

AGLX PRESENTS

SANTA'S ICE INNOVATION®

A CHRISTMAS ODYSSEY

WRITTEN BY MEG CUMMINS & STEVE McCRONE
ILLUSTRATED BY MEG CUMMINS



SANTA IS STUCK IN A RUT. AFTER YEARS OF MAKING AND DISTRIBUTING TOYS, HE NOW FACES SOME SERIOUS STRATEGIC ISSUES.

FACING PRESSURE FROM HIS BOARD OF DIRECTORS, HE NEEDS TO COMPETE WITH eCOMMERCE GIANTS LIKE ALIBABA AND STEM THE RISING TIDE OF SCEPTICISM ABOUT HIS EXISTENCE IN HIS TARGET MARKET OF UNDER 12s.

SANTA KNOWS ONE THING FOR SURE...
HE NEEDS TO INNOVATE.

BASED ON INTERVIEWS WITH THE SENIOR LEADERSHIP TEAM (AKA SANTA), IT BECAME CLEAR THAT SEVERAL CORE ISSUES WERE EMERGING IN THE WORKSHOP.

A INCREASINGLY JADED CUSTOMER BASE



A HEIRARCHICAL & STAGNANT WORKFORCE

I'VE BEEN MAKING TOYS THIS WAY FOR 700 YEARS AND I'LL BE DAMNED IF SOME WHIPPERSNAPPER COMES IN AND TRIES TO TELL ME HOW TO DO MY JOB!



GEOGRAPHICAL & CLIMATE ISSUES



WE NEED TO INNOVATE!
THE OBVIOUS ANSWER IS TO
FIND AN INNOVATOR...

... GET ME
CHAD NEWMANN!



WIKIPEDIA THE FREE ENCYCLOPEDIA

SEARCH WIKIPEDIA SEARCH

CREATE ACCOUNT LOG IN

CHAD NEWMANN

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CHAD 'THE LAD' NEWMANN IS AN AMERICAN BUSINESSMAN, CONSULTANT AND PHILANDERER. HE IS BEST KNOWN FOR INVENTING THAT SCREEN THAT COMES UP WHEN YOU'RE ON A CALL AND THEN SOMEONE ELSE TRIES TO CALL YOU. HE LICENSED THE DESIGN TO **APPLE** AND RECEIVES ROYALTIES EVERY TIME SOMEONE ACCIDENTALLY HITS THE WRONG BUTTON. HIS NET WORTH IS ESTIMATED AT OVER \$10 BILLION.

SINCE 2020 HE HAS BEEN WORKING WITH THE TEAM THAT DEVELOPS THE NOISE DROHES MAKE. HE IS ALSO AN INVESTOR IN AI ART GENERATOR **TWELVEFINGERS.AI**.

LIFE AND CAREER

CHAD NEWMANN



BORN: CHADLEY VALANT
NEWSPERSON
MAY 2, 1987


ARRIVING IN HIS **XYBERTRUCK**, CHAD WAS COLD.

WHERE WERE THE HEATED SEAT CONTROLS?
WHY DON'T THEY INVENT A VEST WITH SLEEVES?



CHAD OFFERED THE GIFT OF LEADING EDGE THINKING.

WE ARE GOING TO **GROWTH HACK** THIS ORGANISATION BY **CROWD SOURCING** OUR **HOLISTIC APPROACH TO INNOVATIVE TRANSFORMATION**. WE NEED TO GROW AN **AMBITIOUS HOLOCRACY** IF WE WANT TO SURVIVE AND THRIVE!



