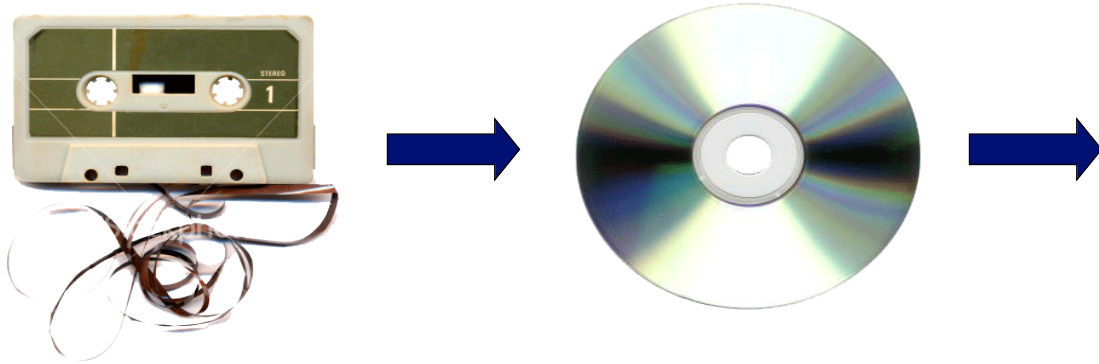




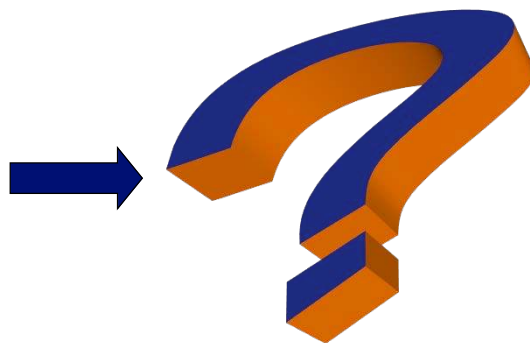
YOU'RE SUCCESSFUL.



CONGRATULATIONS!



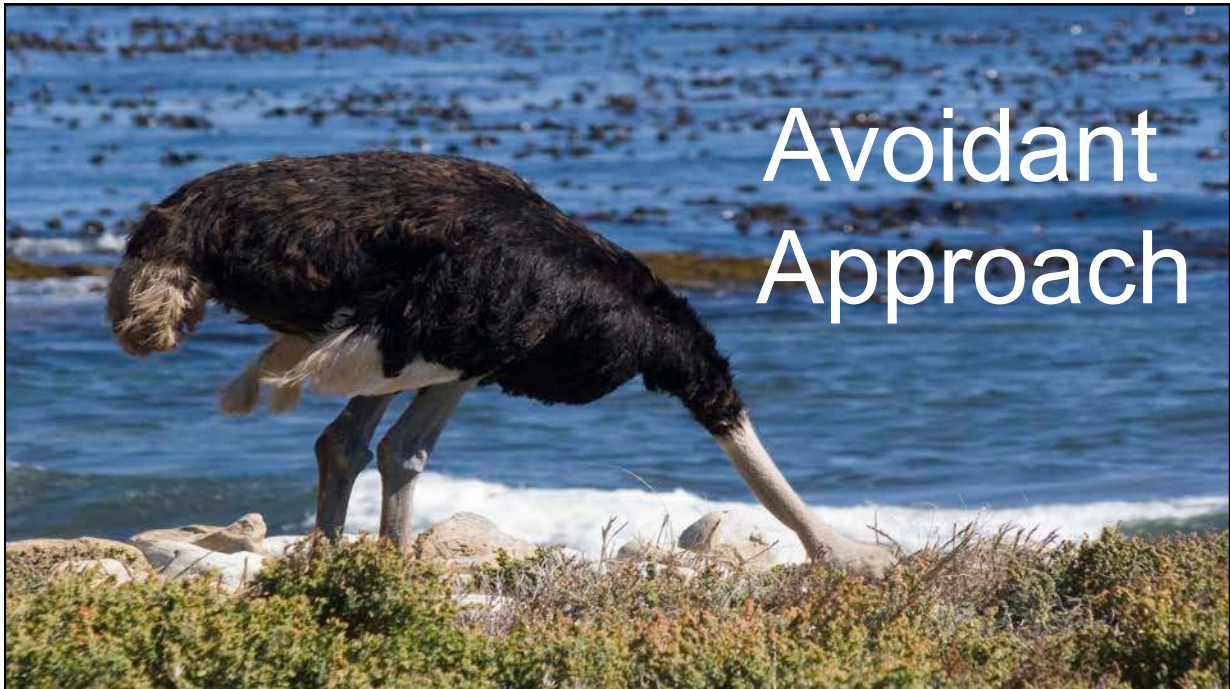
YOU KNOW WHAT USED TO WORK.



