

**method.**

“people against dirty”



The logo for Method, featuring the word "method." in a lowercase, sans-serif font on a white rectangular background.

method.

“people against dirty”

Located: San Francisco, California, USA

Founded: 2000—2001

Founders: Adam Lowry and Eric Ryan

Designs, develops and produces nontoxic, biodegradable natural cleaning products.

In 2012 Method Products joined the Ecover Group, to form the world’s largest green cleaning products company by sales. In 2017 Method and Ecover were acquired by SC Johnson.

**method.**

Designs, develops and produces nontoxic, biodegradable natural cleaning products which includes household cleaners, laundry supplies, personal care + soap made with plant-based + other thoughtful ingredients.

<https://methodhome.com/about-us/our-story/>



PURPOSE

we believe in using business to solve social and environmental problems, and as we grow, our goal is to magnify the benefit we can bring to people and planet.

sure, traditional businesses are motivated by profit and shareholders. but we've never been known for being traditional. instead, our purpose drives our business.



PEOPLE

we make business decisions with people in mind. that means holding ourselves accountable to supporting the well-being and livelihood of our team, our community and the people who use our products.



PLANET

we consider our responsibility to the greater good and the environment in every aspect of our products + how we make them. and we regularly measure our planetary performance to make sure we're meeting our high standards.

“people against dirty”



clean



safe



green



design



fragrance



## clean

At method, we're happy about what we do. Sometimes we're even a little giddy. But when it comes to the effectiveness of our products, we're dead serious. They work. How could we be happy if they didn't? Our cleaners use powerful formulas made with naturally derived surfactants that work by dissolving and removing dirt. Our team of green chefs (aka formulation chemists + product designers), ensure that our products are not only highly innovative, but also highly effective.



## safe

Cleaning can be a chore. Stinging eyes, burning lungs and headaches aren't just unfortunate side effects of a well-kept home. They're warning signs. That's your body telling you, "Don't use this. This is bad for you." Our greenskeeping team rigorously assesses every ingredient we use, so we can be completely sure of its safety. That's why method's entire product line is both people- and pet-friendly, specially formulated to put the hurt on dirt without harming a hair on you or your loved ones' heads.



## green

We're in business to change business. At method, we see our work as an amazing opportunity to redesign how cleaning products are made and used, and how businesses can integrate sustainability. Our challenge is to make sure that every product we send out into the world is a little agent of environmental change, using safe and sustainable materials and manufactured responsibly. Little green soldiers in the battle of doing-well-by-doing-good, if you will. This is why we make our bottles from 100% recycled plastic, why we constantly seek to reduce the carbon emitted by our business (and why we offset the remainder), why we never test on animals, why we design innovative products using natural, renewable ingredients, and why we're transparent about the ingredients we use, how we make our products, and what our track record is as a green business.



## design

Most companies treat product design like it ain't no thang. At method, we believe product design is a thang. It's very much a thang. So when we were figuring out how to package our products, we enlisted world-renowned designer Joshua Handy to sculpt some of the finest pieces of recyclable plastic art this side of MoMA. Form, meet function. Function, form. You two play nice.