HIS FIRST INITIATIVE: THE ROLLOUT OF WAREHOUSE ROBOTS



WE'LL BE IMPLEMENTING AN UNLIMITED LEAVE POLICY EFFECTIVE IMMEDIATELY. YOUR WELLBEING IS OUR TOP PRIORITY!!*

*AFTER CONTINUED PROFITABILITY

HIS SECOND INITIATIVE: A CONTROVERSIAL NEW BENEFITS PACKAGE

CHRISTMAS IS 6 WEEKS AWAY. IF ANY OF YOU TAKE LEAVE I'LL BURN YOUR HOUSES DOWN

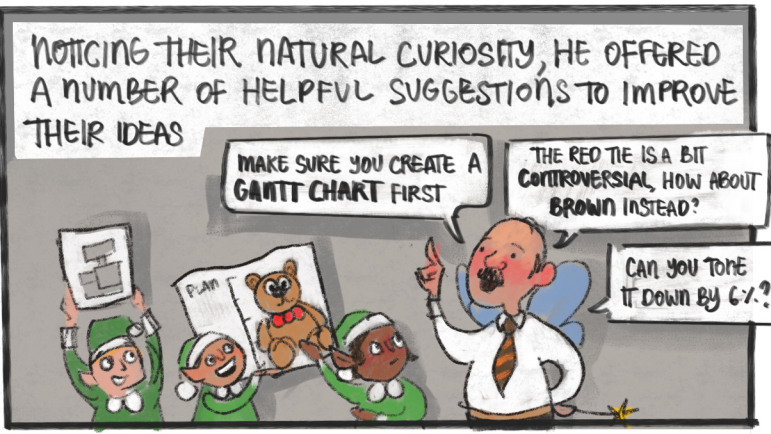
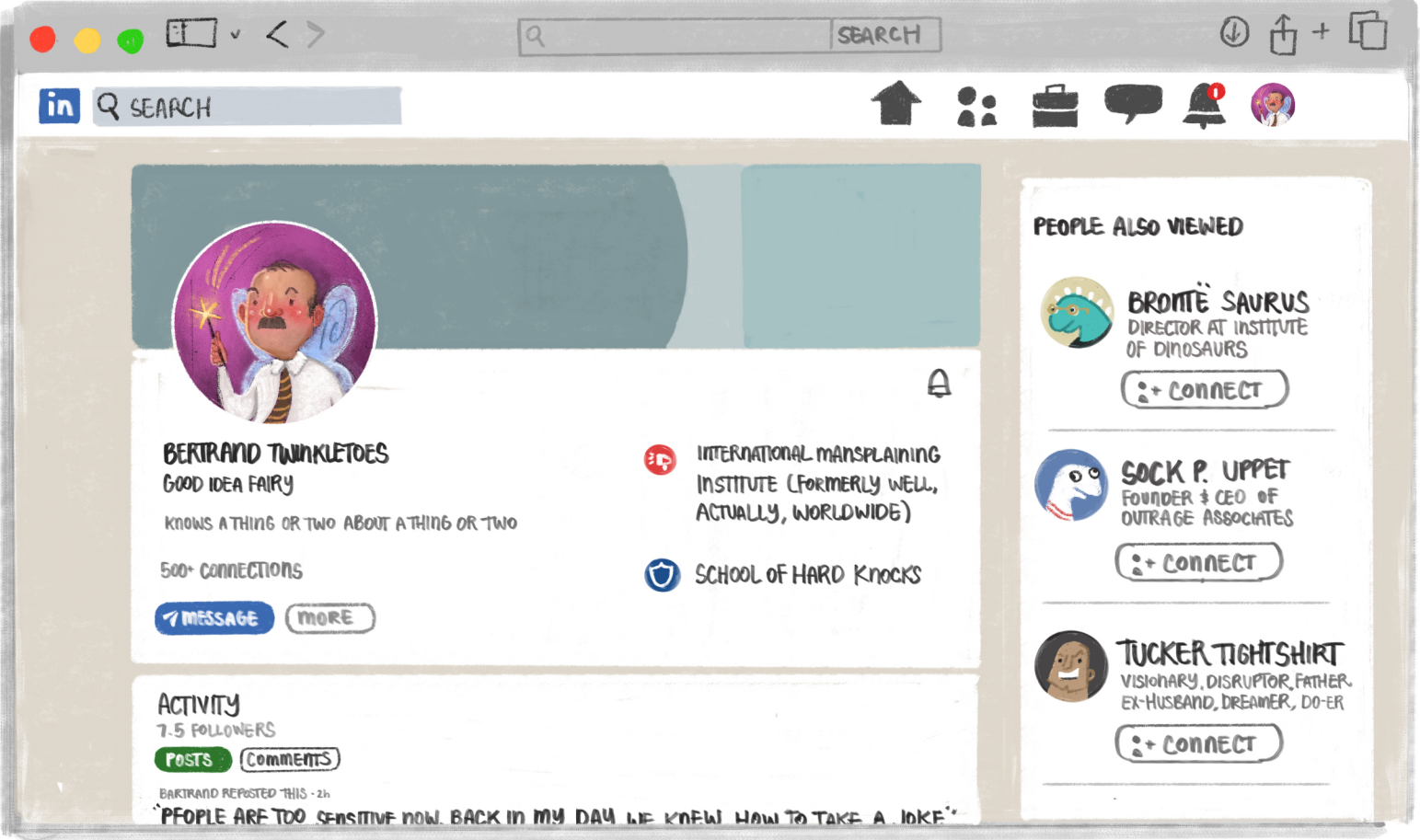
WHAT SHE SAID



