

FACTOR127

Empower The Pioneers



Dyson Decoded: A Journey to Repeat Disruptions

Discover the Secrets Behind Dyson's Success:
A Talk with Ran Merkazy

Dyson is known for its innovative approach, constantly pushing boundaries in product categories and disrupting the consumer electronics industry. With revenue of \$7.3 billion per year and over 13,000 employees, Dyson's stands out as a leader in cutting-edge design and technology.

Ran Merkazy has been a part of Dyson's success story, having led innovation and design efforts at the company, as well as at Samsung, Speedo, Lloyd's Register, and his own startups.

In this talk, Ran will share his unique perspective on the methodologies that have driven Dyson's continued success.



Don't miss this chance to gain valuable insights from Ran Merkazy and discover how you can create disruptive value and make a remarkable difference in your own organisation.

dyson



SAMSUNG

speedo



This talk is ideal for product managers, marketers, designers, engineers, team leaders, and executives who are looking to innovate and stand out from the competition. You'll leave with a practical understanding of the strategies and methodologies behind Dyson's success, and be equipped with real-world examples to apply to your own organisation.

The topics covered in this enlightening talk include:

- Design and Technology: Crafting Disruptive Value
- Marketing: Making Products Remarkable
- Organisational Design: Transformation Infrastructure

Key methodologies and frameworks that will be discussed include:

- Pioneer Value Model
- Relevance vs. Differentiation Model
- Organisational Models for Systemic Innovation Creation
- SITAR™ strategy storytelling model (high level only, separate talk covers this in depth).



Length of talk - 1.5 hrs (including time for discussion)

Venue - Frontal / Online (venue can be arranged for added charge)

AV needs - Presentation device (projector/large screen) / Over 30 participants require microphone