

OUR VIEW ON CHANGE

THE WORLD TODAY

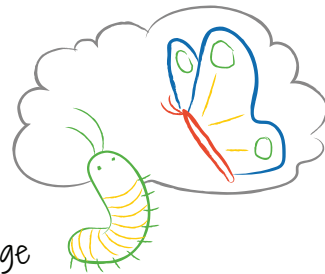


WHAT DOES THIS MEAN FOR BUSINESS?

Do nothing is not a viable option

Continuous evolution = business as usual

Periodic self-disruption => competitive advantage



OUR APPROACH

We believe change is complex enough; use simple models and make progress.

Sustainable change only happens when

$$*C = (D \times V \times F) > R$$

D = dissatisfaction with the current state

V = vision of a positive future state

F = practical first steps towards vision

R = resistance to change

*The Change Formula by Dannemiller & Jacobs

Individuals always have four choices in change

- 1. Change it** - get involved, shape the solution
- 2. Change me** - personal mindset shift to align with the change
- 3. Fit in** - accept it and go with the flow
- 4. Opt out** - leave the environment and work elsewhere

People don't resist change, they resist being changed

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