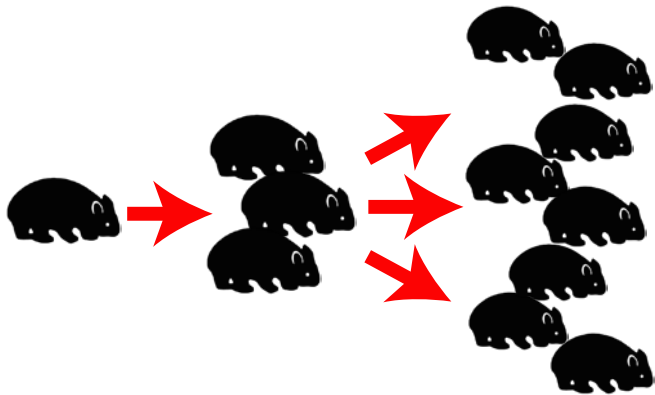


'THE AUSTRALIAN SOLUTION'

WOMBAT INNOVATION

*CREATING VERY CLEVER IDEAS
THAT PEOPLE TALK ABOUT!*



**MICHAEL
HEWITT-GLEESON**

**BEST-SELLING AUTHOR OF
*NEWSSELL AND WOMBAT SELLING***

ISBN 9780978319408

ON WOMBAT INNOVATION...

DR GEORGE GALLUP, INVENTOR OF MARKET RESEARCH
THE GALLUP POLL.

*'NEWSSELL IS THE FIRST NEW STRATEGY FOR SELLING IN
50 YEARS. YOU HAVE PRESENTED A NEW APPROACH
TO A VERY OLD SUBJECT WITH PROOF THAT YOUR
IDEAS DO WORK.'*

EDWARD DE BONO, AUTHOR OF LATERAL THINKING
*'MICHAEL'S NEWSSELL IS A POWERFUL APPROACH TO
AN IMPORTANT AREA.'*

JACK WELCH, FORMER CEO OF GE.
'MICHAEL, YOU ARE A FRIEND OF OUR COMPANY.'

SCOTT WILSON, CEO OF ISELECT.
*'WOMBAT SELLING HAS NOW BECOME OUR CORPORATE
MISSION.'*

SIR NINIAN STEPHEN AK, FORMER GOVERNOR-
GENERAL OF AUSTRALIA.
*'YOU HAVE JUST GIVEN THE BEST KEYNOTE
ADDRESS I HAVE EVER HEARD.'*

IBM AUSTRALIA.
*'WE WERE MOST IMPRESSED FROM OUR IBM EUROPE
COLLEAGUES WHO WITNESSED YOUR PRESENTATION ON
NEWSSELL IN MONTE CARLO IN MAY.'*

ON WOMBAT INNOVATION...

SIR GUS NOSSAL AC FRS, CHAIRMAN OF THE GATES FOUNDATION DISCOVERY EXPERT GROUP.

'WONDERFULLY CLEAR CONTRIBUTION. THIS FURTHER ITERATION OF THE WOMBAT NOTION ENRICHES THE CONCEPT. AND IT'S SO IMPORTANT THAT NOT JUST THE POLITICIANS TALK ABOUT INNOVATION! KEEP UP THE GOOD WORK.'

MARIA DEVESON-CRABBE, TELSTRA BUSINESS WOMAN - COMMUNITY AND GOVERNMENT, 2014.

'BLOODY BRILLIANT!'

PROFESSOR GERMAN SPANGENBERG, EXECUTIVE DIRECTOR OF AGRIBIO VICTORIA.

'BRILLIANT - LIKE ALWAYS! GREATLY ENJOYED THE READ. WILL WOMBAT IT.'

JASON CROMBIE, EDITOR IN CHIEF, MONSTER CHILDREN.

'LOVE IT. I LIKE THAT IT'S QUICK AND EASY TO READ, AND THE INFORMATION IS EASY TO DIGEST. MAKES ME WANT TO FIND OUT MORE ABOUT WOMBAT AND X10.'

ROSS CAMPBELL, PRINCIPAL RCA CRISIS MANAGEMENT.

