

I BELIEVE

STATUS QUO IS THE ENEMY.

BREAK FREE from the tyranny of the *urgent*. Get better *faster*.
BREAK THE GRAVITATIONAL PULL OF THE STATUS QUO.

RELEVANCE IS THE NEW MANDATE.

WE INNOVATE OR WITHOUT VISION WE MUST EXPERIMENT
BECOME IRRELEVANT. THERE IS NO INNOVATION. WITHOUT *FEAR*.
EMBRACE UNCERTAINTY. WE ARE LIVING IN THE AGE OF **DISRUPTION**.
NOTHING IS FOREVER. REINVENT OUR BUSINESS BEFORE SOMEONE ELSE DOES.
CHANGE AS FAST AS THE WORLD IS CHANGING.

Learn. BECOME THE DISRUPTOR RATHER THAN THE DISRUPTED.

COMPANIES DON'T CHANGE, INNOVATE, AND TRANSFORM. PEOPLE DO.
LEGACY THINKING IS HOLDING US BACK. STOP THE CYCLE OF SAMENESS AND COMMODITIZATION.

A "ME TOO" PORTFOLIO MUST BE
REPLACED BY A "FOLLOW ME" PORTFOLIO.

Unlearn. THE MIDDLE OF THE ROAD
IS THE *ROAD TO NOWHERE*.

STAND FOR SOMETHING - **THE BOLDER THE BETTER. COMPETE.**

THERE IS GENIUS BETWEEN THE SILOS. NO ONE OF US IS AS SMART AS ALL OF US TOGETHER.

WE MUST MOVE FROM **DIY TO DIT (DO IT TOGETHER)**. **Relearn.**
INNOVATION DOES NOT HAPPEN IN A VACUUM.

We've been incestuous - hanging with those we are comfortable with.

GET OUT OF OUR COMFORT ZONE. NOW! NEW ENVIRONMENTS AND NEW PEOPLE FOSTER NEW THINKING.
INJECT NEW IDEAS, NEW THINKING, AND NEW INSIGHTS INTO OUR BUSINESS.

WE MUST THINK DIFFERENTLY.

It's Time To Change The Rules.

WILL, ENERGY, AND FOCUS ARE THE KEY TO TRANSFORMATIVE LEADERSHIP.

We own our future. If not us, who?

UNleash **WD**
BY DIRK BEVERIDGE