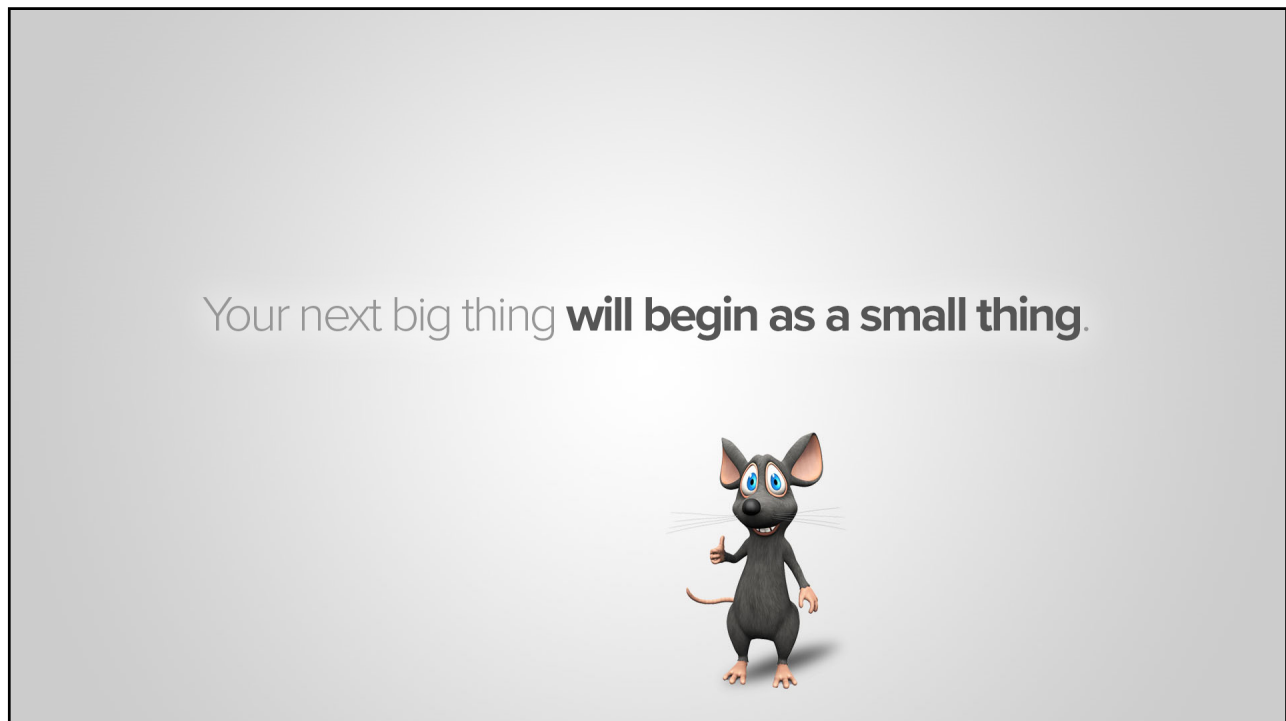




1



2

No one is expecting you to come up with something instantaneously incredible and world-changing.

3

QUESTIONS
TO GET YOU
STARTED!

- What are some interesting things our competitors are doing that we should maybe copy?
- If our core business suddenly stopped making money, how else might we generate revenue?
- What frustrates our customers, and what can we do to fix it?
- What are some ideas we tried in the past that we should maybe revisit?
- How can we improve employee engagement?
- How can we make ourselves more attractive to highly-skilled applicants who have a lot of job opportunities to choose from?
- What's one process that slows me down every day, and what can I do to improve it?
- What do I wish our company did that we don't currently do?
- If I had an unlimited budget, how would I spend it?
- What's one skill I don't currently have that would help me move forward in my career?
- Why do we do things the way we do them, and might there be a better way?

4

The difference between **taking charge of your life** and **letting life take charge of you** is whether or not you're asking questions.

5



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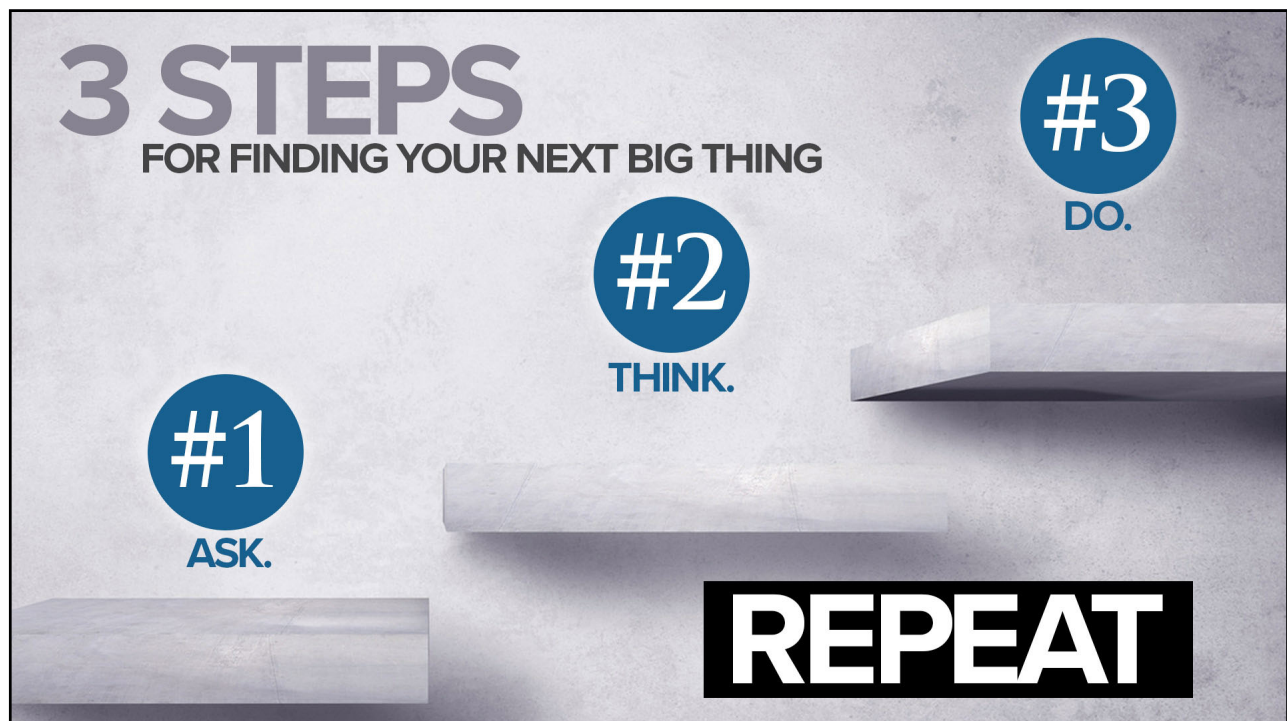
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12

2 TYPES OF CHANGES

13

2 TYPES OF CHANGES

1. CHANGES WE CHOOSE



14

2 TYPES OF CHANGES

1. CHANGES WE CHOOSE



2. CHANGES WE DON'T CHOOSE



15

⇔ WHY DO WE SOMETIMES RESIST CHANGE?

Afraid we will lose something valuable

Afraid we won't be able to adapt to it

Don't have enough information

Don't trust the people implementing the change

16



WHY DO WE SOMETIMES RESIST CHANGE?

**WE DON'T KNOW
WHAT'S GOING TO
HAPPEN.**

17



**ANYTIME WE REALIZE THAT OUR
CURRENT PATH WON'T HELP US
ACHIEVE OUR GOAL...**

18



19



20



21



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