APPROACHES TO CHANGING TIMES



Avoidant
Approach





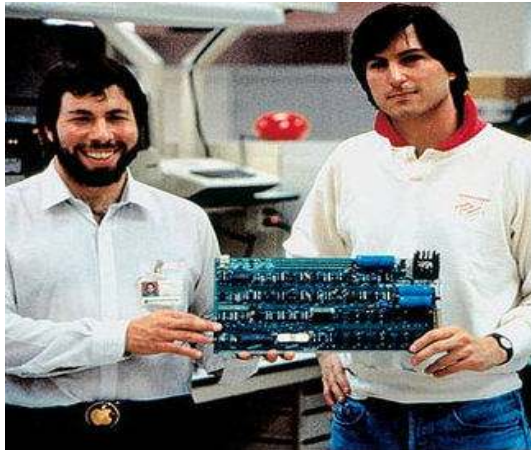




6 Approaches to Change Quiz

1. Avoidant
2. Apathetic
3. Resistant
4. Reactive
5. Anticipatory
6. Creative

Passionate, Smart, Flexible and Quick



THE FOUNDATION

In changing times, there is a set
of principles and core values
that you never want to change.

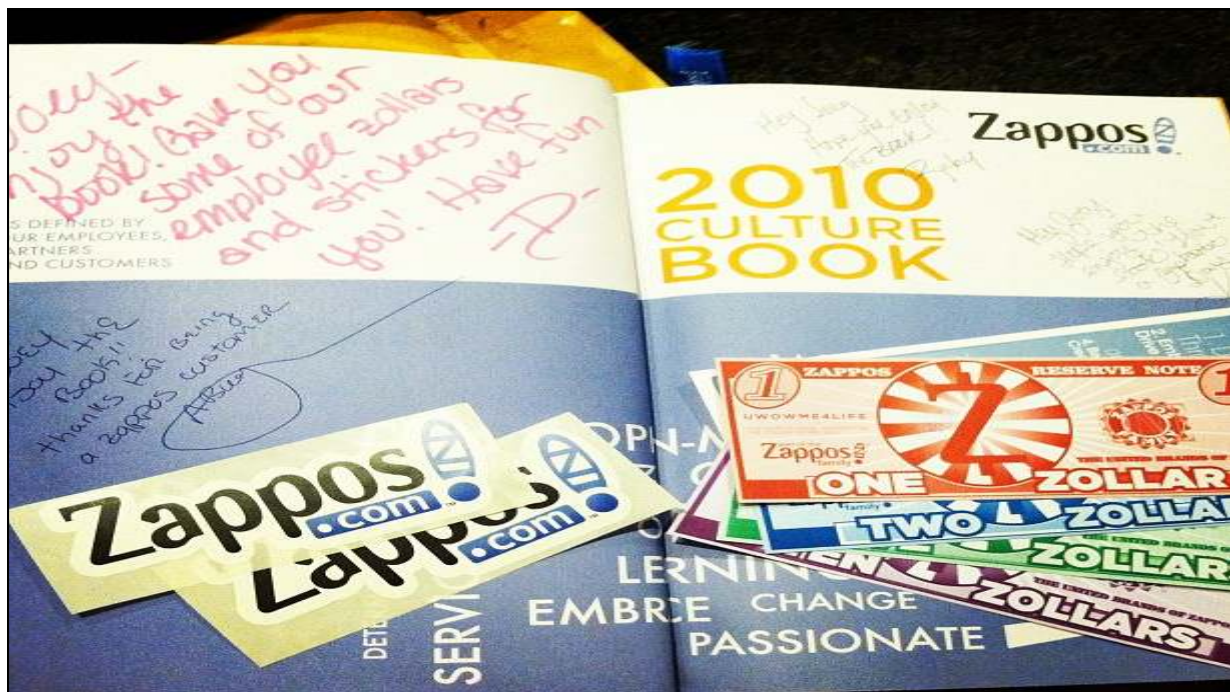
BE RIGID HERE



Zappos Core Values

1. Deliver Wow through Service
2. Embrace and Drive Change
3. Create Fun and a Little Weirdness
4. Be Adventurous, Creative and Open-Minded
5. Pursue Growth and Learning
6. Build Open and Honest Relationships
7. Build a Positive Team and Family Spirit
8. Do More with Less
9. Be Passionate and Determined
10. Be Humble

