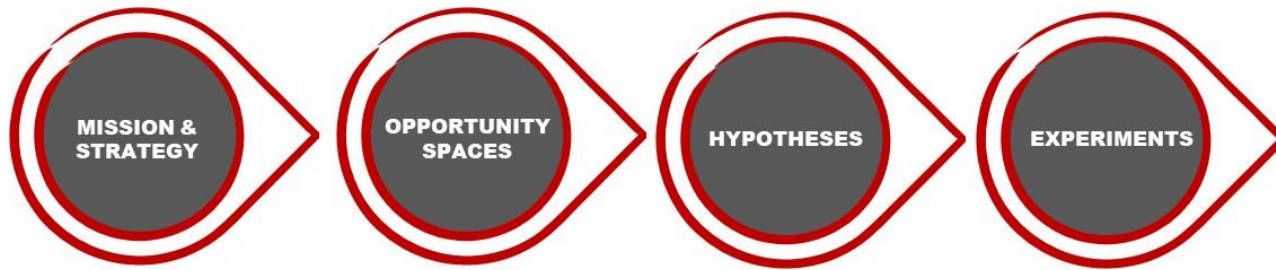
Establish a  
**Safe House**



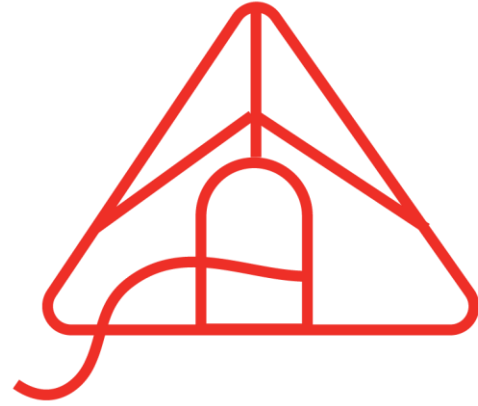
#2 Only break the rules you understand.



## #2 Master the rules.

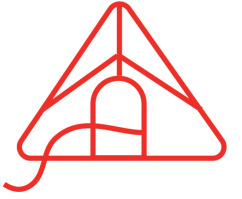


Link to Strategy  
and **Leverage** the  
System



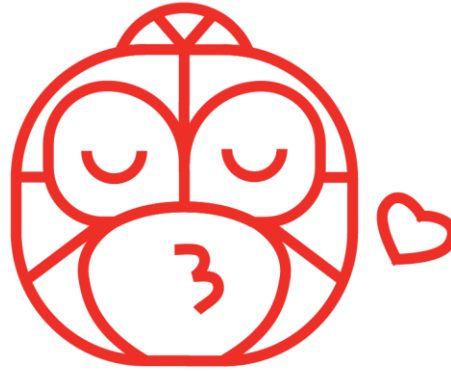
#3 Build a tribe.

## #3 Build a tribe.



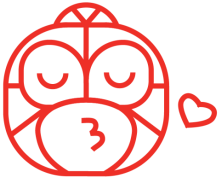
Give Back to the  
**Community** and  
Invite them In





#4 Write love letters. Lots of them.

## #4 Write love letters.



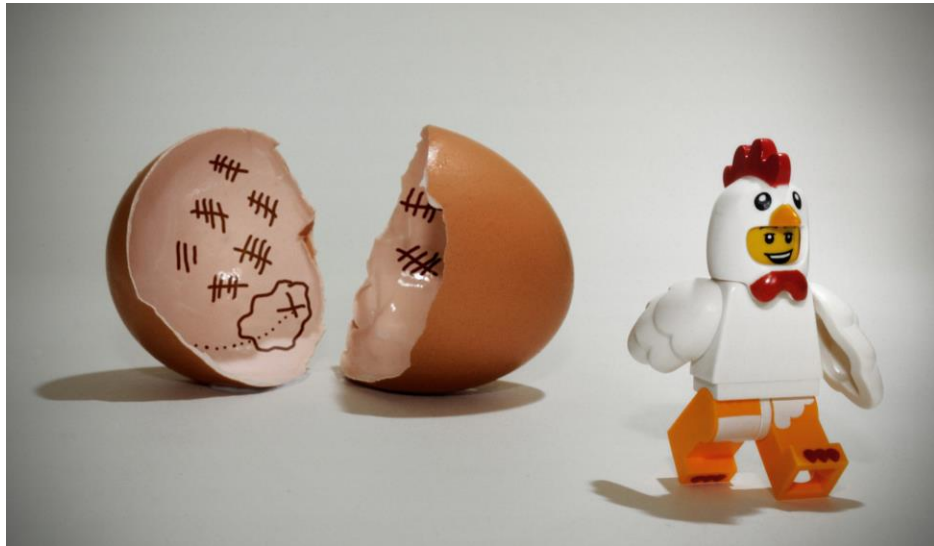
Tell the Story  
and Keep your  
Enemies **Close**



#5 Make people shine.



# #5 Make people shine.



**Celebrate** each  
Milestone

Balance the Spirit of  
the **Rebel** with the  
Skills of the **Diplomat**



Thank You!

**DiplomaticRebels.**

[www.diplomaticrebels.com](http://www.diplomaticrebels.com)

[david@diplomaticrebels.com](mailto:david@diplomaticrebels.com)

Questions?