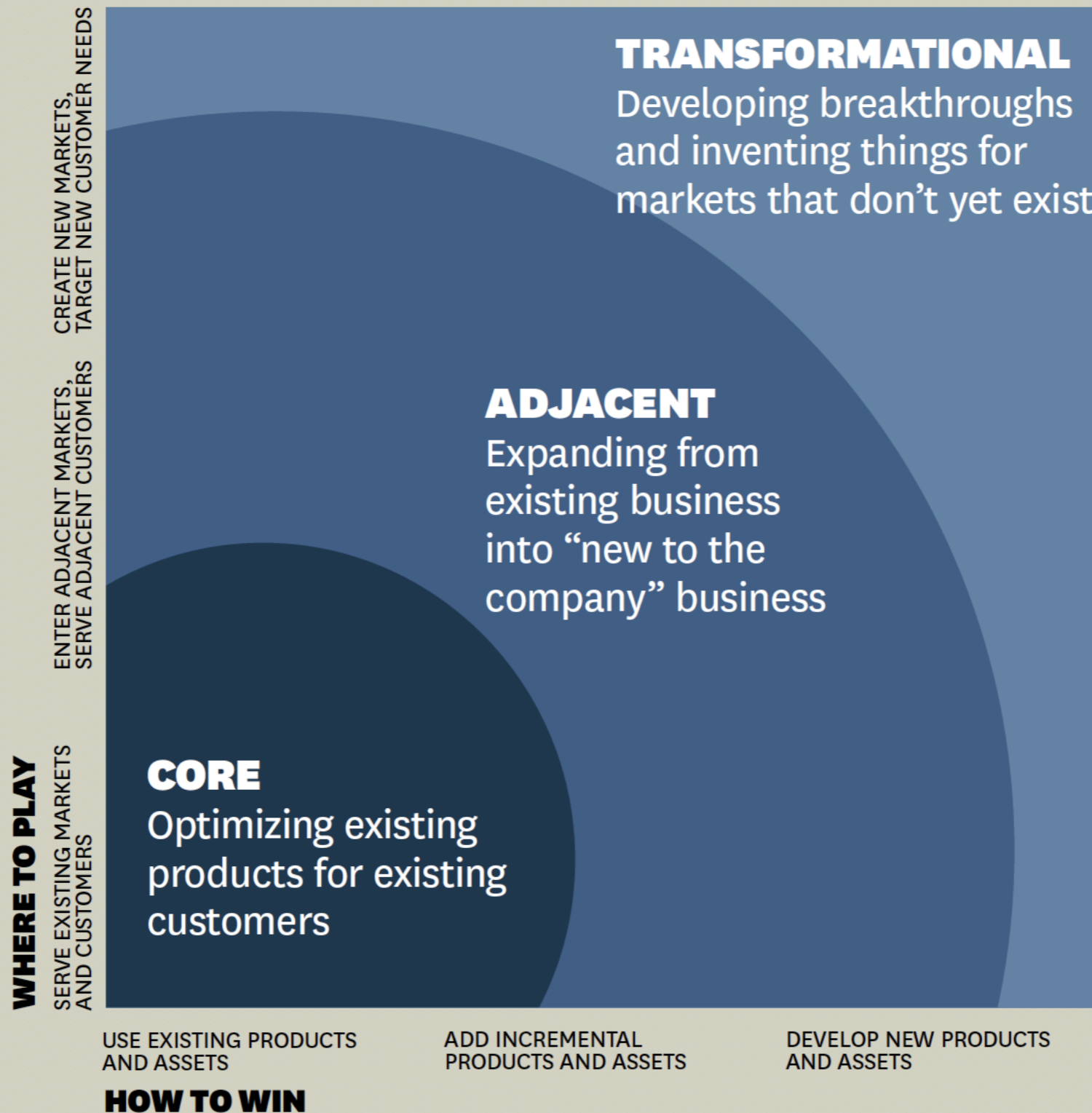


## fragrance

Some companies might think that ammonia or bleach is the fragrance of clean. At method, we're for flowers. Also fruit. Maybe a herb here or there. We've noticed that some home products lead to rapid breath-holding and window-opening. But no one holds their breath while slicing a grapefruit. So we'll stick with that

# THE INNOVATION AMBITION MATRIX

Firms that excel at total innovation management simultaneously invest at three levels of ambition, carefully managing the balance among them.



