

### Change the 'why'

*How could you change (redefine, extend, etc) the purpose or ambition of your business and brand? eg business goals, benefits, applications.*

### Change the 'who'

*How could you change (refocus, extend, etc) the core audience? eg a new segment, different influencers or decision makers.*

### Change the 'what'

*How could you change (reinvent, extend etc) your products and services? eg additional services, price positioning, and customer experience.*

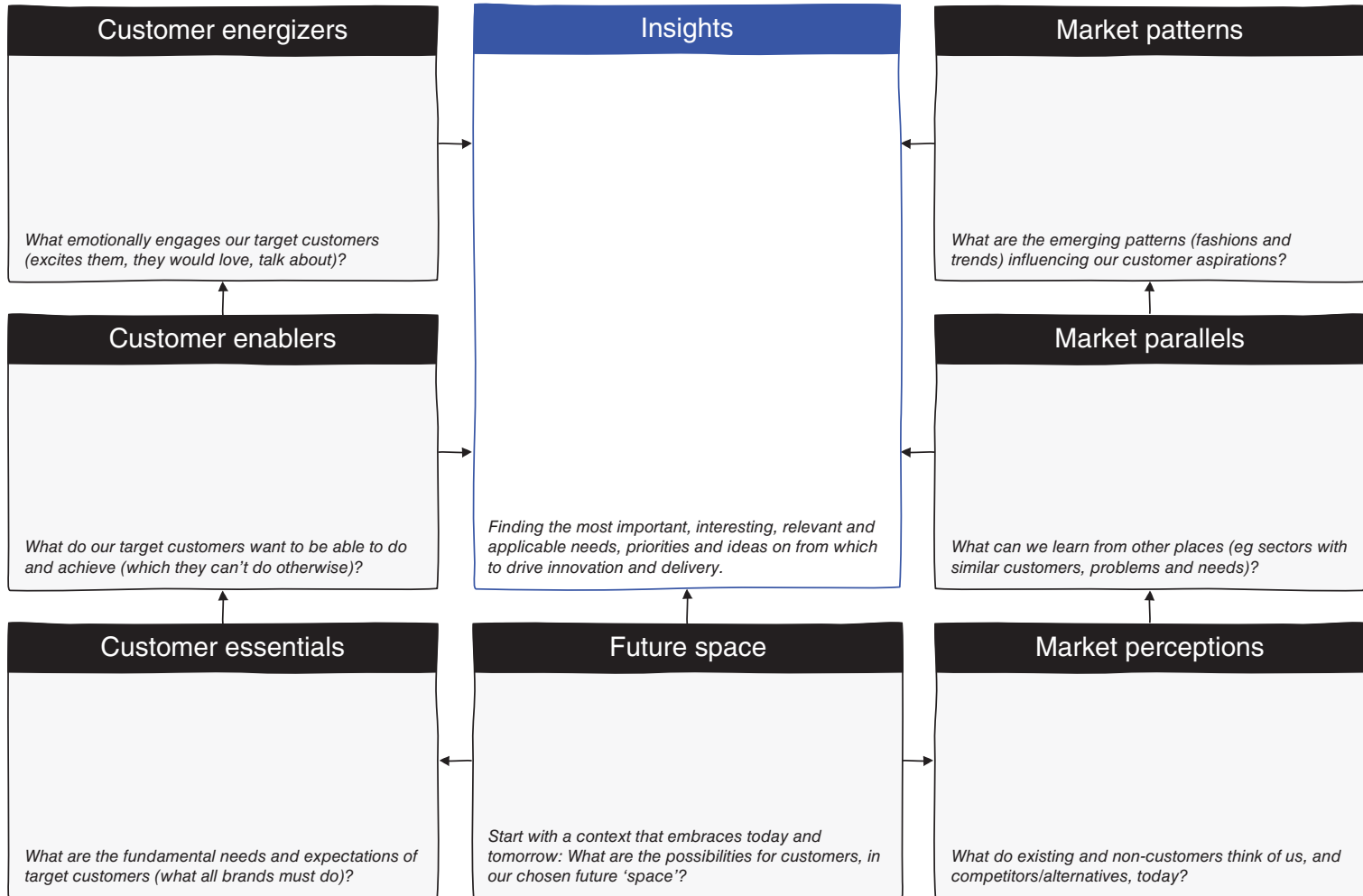
### Change the 'how'