THERE WAS NO THIRD INITIATIVE.

TURNS OUT CHAD IS JUST A LUCKY IDIOT. WHAT WE NEED IS A SAFE PAIR OF HANDS...





INNOVATION
RISING STAR AND HEAD OF OVER-ANALYSIS DIVISION TO SPEARHEAD TRANSFORMATION INITIATIVE IN SANTA'S WORKSHOP

BAGHAI PIONEERED THE ART OF DRAWING LINEAR METHODS AS CIRCLES, LEADS INDUSTRY IN USING GENERATIVE AI TO REINFORCE '80'S MANAGEMENT THEORY.

'I FEEL MODERATELY EXCITED ABOUT THIS PROJECT'
- INTERVIEW WITH ANISHA BAGHAI

UNPRECEDENTED CHALLENGES: SANTA'S UPHILL BATTLE IN MODERNISING PRODUCTION FACILITIES



NORTH POLE
McCLUSKEY'S CONSULTANT ANISHA BAGHAI WINS MAJOR INNOVATION TENDER FOR CLAUS HOLDINGS

EDITOR'S PICKS
BUSINESSMAN CHAD NEWMANN ARRESTED FOR INSIDER TRADING

OUR BUSINESS
ANALYST ASKS 'WHY DO ALL DRONES SOUND THE SAME?'

AI ART - IS IT STEALING IF YOU REALLY WISH YOU'D MADE IT YOURSELF? - OUR INVESTIGATION

FEEDBACK

ANISHA ARRIVED IN A BLACK MINIVAN LARGE ENOUGH FOR HER TEAM OF NEW GRADS. HER TEAM OF DEDICATED PROFESSIONALS WERE EXPERTS IN BENCHMARKING AND POWERPOINT PRESENTATIONS. NDAs IN HAND, THEY WERE READY TO GET TO WORK.



ANISHA OFFERED THE GIFT OF ANALYSIS.


ANISHA STARTED OFF WITH A BANG
"SO YOU CAN SEE MY 42 POINT SPHERICAL-LINEAR INNOVATION MODEL IS GOING TO REVOLUTIONISE PRODUCTION!"



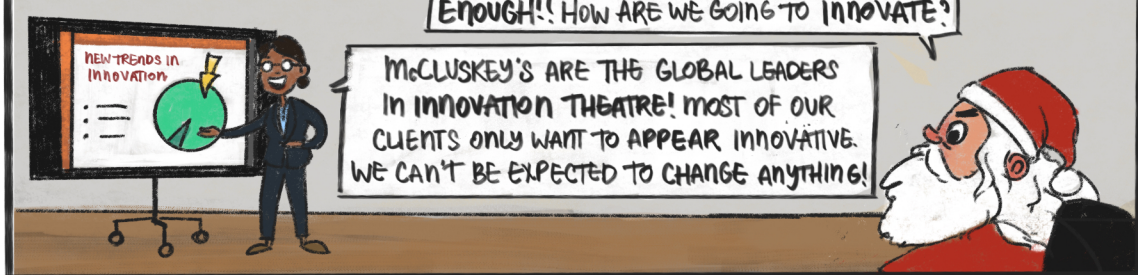
THE GROWING ARMY OF CONSULTANTS WAS EXTREMELY THOROUGH.
"SEEMS LIKE ELF CUTENESS DECREASED 2.6% THIS QUARTER"