'SLAMDUNK! WHAT GOOD TIMING FOR THIS. A GREAT READ AND VERY RELEVANT VALUES FOR THE CURRENT MARKET - WHO ARE CONFUSED AND CONCERNED.'

INTRODUCTION

I INVENTED THE
IPHONEBOOK BECAUSE I
NOW SPEND SO MUCH TIME
LOOKING AT THE SCREEN
OF MY IPHONE ... AND
PROBABLY SO DO YOU.

THIS IS A PRINT VERSION OF THE IPHONEBOOK.
MORE IPHONEBOOKS CAN BE DOWNLOADED HERE:
[HTTP://TINYURL.COM/JGXHXP6](http://tinyurl.com/jgxhxp6)

THE MAIN DESIGN
FEATURES OF THE
IPHONEBOOK ARE
CONVENIENCE
AND *ACCESS*.

THESE BOOKS
ARE EASY TO READ
AND EASY TO LOAN.

MY IPHONEBOOKS ARE
CONVENIENT BECAUSE
THEY'RE MUCH SHORTER
BOOKS WITH LESS WORDS
PER PAGE AND SO
THEY ARE A QUICK READ
ON YOUR IPHONE SCREEN.

THEY'RE EASY TO LOAN
AND PASS ON BY EMAIL
TO FAMILY, FRIENDS
AND COLLEAGUES.

THEY ALSO HAVE THE
VIRTUE OF BEING FREE!

PART ONE

**THE CRISIS
AND
THE OPPORTUNITY**

COPYRIGHT © MICHAEL HEWITT-GLEESON 2016

P A G E O N E

AUSTRALIA
CURRENTLY HAS AN
EMPLOYEE ENGAGEMENT
CRISIS WITH
SERIOUS CONSEQUENCES
FOR THE FUTURE ECONOMY.

P A G E T W O

LESS THAN ONE QUARTER
(*24%) OF EMPLOYEES IN
AUSTRALIA ARE ENGAGED.

(*GALLUP: STATE OF THE
GLOBAL WORKPLACE 2013)

*ACCORDING TO GALLUP TRACKING, 24% OF
EMPLOYEES IN AUSTRALIA ARE ENGAGED—
MEANING INVOLVED, ENTHUSIASTIC ABOUT
AND INNOVATING IN THEIR WORK AND THEIR
WORKPLACE.

P A G E T H R E E

THIS NATIONAL FIGURE HAS
HARDLY CHANGED AT ALL
IN THE LAST DECADE.

SO WHY IS THIS A CRISIS?

BECAUSE OF THE SHADOW
OF THE FUTURE.

P A G E F O U R

CURRENTLY, THE WORLD'S
*GDP IS US\$60 TRILLION.

(*THE TOTAL OF ALL THE
COUNTRIES OF THE WORLD'S
PRODUCTS AND SERVICES
FOR THE YEAR)

P A G E F I V E

IN 30 YEARS,
BY AROUND 2050,
THIS WILL GROW
TO AN ESTIMATED
US\$200 TRILLION.

THIS WILL BE THE
MOST EXCITING TIME FOR
INNOVATION AND GROWTH
IN ALL OF HUMAN HISTORY.

P A G E S I X

THE NEXT 30 YEARS WILL
YIELD **US\$140 TRILLION**
IN NEW CUSTOMERS
-- GLOBALLY!

P A G E S E V E N

SO, THE SHADOW OF THE
FUTURE MEANS THIS ...

WHICH COUNTRIES WILL BE
THE ONES TO WIN
THE LION'S SHARE
OF THIS GROWTH?

P A G E E I G H T

WHICH ENTERPRISES WILL
BE THE FIRST
TO GET THESE
BRAND NEW CUSTOMERS?

P A G E N I N E

WHICH PRODUCTS AND
SERVICES WILL BE
IN MOST DEMAND BY
THIS COMING TSUNAMI OF
CUSTOMERS?