J  
<https://www.lin>



hand



body



home  
cleaning



<https://methodproducts.com/limited-edition/fifty-nine-parks/>



**method.** × *Fifty-Nine Parks*  
LIMITED EDITION COLLECTION

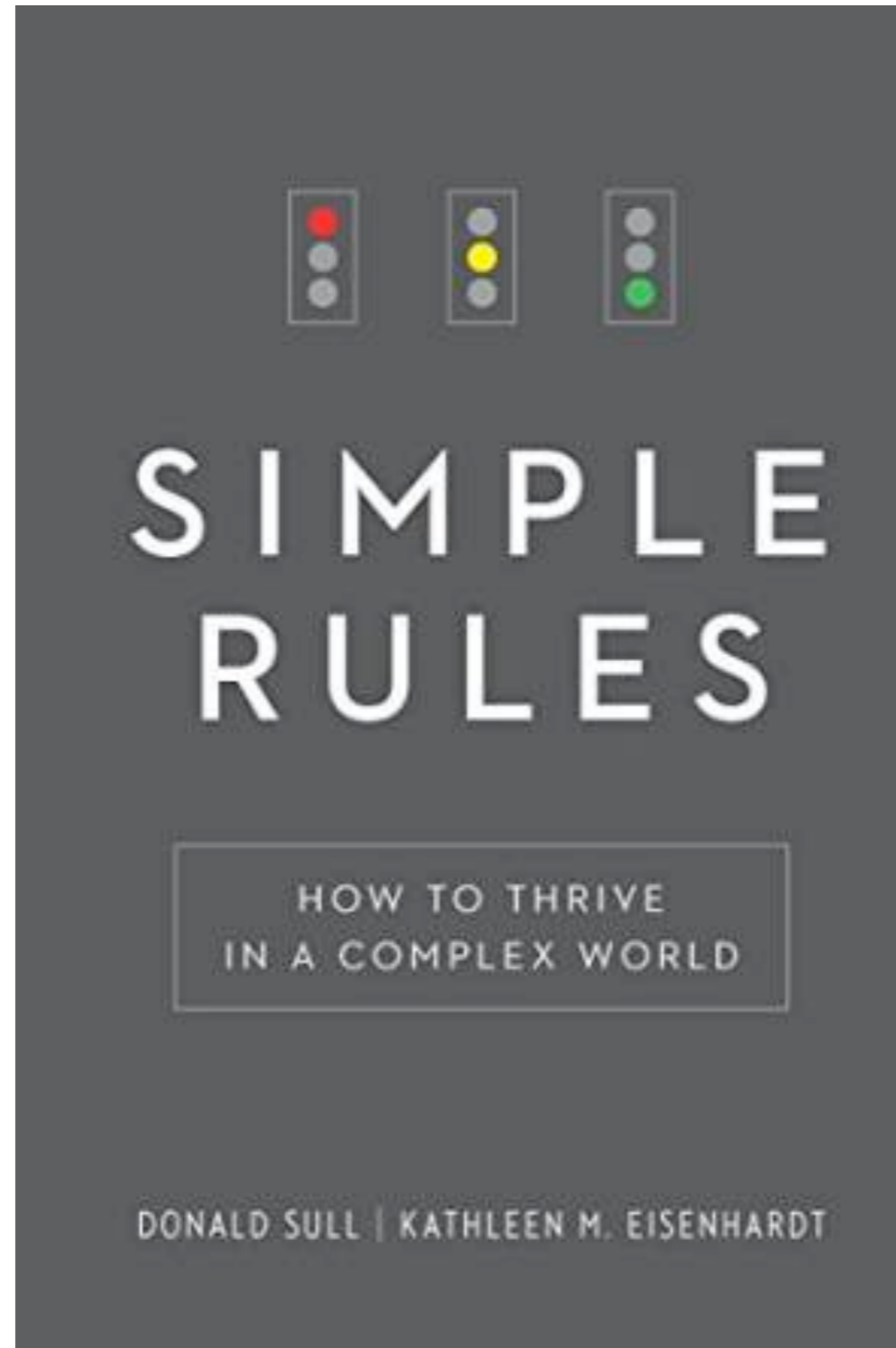
<https://methodproducts.com/hand-wash/foaming/woodlands-foaming-hand-wash-10-fl-oz>



<https://methodhome.com/>



[product-category/body/](https://methodhome.com/product-category/body/)



# STRATEGY AS SIMPLE RULES

HBR JANUARY 2001  
Eisenhardt Sull

Performance Goal: Profitability Long-term Dominance GROWTH  
 Strategic Question: Where should we be? What should we be? HOW SHOULD WE PROCEED?  
 Strategic Logic: Establish Position Leverage Resources PURSUE OPPORTUNITIES  
 Works best in: Slowly changing, well-structured markets Moderately changing, well-structured markets RAPIDLY CHANGING, AMBIGUOUS MARKETS



When business was simple, companies could afford complex strategies. Now that business is complex, they need to simplify. Smart companies have done that with a new approach. A few straightforward, hard & fast RULES that define direction without confining it.



## TRANSLATE STRATEGY TO SIMPLE RULES

what does it mean in practice? name of company?

