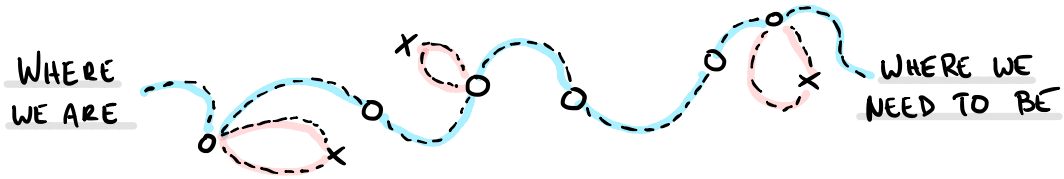
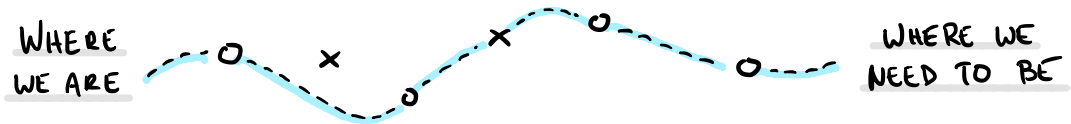



HOW TO GO FROM THIS....





TO THIS....




1. KNOWLEDGE FROM THE PAST


 PRIOR EXPERIENCE

 "ALIKE" SITUATIONS

 PRIOR TRAINING

 EXPERT OPINION

 EVALUATE PREVIOUS ATTEMPTS

 MAP HOW THINGS ARE DONE

 REVIEW RESEARCH

 UNDERSTAND CUSTOMERS' EXPERIENCES


 START WITH A GROWTH MINDSET


2. PRACTICE IN THE PRESENT

 RETROS / CRITIQUE

 IMMERSION SESSIONS

 FOCUS ON ESSENTIALS

 SURFACE DECISIONS

 CHECK-INS & INSIGHT SESSIONS

 CONTINUOUS ALIGNMENT

 THINK HOUSTICALLY


 OPEN DISCUSSION

 REMOVE WHAT'S NOT NECESSARY


 RUN AN EXPERIMENT


3. LEARN FROM THE FUTURE


 HORIZON SCANNING

 SCENARIOS / SIMULATIONS

 STRONG PLANNING


 ASK "WHAT WILL THIS MEAN, FOR WHO"

 SEEK THE MOST OPTIMAL, BALANCED PATHWAY

 SELECT & INVEST IN THE TEAM

 CREATE A COMMON PURPOSE

 FACE UNCERTAINTY

 CELEBRATE WHEN YOU ARRIVE