Innovating in Difficult Times: The Three Revivals of LEGO

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No innovation lasts forever – a new product or service may get you a few years of growth, but over time competitors catch up and growth slows down. Companies are challenged to continually come up with new ways to innovate. In this talk, David Robertson will discuss the inspiring case study of LEGO, a company with some almost-deadly innovation failures and some stunning successes. At three different periods in its recent history, growth stopped at the company and it had to find new opportunities for growth. In this talk Robertson will talk about LEGO’s history of innovation, and why this new growth period may be the company’s greatest.