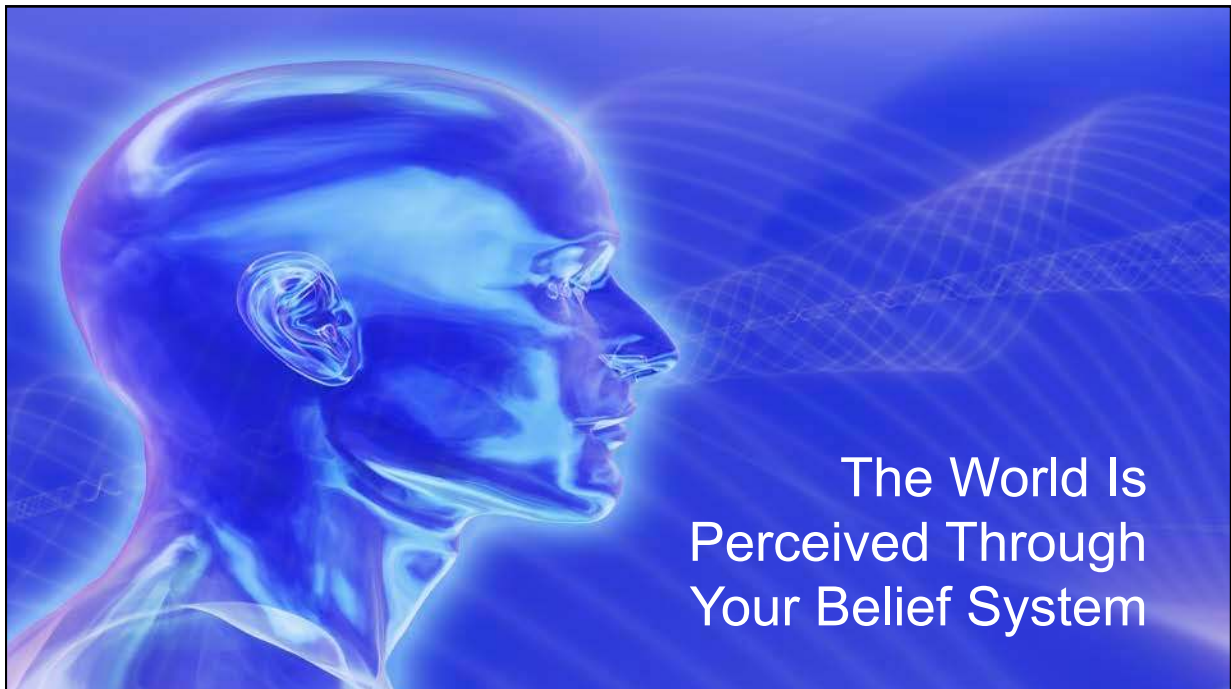


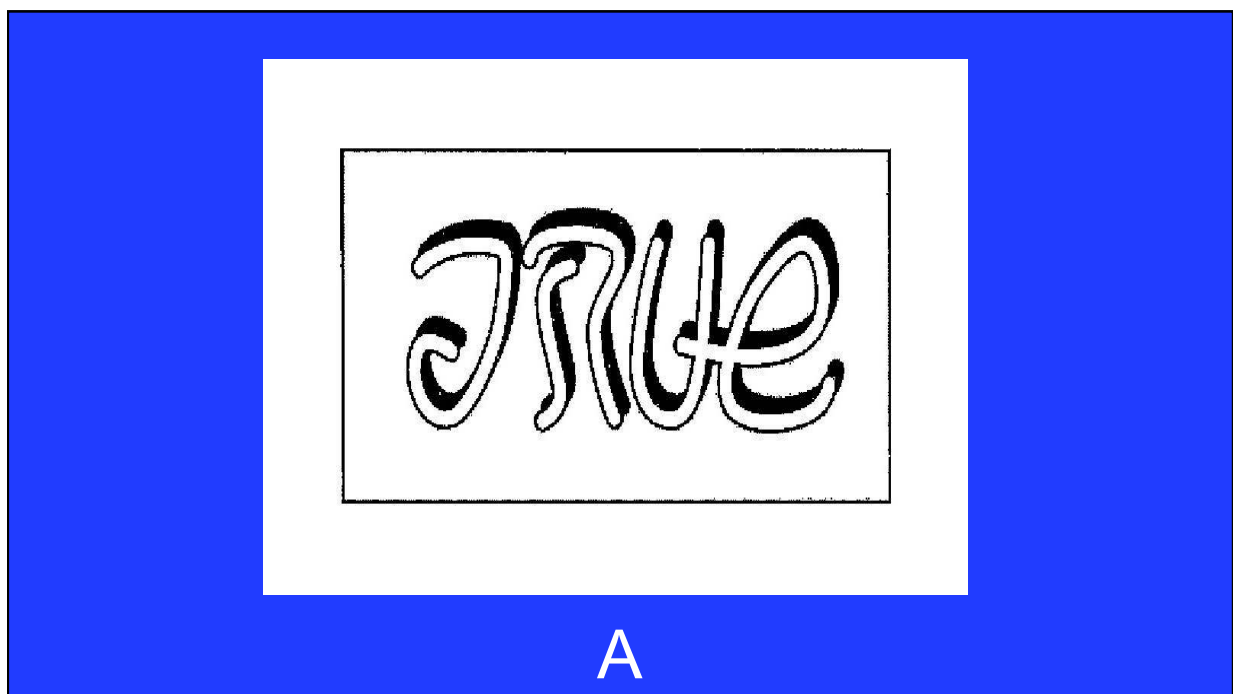
