



# GENERAL ELECTRIC

TASK: Inside GE, Menlo is a place, training method and cultural philosophy, simultaneously. In 90 seconds, conversationally explain this quirky anomaly - and convey the value to potential clients.

TARGET: 90 SECONDS

## WHAT IS MENLO?

Big ideas often start in the smallest of places.

A new path explored.

Two perspectives converging.

A good imagination and a pile of junk.

And when teams come together to look for sparks of hidden insight in these unusual places, real innovation comes to light.

We call that Menlo. And it's the journey that leads to big ideas and breakthroughs at GE.

Teams that travel through Menlo throw out the spreadsheets and laptops, emails and the processes that populate their daily lives.

And instead, explore the same problem solving approaches that have produced the world's greatest design innovations...

Discover how new directions can overcome barriers and challenges...

And embrace a team genius that can create breakthroughs time and time again.

It's a curious journey where toys become tools, customers provide radical insight, and stumbling blocks transform into incredible discoveries. Ideas, in their most organic forms, are prototyped and tested until the perfect combination clicks. And that's truly imagination at work.

From right inside GE Healthcare's Global Design, we've helped teams investigate, explore and uncover incredible business solutions for almost 10 years. So, the next time you're looking for a big idea, let us help your team illuminate answers you never thought possible.

Behind every great success story, there's a journey.  
Where will Menlo lead you?