**DON'T MAKE THEM TOO BROAD.**  
 "We encourage flexibility & innovation" won't do it. You have to provide CONCRETE guidance

### How-to-RULES

spell out key features of how a process is executed - what makes our process unique?

**DON'T MAKE THEM TOO VAGUE**  
 "All investments must deliver an ROI" won't do it. It does not sort priorities

### Boundary-RULES

focus managers on which opportunities to pursue + which are outside the pale

### Priority-RULES

help managers rank the accepted opportunities

### Timing-RULES

synchronize managers with the pace of emerging opportunities within other parts of the company

### Exit-RULES

help managers decide when to pull out of yesterday's opportunities

**DON'T let them go STALE**  
 Once a rule no longer works, get rid of it

**DON'T MAKE THEM MINDLESS**  
 There are unwritten rules in cultures that destroy value. "everyone has a say" can slow you down. Root out the mindless, unwritten rules

## 1. Create a Culture Club

Use culture as a competitive advantage by branding from the inside—out.

## 2. Inspire Advocates

Don't sell to customers, create advocates for your social mission.

## 3. Be a Green Giant

Personalize sustainability to inspire change on a grand scale.

## 4. Kick Ass at Fast

If you're not the biggest, you'd better be the fastest.

## 5. Relationship Retail

Deliver retail differently by creating fewer but deeper relationships.

## 6. Win on Product Experience

Be product-centric and deliver remarkable product experiences.

## 7. Design Driven

Design builds leadership into your DNA.

1. Create a Culture Club \_ [CREATE COMMUNITY \(Empathy\)](#)

Use culture as a competitive advantage by branding from the inside—out.

2. Inspire Advocates \_ [CREATE COMMUNITY \(Empathy\)](#)

Don't sell to customers, create advocates for your social mission.

3. Be a Green Giant

Personalize sustainability to inspire change on a grand scale.

4. Kick Ass at Fast

If you're not the biggest, you'd better be the fastest.

5. Relationship Retail \_ [CREATE COMMUNITY \(Empathy\)](#)

Deliver retail differently by creating fewer but deeper relationships.

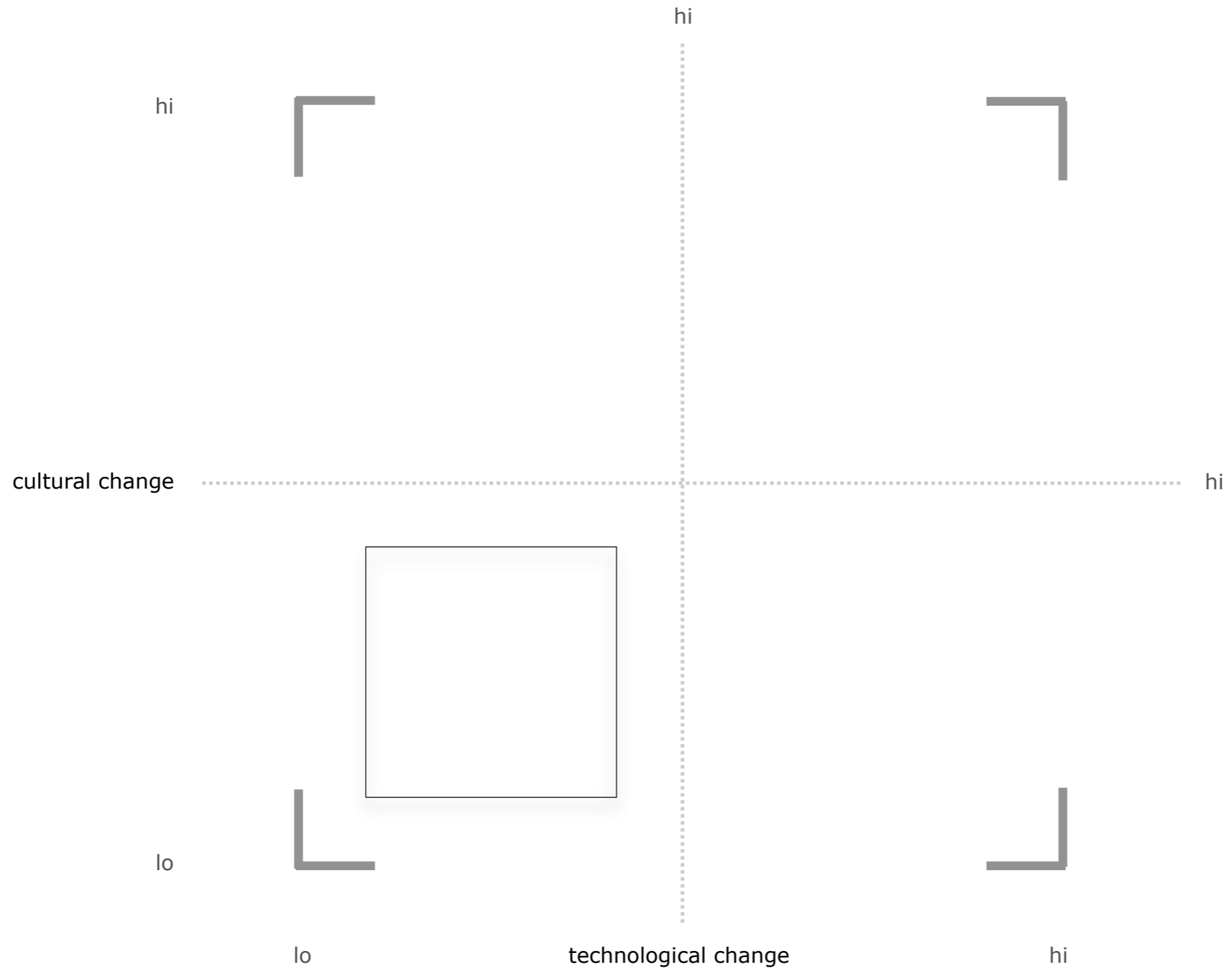
6. Win on Product Experience \_ [CREATE COMMUNITY \(Empathy\)](#)