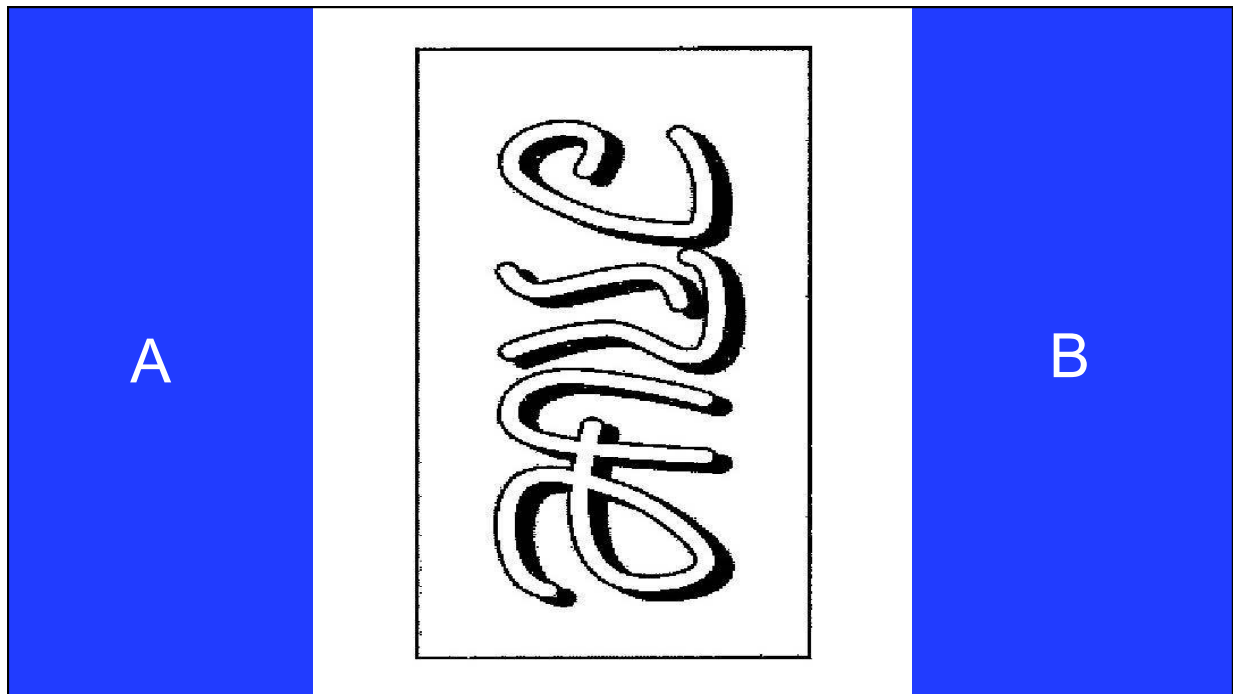