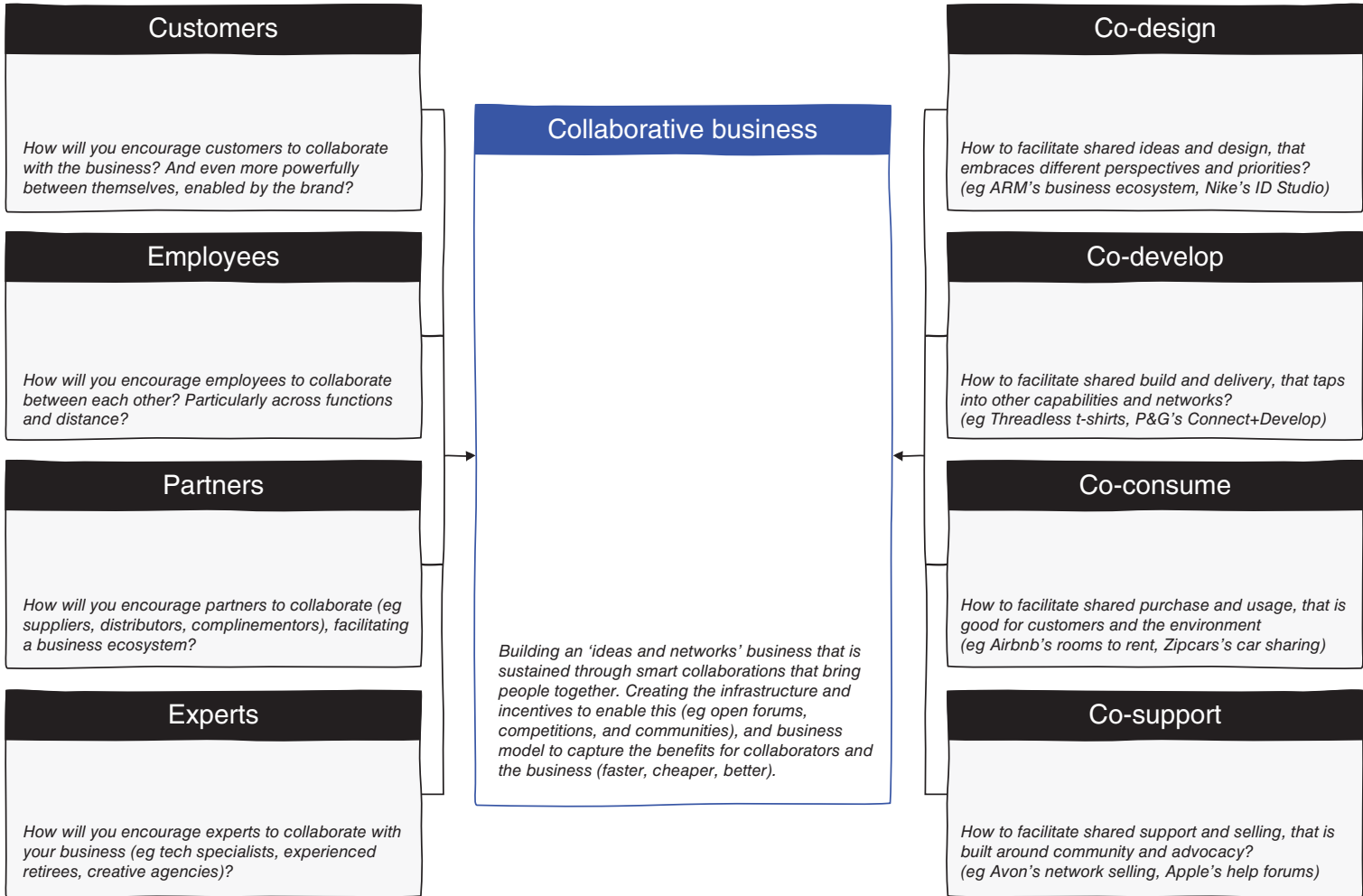
*How could you change (reconfigure, simplify etc) the way you work? eg business model, partners, organisation, channels, rewards.*

