



Scott Garrett

Scott is an ex-rugby player turned coach, an ex-adman turned speechwriter, an ex-FMCG marketer turned Formula One Commercial Director. He holds a business degree from a third class academic institution that shall remain nameless.

Strong Beliefs

The team that makes the most mistakes wins

If we enjoy the freedom to fail, we will be more likely to succeed.
Organisations benefit from encouraging us to push just a little too far.

It's more fun to be a pirate than it is to join the navy

Be disruptive, inventive, cheeky and challenging.
Conventions are there for the flouting.

The best is the enemy of the good

Relentless practice, concentrated introspection and dogged perseverance
are the best weapons we have in the battle against mediocrity.

Themes

Aspects of organisational behaviour that deliver change or accelerate growth

Institutionalising teamwork

How strong brands drive shareholder value

Managing the conflict between specialist skills & integrated delivery

The galvanising power of sports

Scott Garrett has worked in five continents and over 30 countries to build household name brands as communicator, strategist, brand-owner and rights manager. Former employers include Saatchi & Saatchi, J. Walter Thompson, NIKE, Heinz and Williams F1. He blends international leadership, a deep understanding of the value of strong brands, a passionate belief in the power of teamwork, and an ability to communicate complex ideas simply.

Garrett has managed domestic campaigns for P&G, Tesco and Anchor butter. He has led global communications teams building the businesses of Bank of America, Kellogg's, McDonald's and KPMG. He once saved Green King Abbot Ale from extinction and has won more than 30 marketing and communications awards.

In the early 1990's he launched NIKE into the world of football from its European base in Holland but with a weather eye on world HQ in Beaverton, Oregon, where soccer was ever misunderstood. His methods of convincing his US masters that signing Eric Cantona was a Big Idea were, er... unorthodox.

At Heinz, Garrett developed a clear, simple corporate strategy against which every aspect of the company's operations was assessed. 6000 recipes were reviewed and 400 products were withdrawn. He refocused the company around a mission to do good, to re-educate customers, consumers and governments on what constitutes "good food". He faced pressure groups, journalists and the Minister for Health head-on, helping to restore Heinz to growth after a long period of steady decline.

Garrett managed the commercial affairs of Williams F1, the only independent team competing in the sometimes glamorous but always cutthroat world of Formula One, the world's largest annual sporting event with a voracious appetite for money in the relentless pursuit of speed.

Speed on the track, speed of R&D and speed of corporate reaction are all critical success factors. Williams F1 is a 530-person sports team that makes – and spends – its entire annual income in the same budgetary cycle in which it is raised. It makes no profit. It exists only to go racing.

Garrett has developed some strong views about sport, the environment and about how to structure an organisation such that it exists in a constant state of productive insecurity, that drives it to compete to win on the most competitive stage of all: international sport.