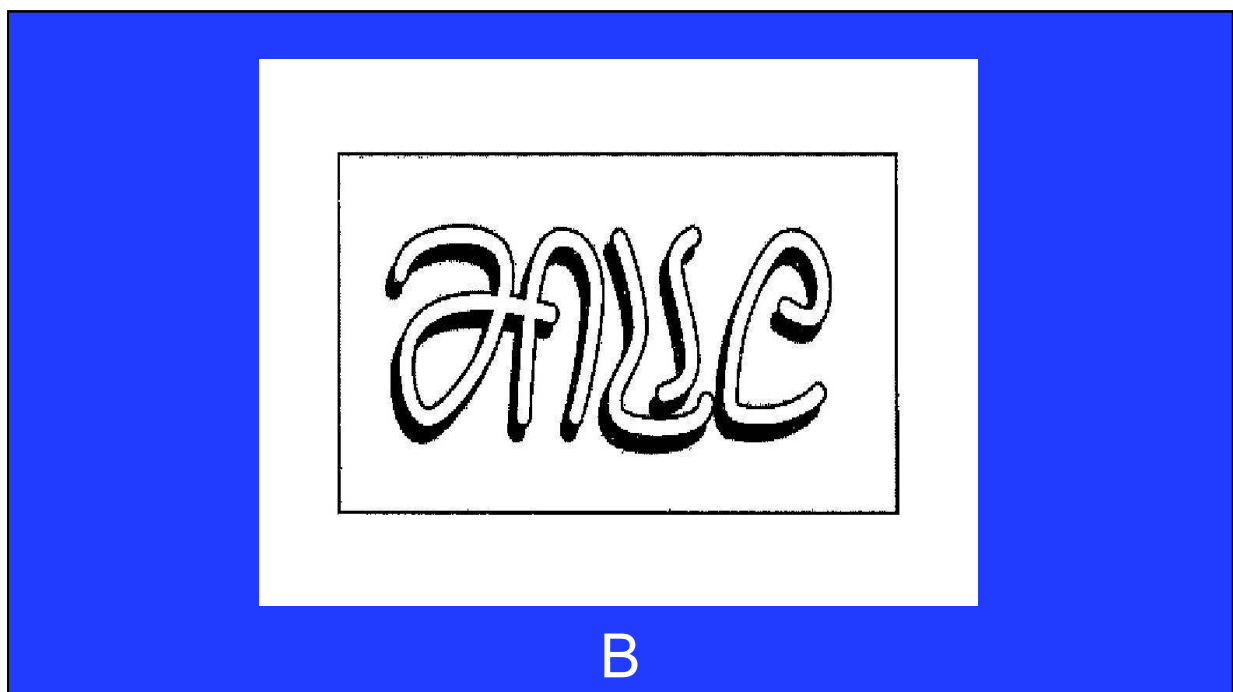
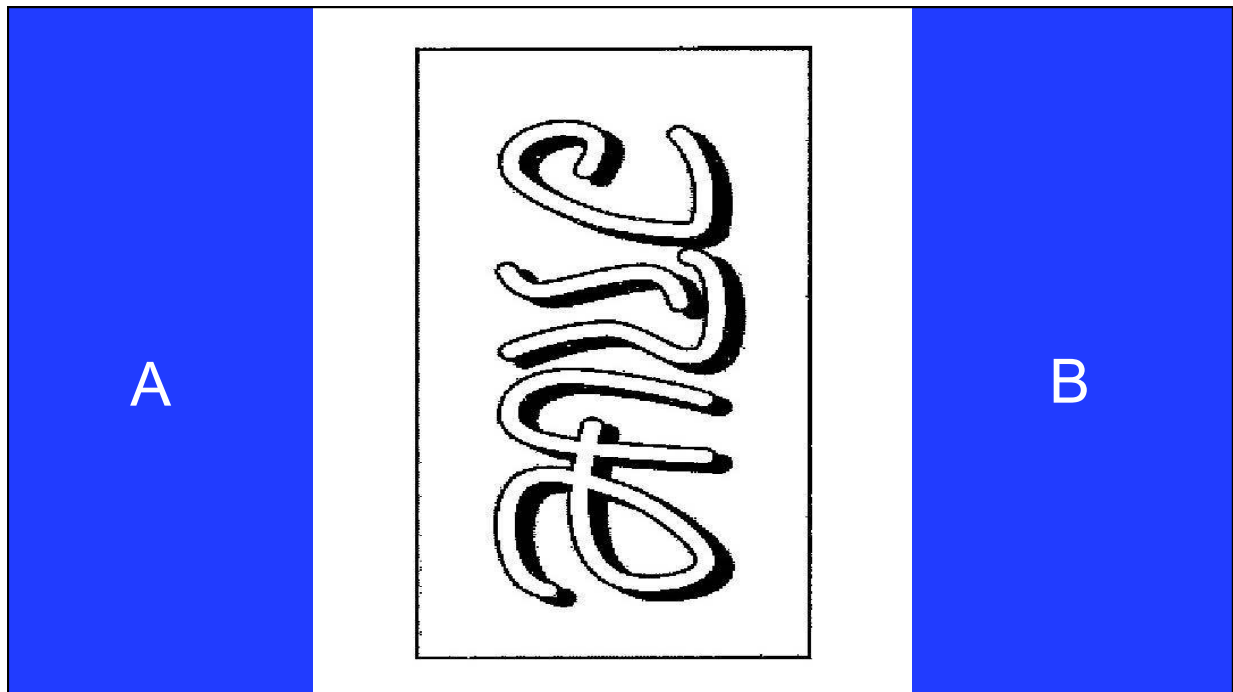
THE FOUNDATION

