

AVERY DENNISON – MASTERCLASS CASE STUDY

Empowering And Unleashing Employee Innovation With Masterclass



What is a Masterclass?

A Masterclass is an immersive online experience, where participants learn from the industry's best experts.

Avery Dennison: Background

A global company with locations in over 50 countries, Avery Dennison employs approximately 36,000 people worldwide.

Avery Dennison is a materials science and manufacturing company specializing in the design and manufacture of a wide variety of labeling and functional materials that enhance branded packaging, carry or display information that connects the physical and the digital and improve customers' product performance.

Avery Dennison leads in serving a vast array of industries worldwide, including home and personal care, apparel, e-commerce, logistics, food and grocery, pharmaceuticals, and automotive.

Objective

Innovation within a well-run organization has always been a sure pathway to business success. With the recent disruptions brought about by the pandemic, innovation becomes crucial to staying afloat in today's highly competitive world.

A leader in material science, Avery Dennison thrives on a culture of innovation. The client requested a methodology that taps the imagination of employees and opens the organization to diverse possibilities by bringing in an expert's perspective. A Masterclass seemed the perfect fit!

Audience

To adapt and overcome the challenges of change, a program that fosters innovation in a fast-paced environment was designed for the LGM (Labelling & Graphic Material) Team, APAC with 300 participants.

Challenge

Engaging an audience of 300 virtually - all at once was a challenge. Hence, we recommended bringing in 2 experts to cover various facets of innovation.

Execution

FocusU recommended

Greg Orme:

To speak on building a culture of Innovation

Greg is an award-winning author, CEO, entrepreneur, and organizational change veteran who helps leaders thrive in a world of accelerating disruption through creative thinking, innovation, and entrepreneurial spirit.



Rajashree Rao:

To speak on driving Innovation for a sustainable world

Rajashree (Shree) is a globally acclaimed industry thought leader, visionary, advisor, principal consultant, and mentor in next-gen technologies – Artificial Intelligence (AI), Cloud Computing, Data Analytics, Robotics, Internet of Things (IoT), among many others.



Greg's session threw light on why some organizations are innovative and others aren't. He spoke about innovation mindsets and innovation strategies the teams could implement through different tools.

Shree sprinkled a unique perspective on how organizations can innovate while keeping the world and sustainability in check. She suggested the best practices that the organization can adopt while advancing in technology, busted myths, and also shared case studies where some organizations have succeeded in innovating for a sustainable world.

The client's initial interaction with both the Masterclass speakers instilled them with confidence in the success of this dual Masterclass program, even before it took place.

Impact

The Masterclass session was a massive success! The participants were thrilled and inspired by the interactive sessions delivered by Greg Orme and Rajashree Rao. The session was deemed valuable and garnered the praise of all 300 participants.

Testimonial

A heartwarming testimonial from Sachdev Singh, L&OD Manager, LGM, APAC says it all.

"I would like to express my sincere gratitude and appreciation for providing us with some of the best speakers we could have during the Innovation Master Class Series that took place last year."

Greg Orme who spoke about building a culture of Innovation was absolutely amazing in his delivery. He made his presence felt brilliantly and we also had some of our leaders appreciating him sharing how Innovation will engage with tech disruption to grow value in a world of constant disruption, discover 'great problems' to accelerate innovation, and experiment to learn, innovate and grow.

Rajashree Rao who spoke about Driving Innovation for a Sustainable World was equally amazing. Speaking about the types of Innovation and why reconstructing and restructuring the Innovation model helped a lot of us to understand its purpose of it. She was powerful, and vocal and shared some great case studies.

Overall, I would like to say thank you once again for all your assistance, and looking forward to many more collaborations.

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feel free to reach out to us through:

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