

HOW TO  
SURVIVE  
IN TIMES  
OF  
RADICAL

# innovation

WHAT ARE YOU DOING  
TO INNOVATE AND  
THRIVE IN THE DAY  
AFTER TOMMORROW?

Do you feel that the world around you is changing faster than ever before, and the rate of change is actually accelerating?

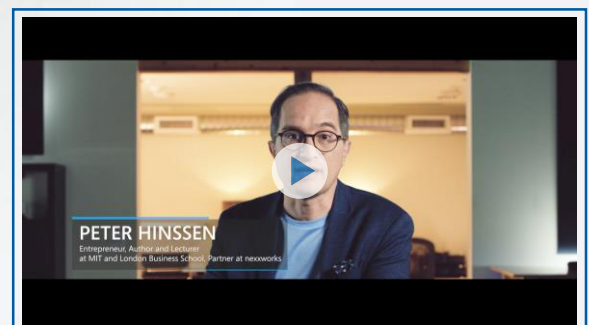
Do you believe that the number of 'unknown unknowns' is increasing?

You're not wrong.

The pace of change is exponential, and large organizations struggle to spot new and radical ideas quickly, unable to move fast enough to develop their potential.

In the 20<sup>th</sup> century size was power. Today, in the Age of Urgency, being 'big' seems to be a disadvantage.

Success means focusing not just on tomorrow, but on what the day after tomorrow will bring.



Watch the movie



The engines that drive innovation is simple: Dream it. Do it.

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