THE SHADOW OF THE
FUTURE MEANS THAT THE
COUNTRIES THAT WIN THE
LION'S SHARE OF THIS
GROWTH WILL BE THOSE
COUNTRIES THAT DOUBLE
THE NUMBER OF THEIR
ENGAGED EMPLOYEES.

P A G E E L E V E N

THOSE WINNING
ENTERPRISES FIRST
TO GET THESE BRAND
NEW CUSTOMERS WILL BE
THE ONES WHOSE CEOs
HAVE DOUBLED THE
NUMBER OF THEIR
ENGAGED EMPLOYEES.

P A G E T W E L V E

THOSE PRODUCTS AND
SERVICES WHICH WILL BE
IN BIG DEMAND BY THIS
NEXT BOOM
OF CUSTOMERS WILL BE
THOSE CLEVER IDEAS
CREATED BY THE MOST
ENGAGED EMPLOYEES,
THE MOST INNOVATIVE
EMPLOYEES, AND THE
MOST ENTREPRENEURIAL.

P A G E T H I R T E E N

T H E R E I S S I M P L Y
N O O T H E R W A Y !

P A G E F O U R T E E N

THERE ARE TRILLIONS OF
DOLLARS WAITING TO BE
WON AND THE TIME
TO GET READY

IS NOW.

P A G E F I F T E E N

THE COMING RACE FOR
US\$140 TRILLION
IN NEW CUSTOMERS IS
BOTH THE CRISIS AND
THE OPPORTUNITY.

WHERE IS AUSTRALIA
GOING TO FINISH
IN THIS RACE?

P A G E S I X T E E N

IT ALL DEPENDS ON
HOW WELL AUSTRALIA
MANAGES THE STRATEGIC
LINKS BETWEEN
EMPLOYEE ENGAGEMENT,
INNOVATION AND
CUSTOMER ENGAGEMENT.



CREATING A CULTURE OF
INNOVATION AND
ENGAGEMENT REQUIRES MORE
THAN COMPLETING
AN ANNUAL EMPLOYEE
SURVEY AND THEN
HOPING MANAGERS LEARN
SOMETHING FROM THE
SURVEY RESULTS THAT
WILL SUDDENLY CHANGE
THEIR DAILY BEHAVIOR.

IT REQUIRES CEOs AND
LEADERS TO KEEP
EMPLOYEE ENGAGEMENT
TOP OF MIND BECAUSE
EVERY DAILY INTERACTION
WITH EMPLOYEES HAS AN
IMPACT ON THEIR
ENGAGEMENT, ON THEIR
INNOVATION
PERFORMANCE AND ON THE
ENGAGEMENT OF
THEIR CUSTOMERS.

PAGE NINETEEN

PART TWO

THE AUSTRALIAN SOLUTION

P A G E T W E N T Y

WHAT IS WOMBAT
INNOVATION?

P A G E T W E N T Y - O N E

*WOMBAT INNOVATION
IS THE CREATION OF
VERY CLEVER IDEAS
THAT PEOPLE TALK
ABOUT.*

P A G E T W E N T Y - T W O

THE INNOVATION PART IS
NOT JUST THE CREATION
OF NEW IDEAS BUT THE
CREATION OF
VERY CLEVER IDEAS.

PAGE TWENTY-THREE

AND,
THE WOMBAT PART IS
THAT PEOPLE MUST
TALK AND TALK AND TALK
ABOUT IT.

P A G E T W E N T Y - F O U R

WOMBAT INNOVATION IS
ALL ABOUT THE CREATION
OF
CLEVER NEW PRODUCTS
AND SERVICES
THAT PEOPLE WANT TO
BUY AND THEN THEY
WANT
TO TELL THEIR FRIENDS
TO BUY, TOO.

PAGE TWENTY-FIVE

WHAT IS A **WOMBAT**?

PAGE TWENTY-SIX

A **WOMBAT** IS A
SATISFIED CUSTOMER
WHO REPLICATES
ANOTHER SATISFIED
CUSTOMER.