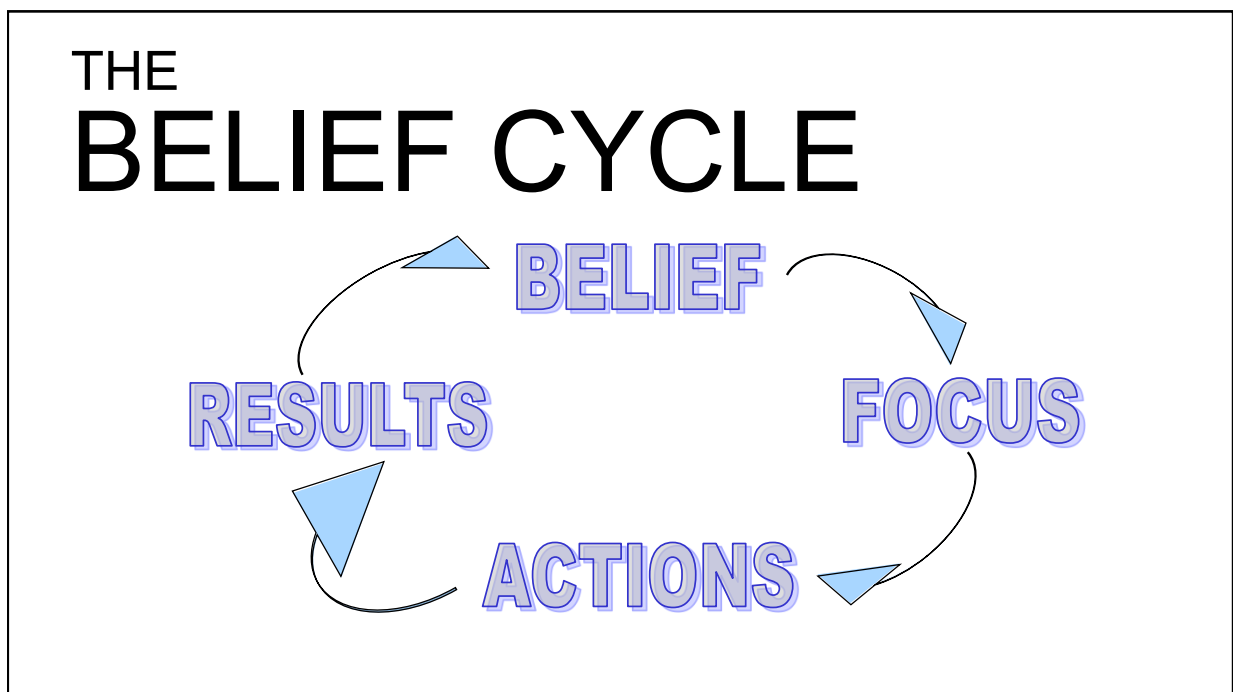
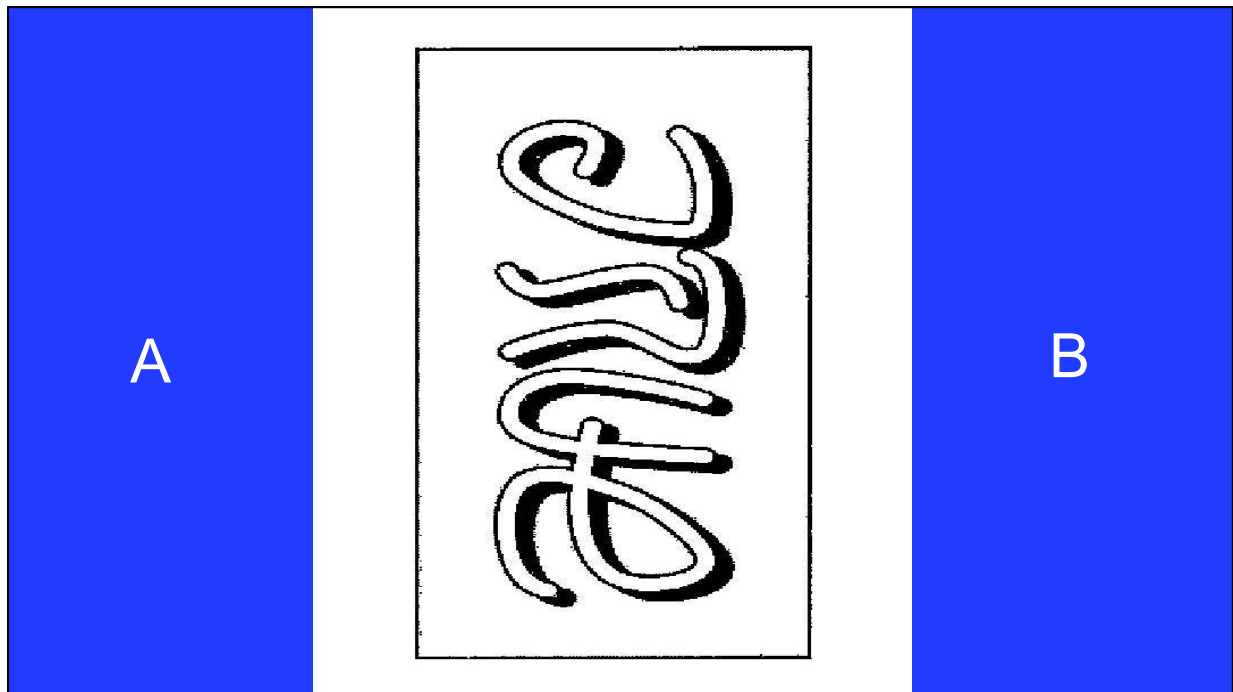
The set of beliefs and strategies that have gotten you to where you are now will not get you to where you want to go.