ANISHA SEEMED TO VANISH ENTIRELY.
"NOT NOW MA'AM! I'M BENCHMARKING"
"WE HAVE SOME IDEAS!"
"WHERE'D SHE GO?"



ON DAY 147 ANISHA REAPPEARED WITH A POWERPOINT PRESENTATION FOR SANTA. ON THE 312th SLIDE SANTA FINALLY CRACKED.
"ENOUGH!! HOW ARE WE GOING TO INNOVATE?"
"McCLUSKEY'S ARE THE GLOBAL LEADERS IN INNOVATION THEATRE! MOST OF OUR CLIENTS ONLY WANT TO APPEAR INNOVATIVE. WE CAN'T BE EXPECTED TO CHANGE ANYTHING!"



SANTA, ANISHA JUST SENT THROUGH HER INVOICE



SANTA, WHY DON'T WE TRY ICE INNOVATION?
WE HAVE ALL THE RIGHT STUFF ALREADY!
IMMENSE INFORMATION GATHERING CAPABILITY.
A WORKFORCE OF NATURALLY CURIOUS ELVES.
PRODUCTION FACILITIES & THE ABILITY TO EXECUTE.



HMM... SO WE JUST NEED
TO CREATE THE CONDITIONS
FOR INNOVATION TO EMERGE?
OK... GET ME AGLX!

AN INNOVATION GROUP IS FORMED SO
THAT ANY ELF WITH IDEAS CAN CONTRIBUTE



DIVERSITY OF PERSPECTIVE IS ENCOURAGED

THE ELVES FORM SMALL TEAMS, AND
WORK WITH AGLX TO DECIDE WHERE
TO FOCUS THEIR EFFORTS.



MAYBE KIDS DON'T NEED
TO BELIEVE. MAYBE THEY
JUST NEED TO PRETEND,
SO THAT THEY STILL GET
PRESENTS FROM SANTA...

OUR LOCATION IS
A LOGISTICAL
NIGHTMARE

SOCIAL MEDIA IS
KILLING US. HOW
DO WE MAKE IT
WORK FOR US?

SOME KEY CHALLENGES EMERGE

THE ELVES START FINDING SAFE
WAYS TO TEST OUT THEIR IDEAS

OK. DESTROYING THE
INTERNET IS TOO BIG...

...MAYBE A SOCIAL
MEDIA CAMPAIGN



CREATING CONNECTIONS BETWEEN
THE ELVES IN THE WORKSHOP
ALLOWS NEW IDEAS AND NEW
WAYS OF THINKING AND WORKING
TO EMERGE.



HUH... WE NEVER
WOULD'VE THOUGHT
OF THAT IN R&D

SEVERAL NEW INITIATIVES GROW
FROM THESE CONNECTIONS.

OK SOO... THE
ONES THAT WORK,
WE SCALE UP!

THE ONES
THAT DON'T...
SHUT IT DOWN!

AN APPRENTICESHIP SCHEME
IS ESTABLISHED

PRETTY GOOD FOR A
YOUNG WHIPPERSNAPPER
I GUESS



THE WORKSHOP EMBRACES
SOCIAL MEDIA



PROMOTIONAL VISITS ARE ARRANGED
FOR INFLUENCERS



NEW STANDARDS ARE ESTABLISHED
FOR SANTA'S REPS IN MALLS.



OVER TIME, INNOVATION BECOMES A NATURAL RESULT OF THIS NEW WAY OF WORKING.
THE WORKSHOP BECOMES MORE ADAPTIVE, GOOD IDEAS FLOW FREELY ...

... AND SANTA FINDS HE HAS A LITTLE MORE FREE TIME.

