ADAPT, CHANGE OR DIE
BE RELENTLESS
DRIVING CHANGE

• Change for Change Sake is bad

“There is nothing wrong with change, if it is in the right direction.” – Winston Churchill

#ThinkBig
THINK BIG, ACT BIGGER

Leaders

#ThinkBig
BE CLOCK CHANGERS
WHY PEOPLE & COMPANIES FAIL TO DRIVE CHANGE NEEDED TO WIN
REASONS WE FAIL

Fear

Be a beginner
Tension
Healthy debate is good
REASONS WE FAIL

Radical Transparency

Biz Elephants are fun to kill

#ThinkBig
No one is going to die
Promises

Mutual Conditions of Satisfaction

#ThinkBig
Then why do I need you?
HOW IT SHOULD WORK
TAKE MY ORDER
GIVE UP SOME CASH
DELIVERED FAST
NOT LOVIN’ IT!
CLOWNS LIE
A PROMISE?

Mutual Conditions of Satisfaction
ASK YOURSELF

Why are you in this game?

Who are you?
-Your 118-

A Passion for Pheasants

#ThinkBig
MORE THAN PASSION
ASK YOURSELF

Why are you in this game?

Who are you?
-Your 118-

A Passion for Pheasants

What should you look like?
YOU & YOUR BRAND

Horses... cows and promises delivered
BE AUTHENTIC
Stand for something
Online or offline
Principles only mean something when they are inconvenient
CAUSE TENSION

- Don’t settle
- Create competition
- Stir it up
- Why?
IN GOOD COMPANY