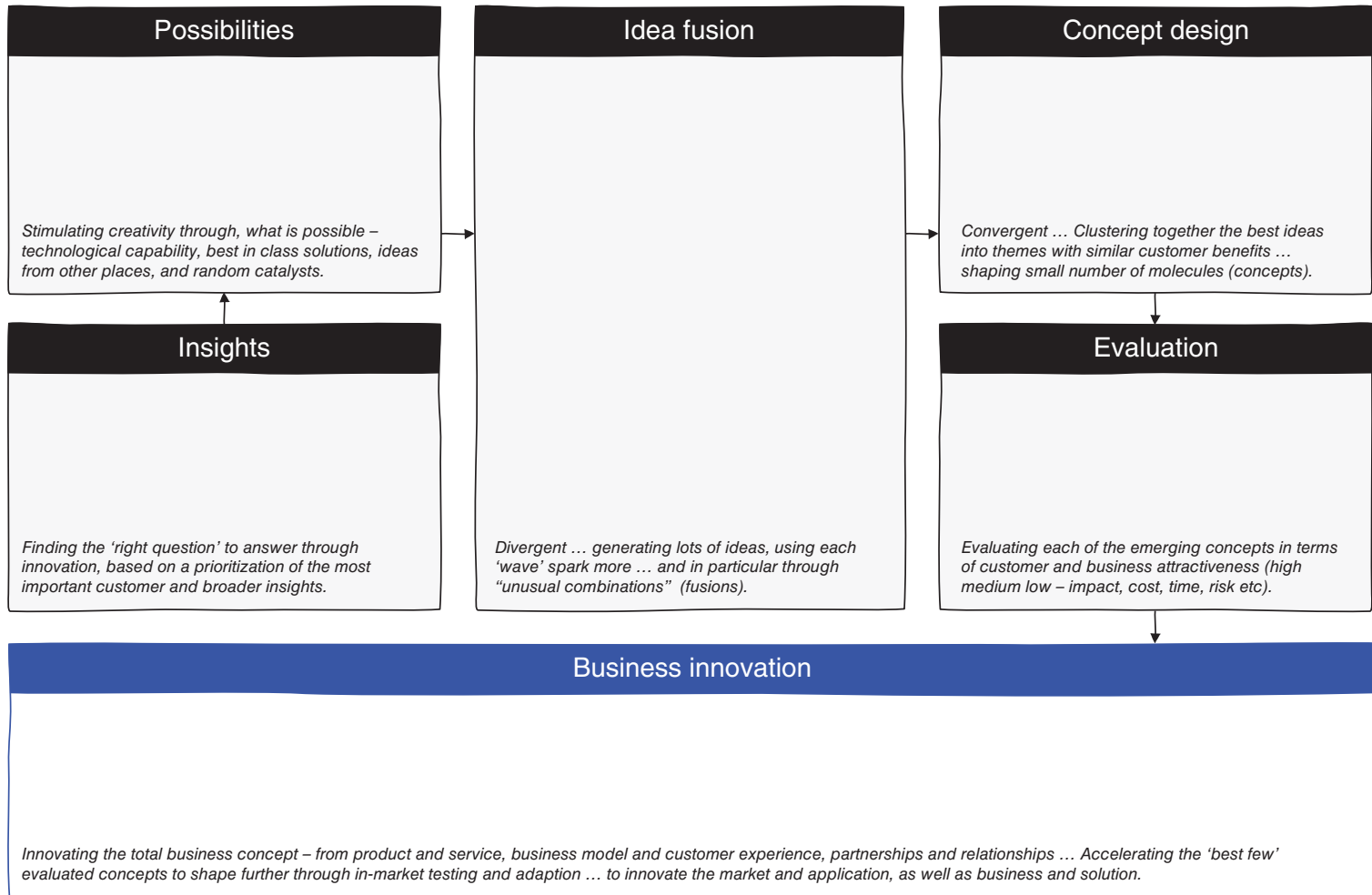
## Change the game

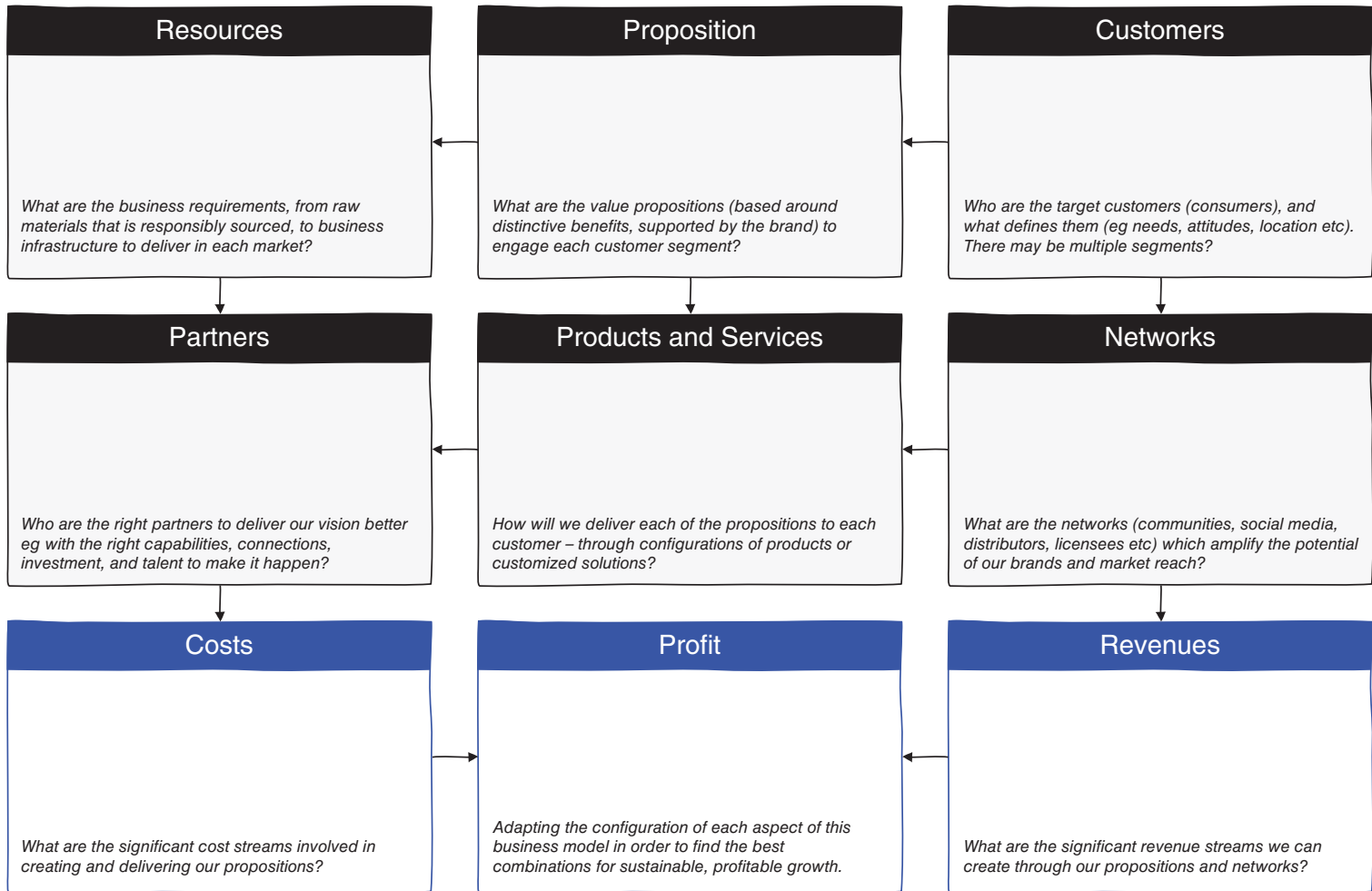
*How will you combine a number of these factors, to change the way the market works? What are the differences (structures, processes, behaviours) between the old and new 'game'? Which will be most significant? What will be the benefit for customers and business?*