WOM = WORD OF MOUTH
BAT = BUY AND TELL

PAGE TWENTY-SEVEN

I FIRST WROTE ABOUT
WOMBATS IN MY BOOK
WOMBAT SELLING:
HOW TO SELL
BY WORD OF MOUTH

"The first new strategy in selling for 50 years!"
GEORGE GALLUP

For decades salespeople have been urged by their managers that they must "close the sale", but this "old school" strategy, which has its roots in 19th-century America, has done more damage to the selling profession, and to national company profits, than almost anything else.

To really succeed in selling you need *new*! You need to be good at creating *WOMBATS*. A *WOMBAT* is a satisfied customer who motivates another satisfied customer. (*WOMBAT* = Word of Mouth Buy And Tell.)

WOMBAT SELLING debunks the age-old myth that the salesperson closes the sale and provides a superior sales and marketing strategy that is based on lateral thinking. It is a customer-focused alternative that delivers proven results, logical, scientific, and easy to follow. *WOMBAT SELLING* will help empower your sales force, reward your customers and dramatically increase your profitability.

"Michael, you are a friend of our company!"
JACK WELCH



For over twenty years, Michael Hewitt-Gleeson's sales and marketing strategies have been successfully implemented by companies such as IBM, General Electric, Coca-Cola, Amway, Talcott and IBM Bank. He is the bestselling author of *Newsell* and *Software for Your Mouth*.

PRINCIPAL CONSULTING SERVICES
Your sales and marketing strategies implemented.
www.mhewitt.com/teaching



000000 174066 4280

WOMBAT SELLING



MICHAEL
HEWITT-GLEESON

Teach
It

"Michael has a powerful approach to an important area!"
EDWARD DE BONO

WOMBAT SELLING



MICHAEL HEWITT-GLEESON
BESTSELLING AUTHOR OF NEWSSELL

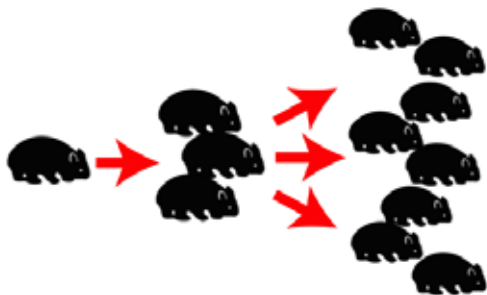
HARDIE GRANT, 2006. ISBN 1740664280

P A G E T W E N T Y - E I G H T

WOMBAT SELLING
IS A STRATEGY DESIGNED
NOT JUST TO SELL
PRODUCTS AND SERVICES
TO CUSTOMERS BUT TO
SELL SO THAT
THEY WILL REPLICATE
OTHER CUSTOMERS
BY WORD OF MOUTH.

WOM = WORD OF MOUTH
BAT = BUY AND TELL

WOMBAT SELLING
IS ALL ABOUT
REPLICATION
REPLICATION
REPLICATION.



P A G E T H I R T Y

IN THE COMING RACE FOR
US\$140 TRILLION
IN CUSTOMERS
WOMBAT INNOVATION
IS ALL ABOUT THE
CREATION OF CLEVER
NEW PRODUCTS AND
SERVICES THAT PEOPLE
WANT TO BUY AND THEN
THEY WANT TO TELL
THEIR FRIENDS TO BUY,
TOO.

WOM = WORD OF MOUTH
BAT = BUY AND TELL

P A G E T H I R T Y - O N E

WOMBAT INNOVATION
IS ALL ABOUT
LATERAL THINKING
LATERAL THINKING
LATERAL THINKING.

HOW DO CEOs ENGAGE
EMPLOYEES TO DO
LATERAL THINKING IN
THEIR DAILY WORK AND
WORKPLACE?

THE PROBLEM HAS BEEN
THAT WHILE MOST
EMPLOYEES KNOW ABOUT
LATERAL THINKING THEY
DO NOT HAVE THE TOOLS
OR THE SKILLS TO
ACTUALLY DO LATERAL
THINKING.

PAGE THIRTY-THREE

FOR EXAMPLE, A VERY
POWERFUL LATERAL
THINKING TOOL IS X10
THINKING.

