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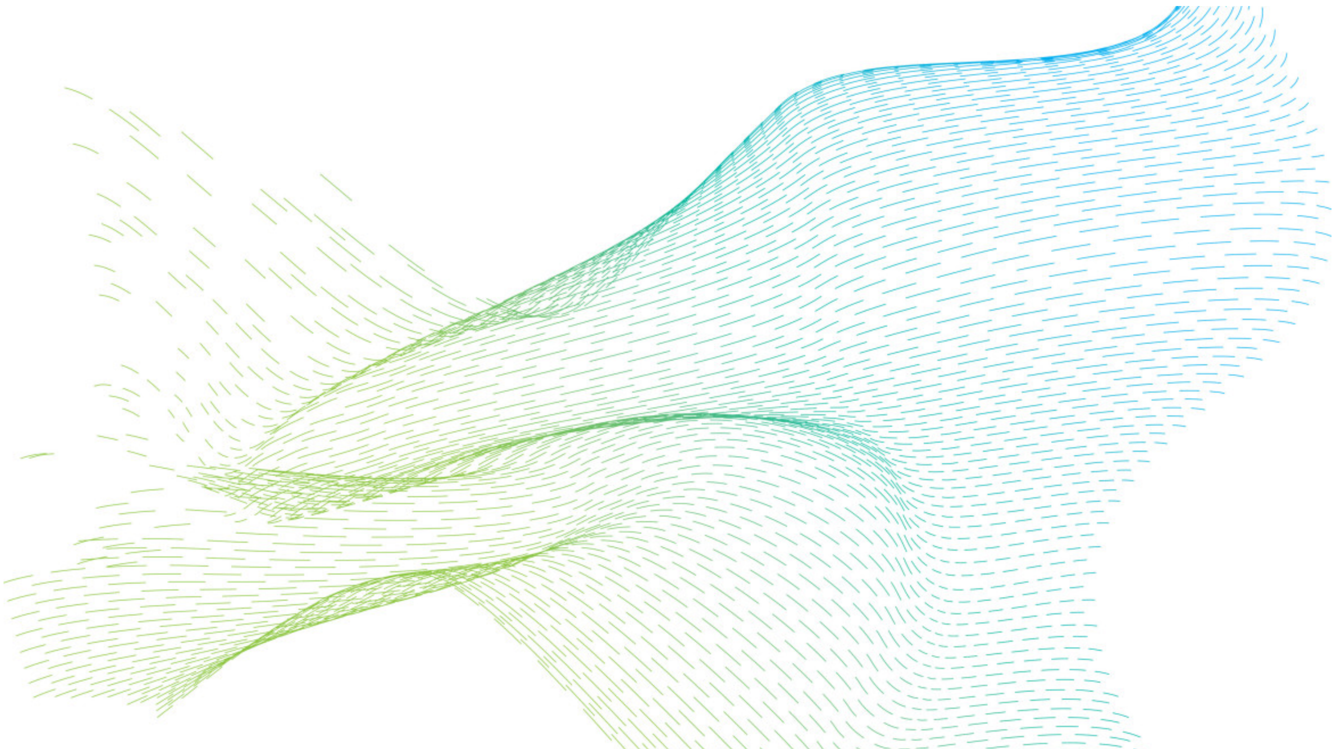

[illegible]

[illegible]1997 [illegible] [illegible]Tom Peters [illegible] [illegible] [illegible]CEO [illegible] [illegible] [illegible] [illegible] [illegible]

[illegible] [illegible] [illegible] [illegible] [illegible]McKinsey [illegible]33% [illegible] [illegible]3 [illegible] [illegible] [illegible] I.Q[illegible]=InnovationQuotient[illegible]

[illegible]IBM [illegible] [illegible]69% [illegible] [illegible] [illegible] [illegible] [illegible]Steelcase WorkSpace Futures [illegible]VP [illegible]Sara Armbruster [illegible] [illegible] [illegible] [illegible] [illegible]

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[illegible] Clayton Christensen [illegible] Chip Heath [illegible] Tom Kelley [illegible] Larry Keeley [illegible] Roger Martin [illegible] 55,000 [illegible]

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[illegible] Steelcase [illegible] VP [illegible] James Ludwig [illegible]

15 [illegible] Steelcase [illegible]

[illegible] 1 [illegible] Sir Ken Robinson [illegible]

Steelcase [illegible] 21 [illegible] Steelcase [illegible] 6 [illegible] Apple [illegible] Nike [illegible] IDEO [illegible] Stanford d-school [illegible] Nokia [illegible] Gravity Tank [illegible]

[illegible] **“[illegible]”** [illegible]

SARA ARMBRUSTER, | Vice President, Steelcase WorkSpace Futures and Corporate Strategy

Steelcase [illegible] Steelcase [illegible] Cherie Johnson [illegible] Steelcase [illegible]

[illegible] Steelcase [illegible] VP [illegible] Allan Smith [illegible]

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[illegible] Steelcase [illegible]

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[illegible] Steelcase [illegible] Frank Graziano [illegible]

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[illegible]325,000 [illegible]267 [illegible]Smith [illegible]

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Gesture

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