

# Challenging assumptions

Reckitt Benckiser (RB)

## Background

RB is a global force in household, health and personal care. RB's entrepreneurial and creative people help drive sales in over 180 countries, with leading edge manufacturing and logistics in over 60 countries. Its 17 Powerbrands (e.g. Finish, Air Wick, Nurofen, Strepsils, Veet, Lysol) operate in high growth categories and contribute over 70% of growth. Innovations launched in the last 3 years generate around 40% net revenue. Since 2004, RB has outperformed its peers in top and bottom line growth, with sales that have more than doubled in 10 years and market capitalisation quadrupling.

RB is a member of the H-I Innovation Network and believes in the value of gaining new stimulus and insights for its innovation to continue driving growth.

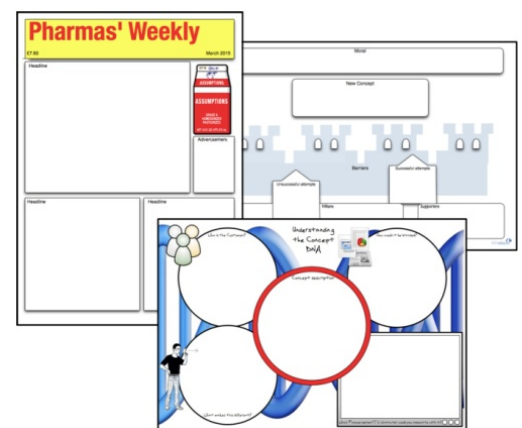
## Objectives

The objective of RB's tailored programme was to use H-I's experience and methods to build a toolset aimed at helping individuals and groups within R&D and Marketing, and to challenge assumptions that can block new product and service development. RB wished to remove the self-limiting beliefs that many organisations suffer from and which can hinder a great idea from creating value for the company.

## Approach

The H-I Network tailored programme followed a proven approach:

- identify the key issues
- create insights and connections for RB as part of the programme definition
- develop material with the RB team
- bring insights and suggested speakers to the programme
- refine proven tools that H-I have used to suit the RB challenge
- facilitate at a major conference with over 120 RB executives using the toolset and creative feedback techniques
- follow-up on lessons and insights learnt to further embed the change culture and deliver value.



## Results

The new toolset is now being used in several parts of the business to support new product development and growth at RB.

*"H-I helped us to define, realise and deliver a high quality and tangible toolset which was well received and further adopted across a broad audience, and within a tight timeline."*

Vicky Burkitt, R&D Director, New Technologies Group, RB



H-I Network

Full details of networks, programmes and contact information can be found at [www.h-i.com](http://www.h-i.com)

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