Be product-centric and deliver remarkable product experiences.

7. Design Driven \_ [CREATE COMMUNITY \(Empathy\)](#)

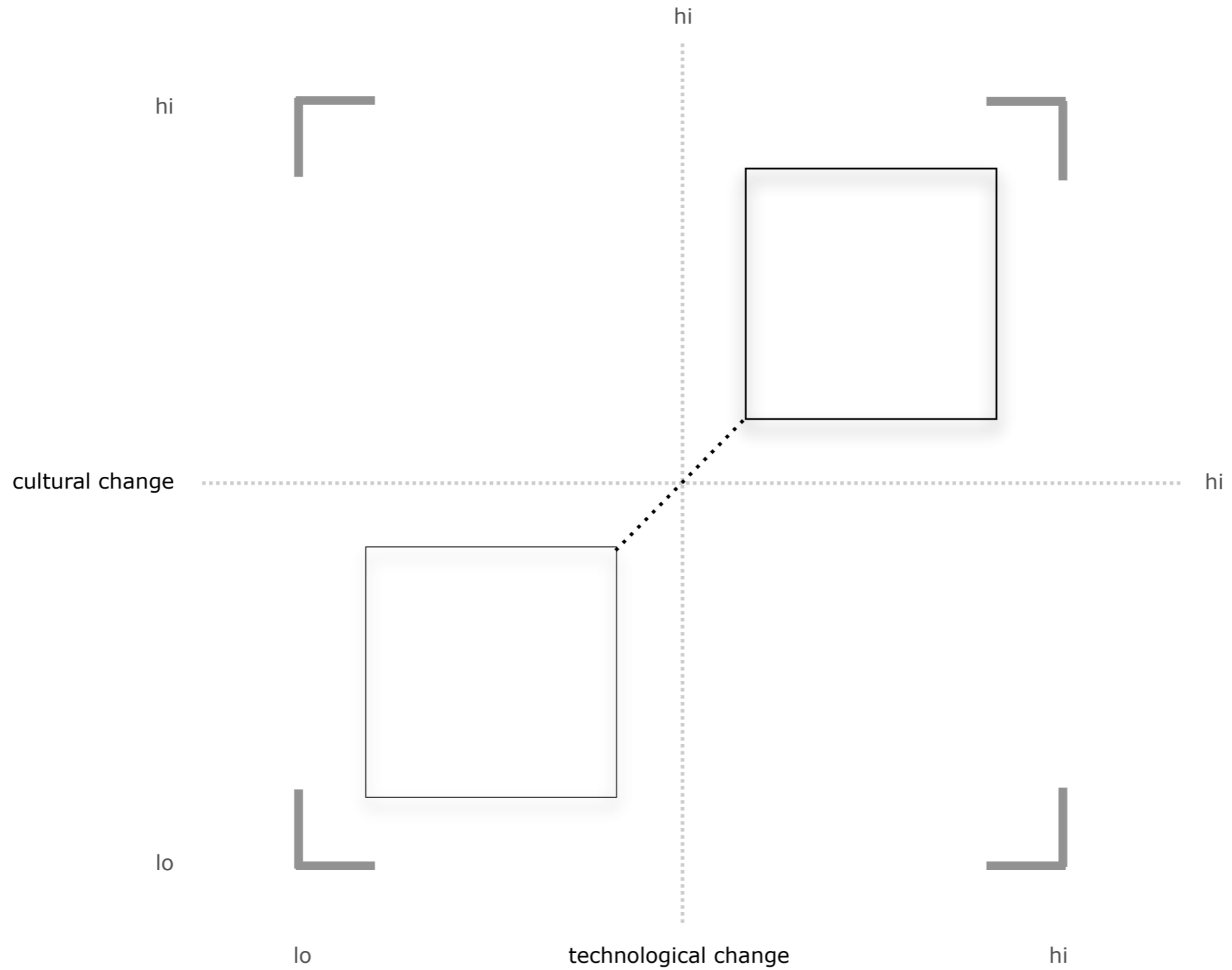
Design builds leadership into your DNA.