BE FLEXIBLE HERE

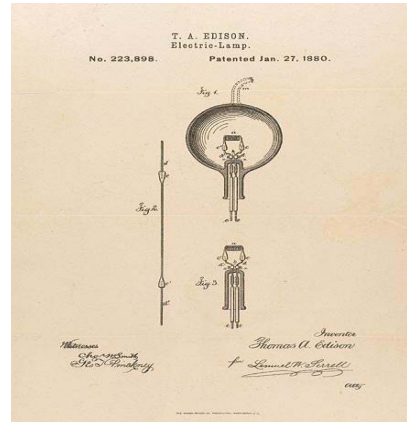
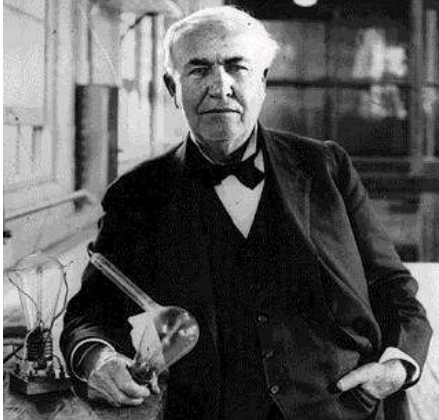




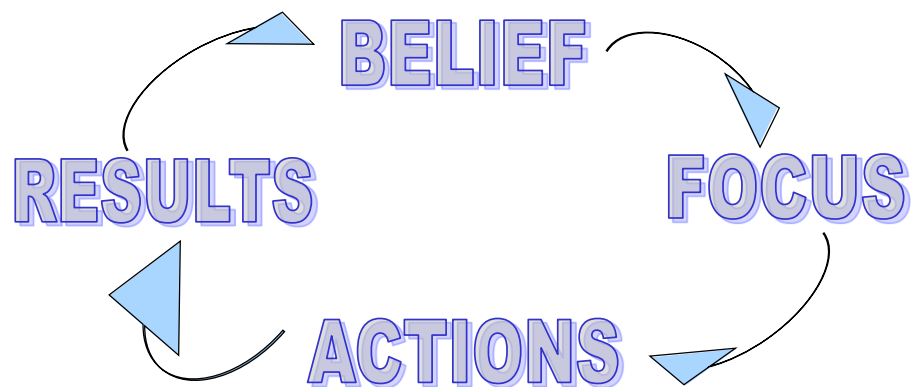




“There is no such thing as failure.
We learn something from every
experiment we do.”