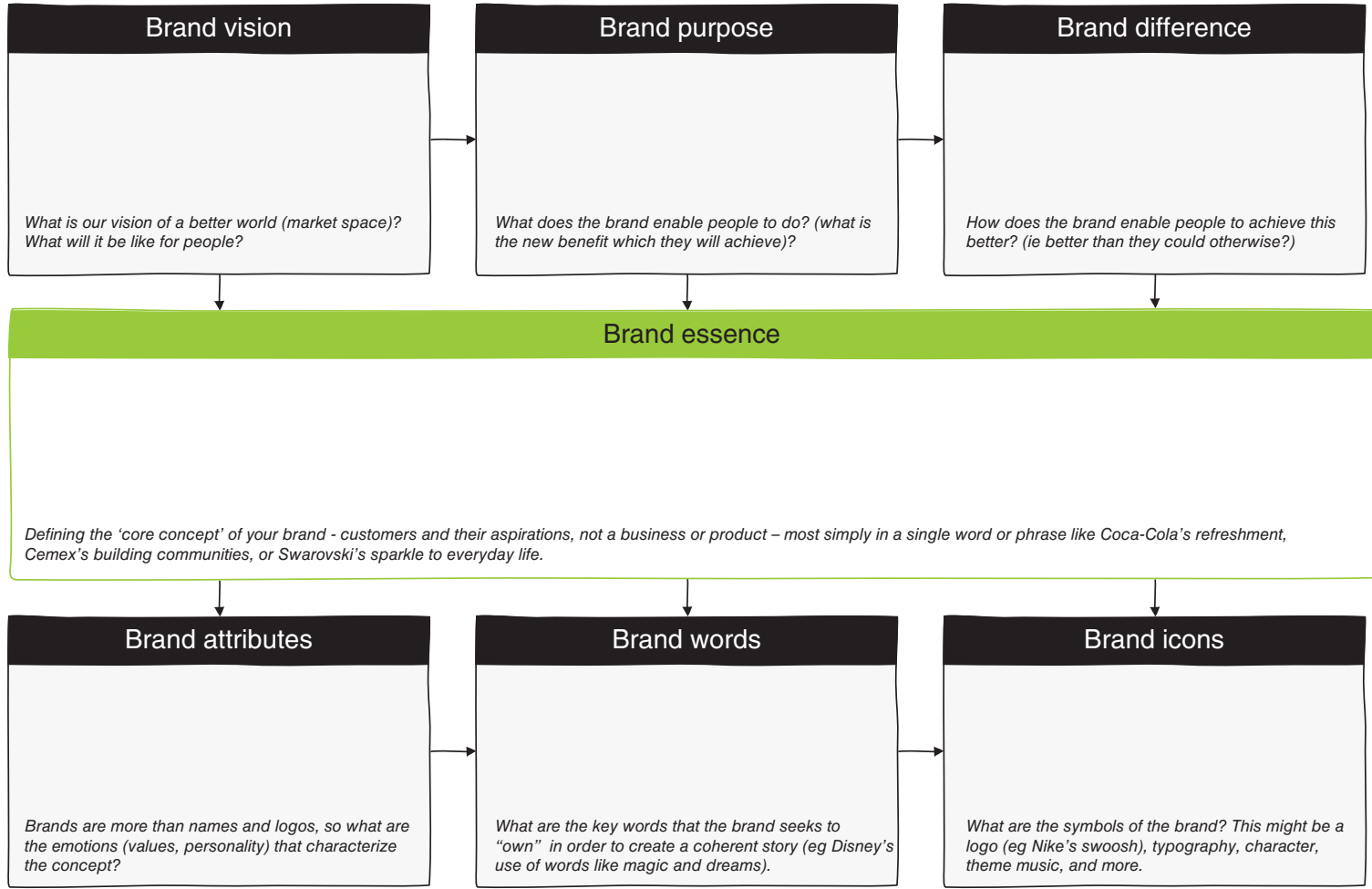


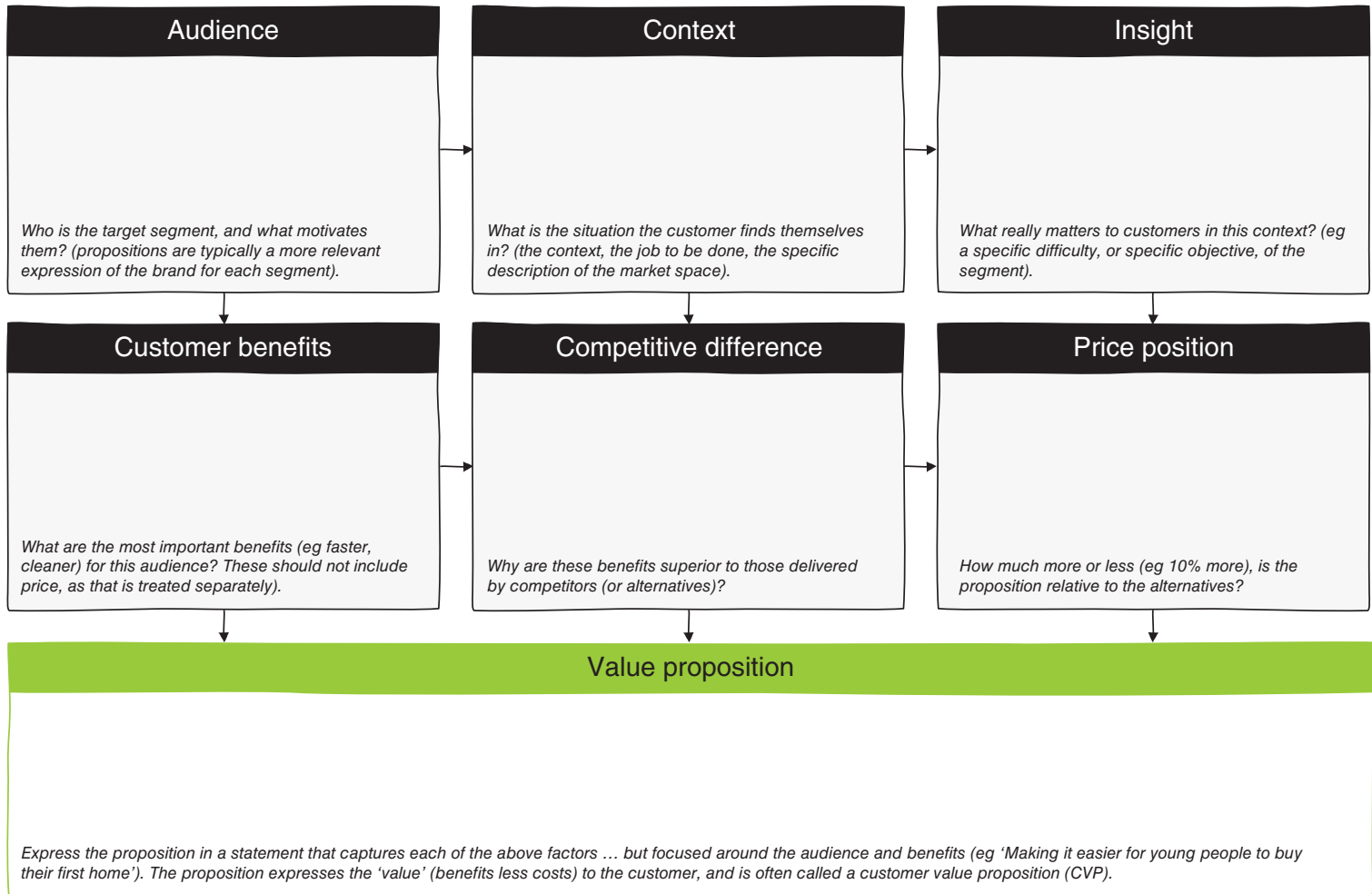


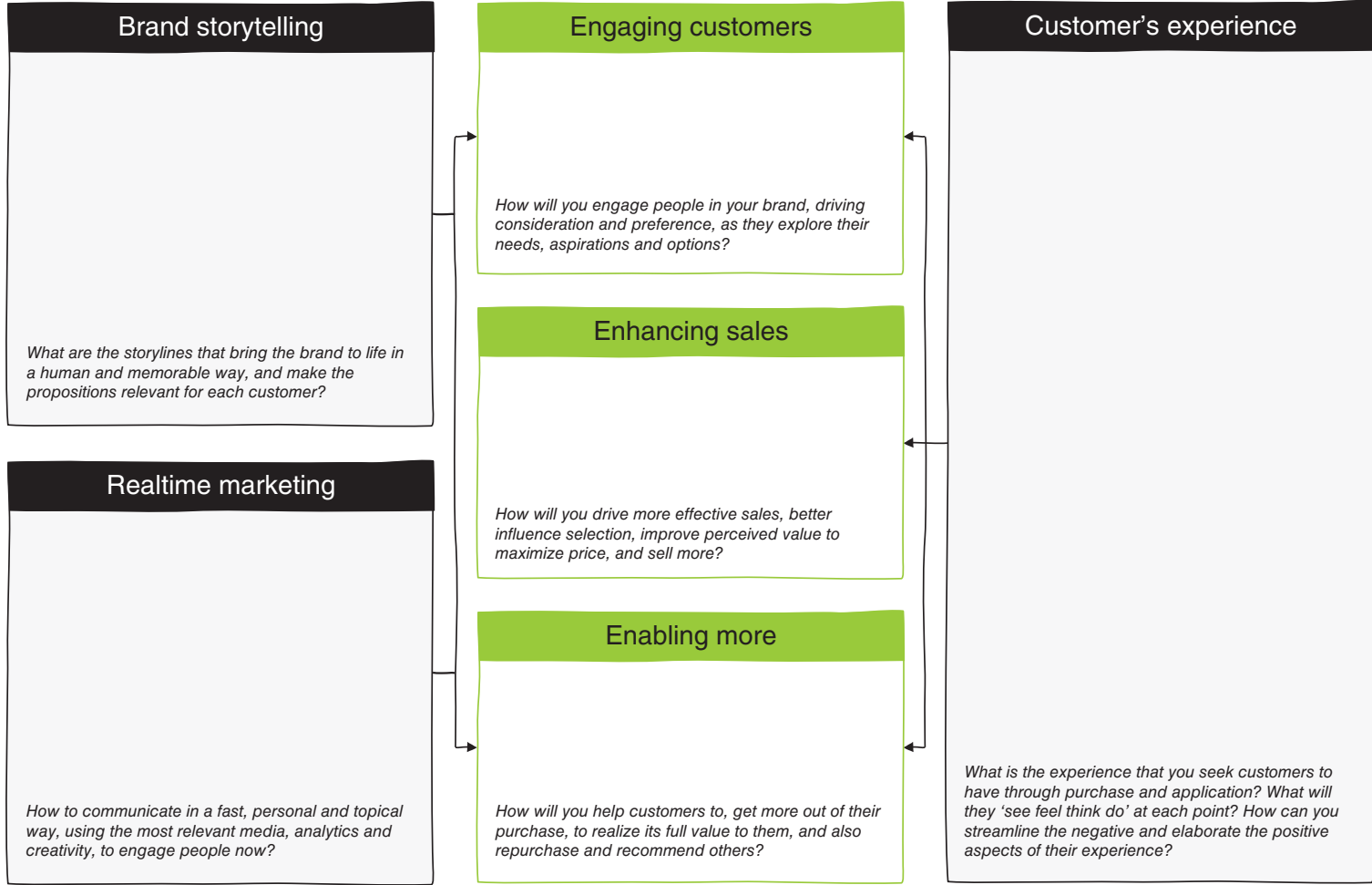


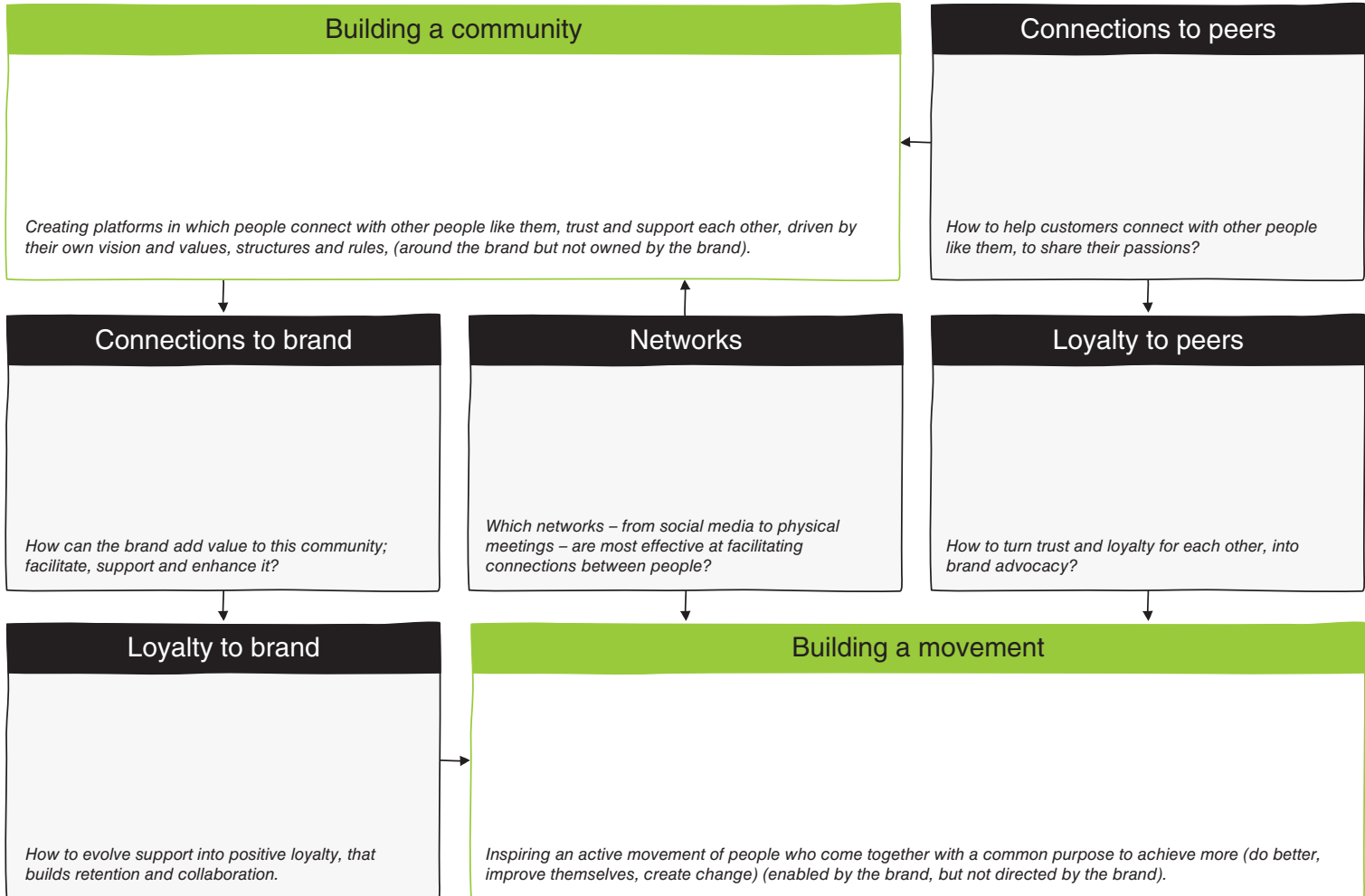












**Fit**

*Building your personal and professional fitness, the physical and mental capacity, energy and agility, to be a leader of change.*

**Future**

*Having a future orientation, making sense of a changing world, the vision to shape the future, and to leave a positive legacy.*

**Focused**

*Combining creative flexibility with the disciplined focus to define clear priorities and deliver against business and personal targets.*

**Financial**

*Balancing the short and long-term demands and performance of the business financially, whilst staying true to the purpose and vision.*

**Gamechanger leader**

*Changing your own 'game' whilst inspiring the organization to do likewise – a change agent and innovator. Head up not head down, delivering today whilst also creating tomorrow.*

**Amplify potential**

*Increasing the capacity of your people and partners, brands and business to achieve more through more creative and diverse connections, bigger thinking in a bigger space.*

**Communicate**

*Articulating a clear vision that inspires followers, goals and priorities that creates effective focus, whilst listening and engaging all stakeholders.*

**Coach**

*Actively supporting your people in how they think and act, on their side, helping them to perform better individually and as teams.*

**Catalyse**

*Stretching and challenging the organization, to think bigger and better, disrupting the culture, exploring new ideas, encouraging participation.*

**Connect**

*Connecting people and partners, ideas and innovations, to create more novel solutions, break down boundaries and improve innovativeness.*