# Framing and Re-framing Cultural and Technological Change ...

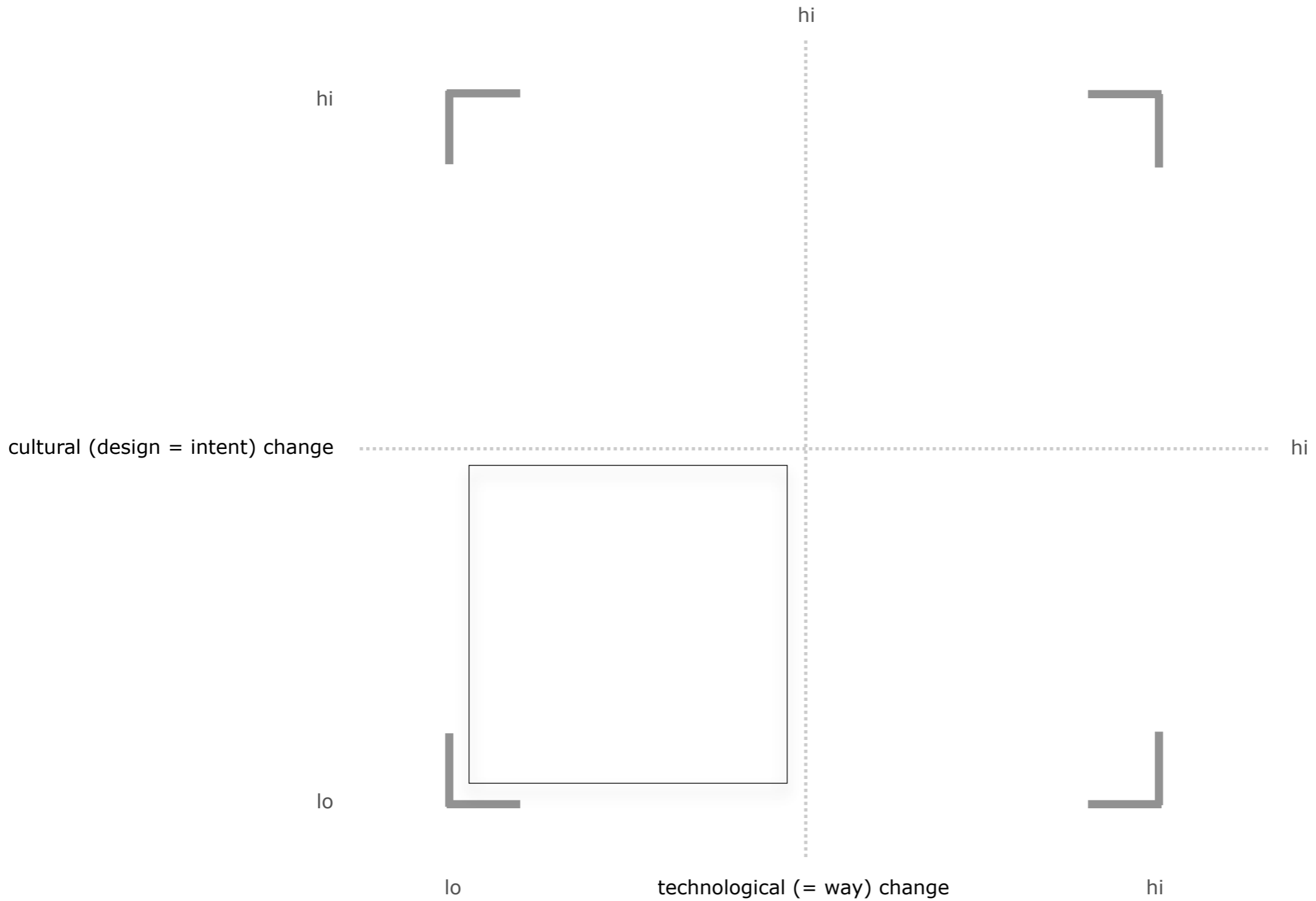




# Framing and Re-framing Cultural and Technological Change ...



# Framing and Re-framing Cultural and Technological Change ...



we believe  
in role  
models  
in bottles  
we see that  
ingredients  
come from  
plants not  
chemical  
plants. we  
love yummy  
smells. we keep  
the movement  
well, moving. we  
believe in breaking  
the mold. not growing  
it. we are permanent  
citizens of hopenhagen.  
we are people  
against dirty.

**soap** = hope

Re-framing Cultural and Technological Change / Clean / Safe / Green ...





STRATEGIC PARTNERS

*fastm*  
BIO  
KARIMANIFESTO  
CLIENTS



KEY ACTIVITIES

1  
2  
3  
SIMPLE RULES  
4  
5  
6  
DESIGN DRIVEN

KEY RESOURCES



VALUE PROPOSITION



**method.**

CLEAN  
NON-TOXIC  
ECO-FRIENDLY  
STYLISH  
FRAGRANCED  
HOME CARE  
CLEANING PRODUCTS



CUSTOMER RELATIONSHIP

AWARDS  
EVENTS  
PUBLICATIONS  
PRESSPAK

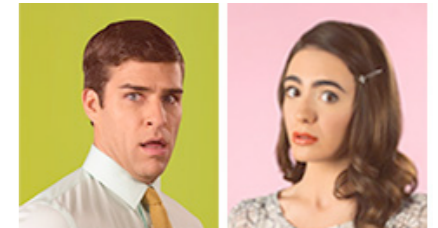
