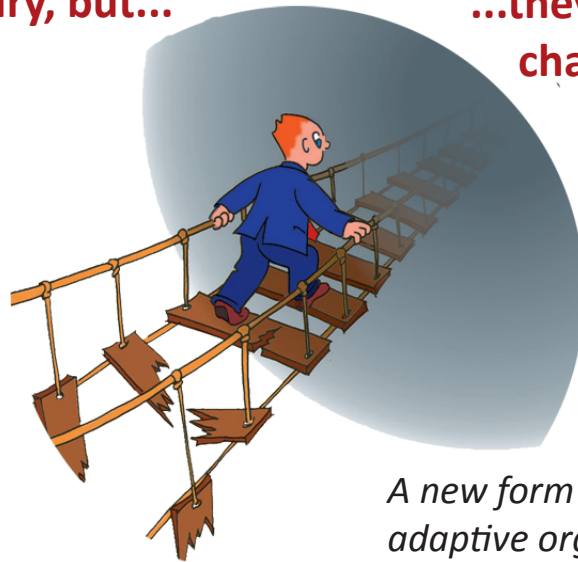


A Fresh Look at SWOT

*New Executive Imperatives that Put
Innovation into Action*

**Traditional business practices
worked well for most of the
20th century, but...**

**...they are not up to today's
challenges, where...**



*Change, uncertainty
and complexity are the
new normal.*

Coping is not enough!

*A new form of leadership and
adaptive organizations are
REQUIRED!*

A presentation you don't want to miss...

John lays out a MindShift Innovation process that enables business leaders to enhance their own adaptive capacity and to learn what it takes to foster an innovative organization.

In the 20th century, companies did SWOT analyses to find out their strength, weaknesses, opportunities and threats - relative to competitors.

Today, all businesses are confronted with rapid change outside the company that impacts what customers find meaningful and of value. Now, the most serious threat is the loss of relevance in the eyes of customers. Growth opportunities lie in turning the challenges of change and innovation into new possibilities to create and deliver value to customers. But, traditional business models, practices and leadership mindsets do not measure, nor do they enable companies to seize new opportunities.

Changing marketplace conditions are a challenging reality. The new executive imperative is to develop the capacity to turn these challenges into new possibilities to create and deliver value to customers. In this presentation, John will set you on the right path.