The logo features the text 'x10' in a large, bold, orange sans-serif font. The 'x' is composed of two thick diagonal bars, the '1' is a single vertical bar, and the '0' is a thick, rounded rectangular shape. Below this, the word 'thinking' is written in a smaller, bold, black sans-serif font, with the 'x10' portion of the logo serving as the first few letters of the word.

x10
x10thinking

P A G E T H I R T Y - F O U R

X10 THINKING IS A
LATERAL THINKING TOOL
THAT CAN BE USED
TO ESCAPE ESTABLISHED
LOGICAL THINKING
PATTERNS THAT INHIBIT
EMPLOYEES' ABILITY TO
THINK OUTSIDE THE BOX.

x10
x10thinking



IN THE COMING RACE FOR
US\$140 TRILLION
IN CUSTOMERS
x10 THINKING
IS THE KIND OF THINKING
REQUIRED EVERY DAY
BY EMPLOYEES FOR BOTH
WOMBAT SELLING
AND FOR
WOMBAT INNOVATION.

P A G E T H I R T Y - S E V E N

ALWAYS REMEMBER THAT
WOMBAT INNOVATION IS
NOT JUST INNOVATION
BUT IS CUSTOMER-DRIVEN
INNOVATION DESIGNED
FOR CUSTOMER
REPLICATION.

P A G E T H I R T Y - E I G H T

WOMBAT INNOVATION IS
WHEN EMPLOYEES USE
LATERAL THINKING TOOLS TO
DESIGN THEIR
VERY CLEVER IDEAS BY
FOCUSING ON HOW
CUSTOMERS WILL PAY FOR IT
AND HOW CUSTOMERS WILL
TALK ABOUT IT.

YOUR SALES TEAM CAN
PROVIDE YOU WITH REAL
CUSTOMER FEEDBACK ON A
DAILY BASIS.

WOMBAT INNOVATION
QUESTIONS KEEP THE
FOCUS ON THE NEW
IDEA'S REVENUE-
GENERATING POTENTIAL:

- HOW WILL CUSTOMERS OBTAIN THE NEW PRODUCT OR SERVICE?
- WHEN WILL CUSTOMERS PAY FOR THE NEW PRODUCT OR SERVICE?
- HOW WILL THE NEW PRODUCT OR SERVICE GET TO THE CUSTOMER?
- HOW WILL CUSTOMERS REPLICATE NEW CUSTOMERS?
- HOW WILL NEW CUSTOMERS REPLICATE NEW CUSTOMERS?

AND SO ON ...

SELLING PROBLEM:

WHEN IT COMES TO
SELLING INNOVATIVE
PRODUCTS AND SERVICES
SALES TEAMS SOMETIMES
ERR ON THE SIDE OF
PUSHING ESTABLISHED
PRODUCTS, RATHER THAN
NEW ONES, ESPECIALLY IF THE
ESTABLISHED ONES
YIELD EASIER
CONVERSATIONS, FASTER
CONVERSIONS, AND
GREATER COMMISSIONS.

P A G E F O R T Y - O N E

TO ENSURE THAT
SALES TEAMS USE
WOMBAT SELLING AND
ARE PUTTING THEIR
BEST EFFORT BEHIND THE
INNOVATIVE
PRODUCTS CEOs MUST
ENSURE
THAT THE COMPENSATION
STRUCTURE CONTINUALLY
ADAPTS TO INCENTIVIZE
THE SALE OF NEW
PRODUCTS AND
NEW SERVICES.

THIS GETS SALES PEOPLE
TALKING ABOUT THE
WOMBAT INNOVATIONS
AND IF CUSTOMERS ARE
NOT BUYING THESE
INNOVATIONS AND ARE
NOT REPLICATING
OTHER CUSTOMERS THEN
SALES PEOPLE CAN
PROVIDE THAT DAILY
FEEDBACK.

P A G E F O R T Y - T H R E E

FINALLY,
IN THE COMING RACE FOR
US\$140 TRILLION
IN NEW CUSTOMERS
WHAT VALUE CAN
THE CEO'S CALCULATE
FROM
WOMBAT INNOVATION?