DISTRIBUTION CHANNELS



CUSTOMER SEGMENT



PEOPLE  
WHO VALUE  
METHOD'S  
METHOD



COST

\$30,000  
BOTTLE DESIGN

REVENUES

UNIT PRICE \$2.99  
GEL HAND WASH



TRIMPS = 1 LOAD  
Just concentrate

50 LOADS



method  
LAUNDRY  
DETERGENT

FRESH AIR



duet  
steam

FanFresh  
Dynamic Venting Technology

4.5 cu. ft.



POWER

DELICA.  
WOOL  
SILK  
HAND  
WASHABLES  
QUICK  
WASH  
WASH CYCLES

CLEAN WASHER  
with  
affresh

SOAK

Estimated Time Remaining

○ Add a garment ○ Sensing  
Soak Wash Rinse Spin Done

Delay Wash

● Sanitize ● Extra  
● Hot ● High  
● Warm\* ● More  
● Warm ● Less  
● Cold ● No

FanFresh

Water Temp  
\*Warm Water Selection

## 5 Principles of Creating a Cultural Brand ...

### Cultural Brands ...

1. Recognise a disruption in society e.g. clean happy.
2. Create a sense-of-community in customers e.g. people against dirty.
3. Create an experience with the customer.
4. Offer strong products and services.
5. Are supported by a consistent brand infrastructure.





method.