

# Lisa Hendrickson

## Innovation Strategist & Visionary

Please contact a GDA agent for information.

### Topics

- CEO
- Change Management / Organizational Change
- Influence
- Innovation / Creativity
- IT

### About Lisa Hendrickson

Lisa Hendrickson is an innovative strategist, thought leader, and a purposeful disruptor. Her human-centric approach to corporate strategies is based in on a simple idea: that impactful concepts and technologies are successfully designed and implemented when they are aligned with what people aspire to. This elevates the human experience and redesigns value creation. This is the thread that ties together her work.

As COO of HCC, an innovative luxury interiors brand, she devised the strategy that vaulted the company to becoming one of the fastest growing companies in America while pioneering a triple bottom line strategy now standard in sustainable companies. Under her leadership, the company grew to become a luxury market leader garnering an ICIC 100 award for growth and innovation in 2009.

Prior, she was a Director of Strategy at Scient, the iconic San Francisco dotcom consultancy. At Scient, she was one of eight brought on to launch its organizational adaptation practice designed to help companies strategize and implement new internet-enabled products and services.

Her latest endeavor, Spark City provides strategic consulting services. Her dynamic approach brings growth and profitability to companies by creating brand, customer, pricing and product strategies, methodologies, products and programs that drive profitable sales and builds business value. She is known for her simple elegant solutions that address complex business problems.

Some career highlights include:

- COO of the 43rd fastest growing inner city company in America
- Inc Magazine Video Playbook Series of 14 Videos for the Entrepreneur
- Inc 500, and GrowCo Conference Featured Speaker
- CEO Forum Training at Harvard Business School with Michael Porter
- Corporate grant recipient from The Clinton Foundation
- Judge and Panelist for Goldman Sach's Institute for Entrepreneurial Thinking
- Guest lecturer at Fordham University, SUNY's FIT, The Pratt Institute and CW Post

### Select Keynotes

#### • Big Ideas, Small Magic and the People Who Wear the Glass Slipper

What if there was an underlying formula essential to successful entrepreneurs that is in plain sight but mostly unseen? What happens when a big idea collides with personal drive? What are the consequences of choosing to think differently in a culture shifting between fully realized individuality and risk adversity? In *Big Idea, Small Magic and the People Who Wear the Glass Slipper*, Lisa Hendrickson explores the four internal drivers of entrepreneurs and the business, environmental and social forces hurling us all into widespread technological, environmental and social change. Originally delivered as a TEDx Talk, this expanded version delves into the concepts of the "Entrepreneur's Ethos" and how companies can develop Intrapreneurs to capture the opportunities afford by of the innovation and disruption cycles quickening business transformation.

#### • HCC and the Virtuous Circle: Adventures in Sustainability and Lessons Learned Being One of the First

Today's empowered consumer is driving business to "open the kimono" with demands of transparency, social good and sustainably produced products. Purpose-driven entrepreneurs are designing companies that are bringing environmental and social issues to the forefront of business



satisfying the public's quest for purchasing products that are in alignment with their values while legacy companies scramble to upgrade their supply chains. In *HCC and the Virtuous Circle* Lisa Hendrickson deconstructs the pioneering luxury interiors sustainable manufacturing company she and her husband started in 2003 in NYC and grew into one of the fastest growing inner-city companies in America receiving a coveted ICIC 100 award for growth and innovation from Michael Porter (Harvard Business School and founder of the ICIC organization) and how other companies can use these elements in creating their own pathway to sustainability.

- **Web Experiences in Real Life: The Move to Convergence**

Web culture was a fringe culture in the 1990's whose ideas included open source collaboration, using technology as a means to leveling the playing field and as Martin Seligman said "subverting the predominant paradigm." Now it is the prevalent driver in today's consumer-focused marketplace. The breakneck speed of innovation and disruption is often confronting and sometimes confounding for retailers who had lengthy planning and buying cycles and product companies whose R&D processes didn't include the idea of minimally viable product. In *Web Experiences in Real Life: A Move to Convergence*, Lisa Hendrickson shows consumer-focused companies how these web-enabled forces are effecting customer expectations, while introducing ideas about the new kinds of teams that these companies need to make the shift in the experience driven economy.

White Paper Available: The New Physicality of Customer Experience: Web Customer Centricity Overflowing in Real Spaces.

## **Select Book Titles**

- **2019:** Boom! Deciphering Innovation: How Disruption Drives Companies to Transform or Die

## **Select Articles**

- [Failure Not An Option? How to Make Company Pivots and Organizational Changes Stick.](#)

Even great strategy fails. Armchair quarterbacking tells us all the reasons why it didn't work. Still, even with all that second guessing, is there a better way? According to Gallup, 70% of change initiatives fail. I'm sure that any of you who are going through company pivots or digital transformations don't find this statistic surprising-- it can actually be terrifying.