THE BELIEF CYCLE



CHANGING TIMES BELIEFS



#1 Changing Times
Create Opportunities



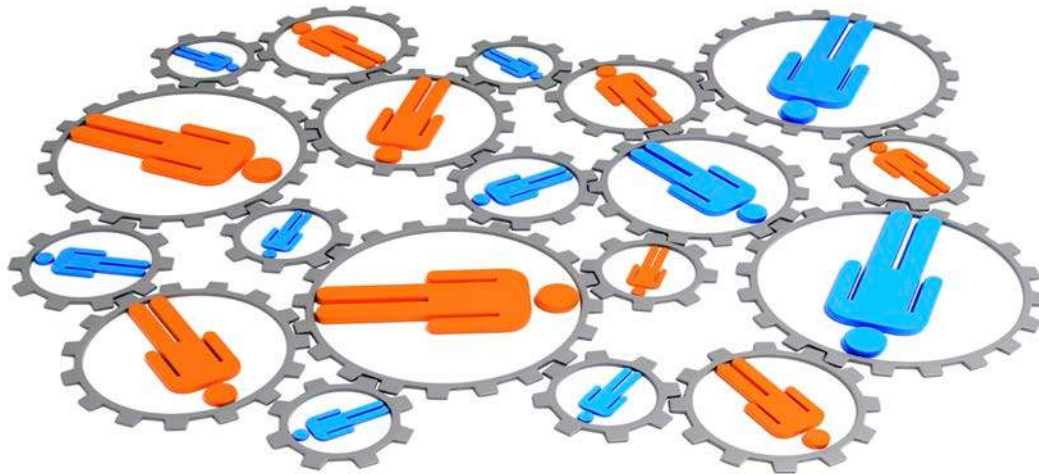












#6 I'm an Active Participant
in the Change Process



THREE STAGES OF CHANGE

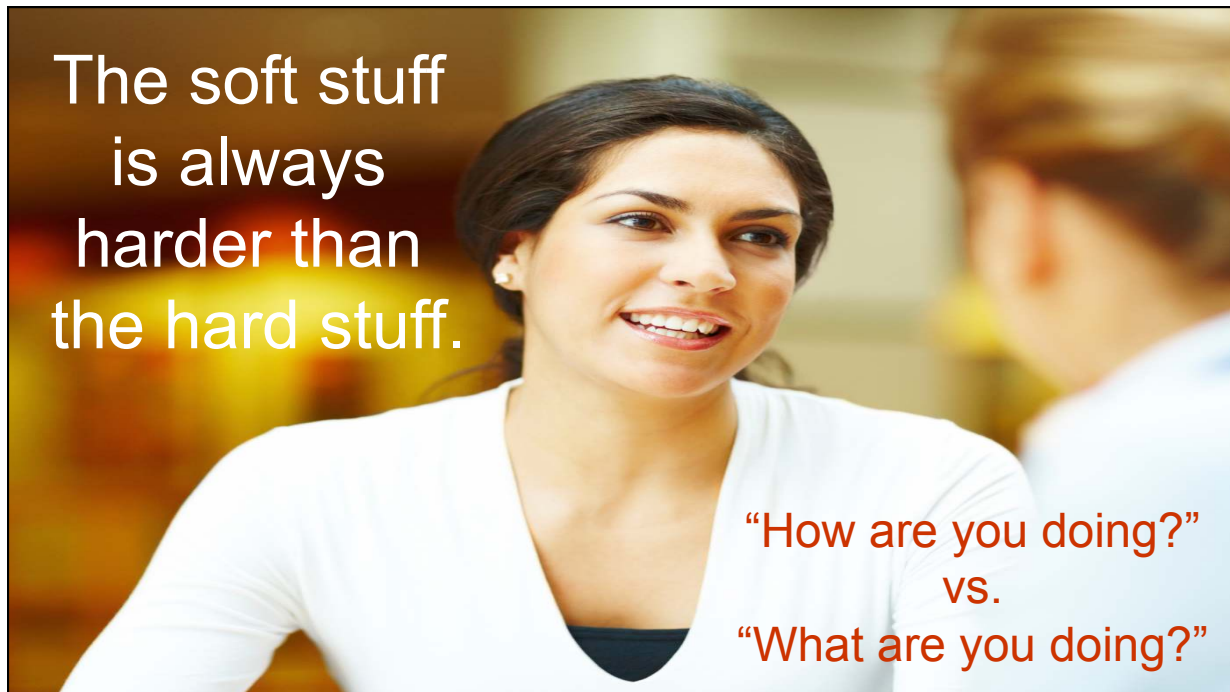
Letting Go of the Old

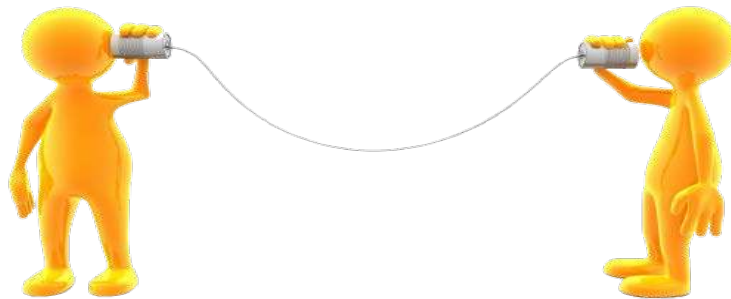


Leadership Strategies Stage #1

Show Caring





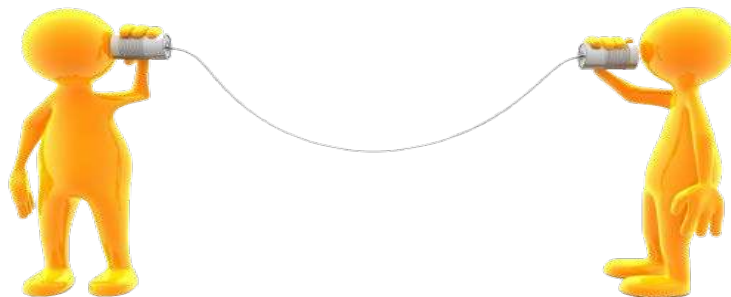


CHANGE STORY PARTS

Act I – Beginning – The Past

Act II – Middle – The Present

Act III – End – The Future



GIVE LISTENERS SOMETHING TO

1. Think About
2. Feel
3. Do

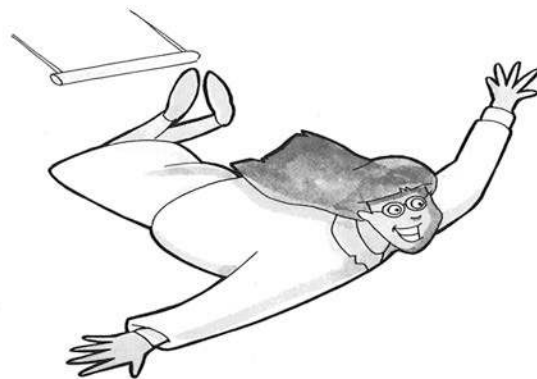
STORY TELLING

If you want to capture people's attention and move them to action, tell them a story.

Stories change lives!



Transitioning Between the Old And the New



Leadership Strategies Stage #2

Prepare for The Dip

Provide Everyone Important
Roles to Play



Embracing the New





**Leadership Strategies
Stage #3**

Celebrate Wins
Use Success to Reinforce a Culture
of Change



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