PAGE FORTY-FOUR

FOR CEOs, THERE ARE TWO
DIRECT WOMBAT
CONNECTIONS
TO THE VALUATION OF THE
ENTERPRISE

WOMBATS = VALUATION

P A G E F O R T Y - F I V E

THERE IS A DIRECT
CONNECTION TO THE VALUE
OF THE ENTERPRISE EQUAL
TO THE NUMBER OF
CUSTOMERS WHO REPLICATE
OTHER CUSTOMERS
BY WORD OF MOUTH.

WOMBATs = VALUATION.

PAGE FORTY-SIX

THERE IS A DIRECT
CONNECTION TO THE VALUE
OF THE ENTERPRISE EQUAL
TO THE NUMBER OF
EMPLOYEES WHO ARE
ENGAGED IN WOMBAT
INNOVATION.

THIS IS CALLED
RETURN ON PAYROLL.

P A G E F O R T Y - S E V E N

FOR THE CEO, THE
REVENUES FOR WOMBAT
INNOVATION ARE
THE ANSWER TO THIS
QUESTION:

WHAT IS THE % REVENUES FROM NEW
PRODUCTS/SERVICES THAT SIMPLY DID NOT EXIST
1, 2, 3, 4, 5, 6, 7, 8, 9, 10
BUSINESS QUARTERS AGO?





Escape from CVS

The First Law of Thinking

The Current View of the Situation (CVS)

can never be equal to

The Better View of the Situation (BVS)

CVS \neq BVS



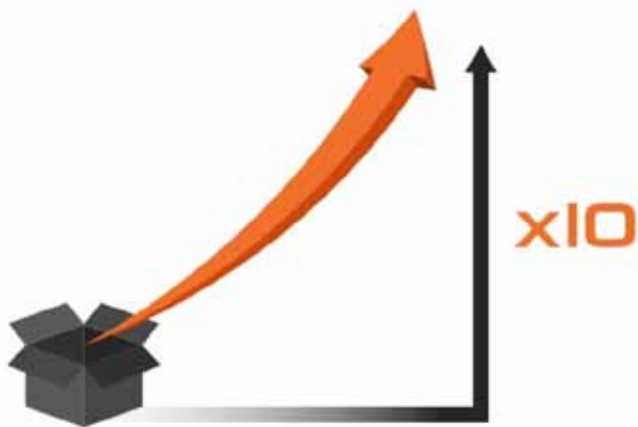
CVS₂BVS

The Law of x10 Thinking

The CVS multiplied by ten is equal to the BVS

CVS x 10 = BVS

x10
x10thinking



x10 Thinking is:

- A powerful lateral thinking tool
- A corporate service that is 100% online
- A bottom up approach that liberates innovation

THE X10 BOOK

GET THE X10 BOOK



**THE X10 MEMEPLEX:
MULTIPLY YOUR BUSINESS BY 10!**

BY

MICHAEL HEWITT-GLEESON

(PENGUIN/PRENTICE HALL, 2000)

ISBN 0724801111

IPHONEBOOKS BY MICHAEL HEWITT-GLEESON
CAN BE DOWNLOADED HERE:
[HTTP://TINYURL.COM/JGXHXP6](http://tinyurl.com/jgxhxp6)

GE x10

*WELCH MULTIPLIED GE FROM US\$30 BILLION TO
US\$300 BILLION IN JUST TEN YEARS!*

THE NEWSELL SWITCH

THE WORLD'S FIRST PHD IN LATERAL THINKING!

BAD PHILOSOPHY

*HOW TO ESCAPE FROM LOGICAL THINKING,
TODAY!*

THE SAYINGS OF JOSEPH

THE GREATEST TEACHING GIANT IN HISTORY.

WOMBAT INNOVATION:

*'THE AUSTRALIAN SOLUTION'
CREATING VERY CLEVER IDEAS THAT PEOPLE TALK
ABOUT!*

CONTACT :
[MICHAEL@X10 THINKING.COM](mailto:MICHAEL@X10THINKING.COM)

school of thinking



half a billion lessons since 1979 ...

WWW.SCHOOLOFTHINKING.ORG