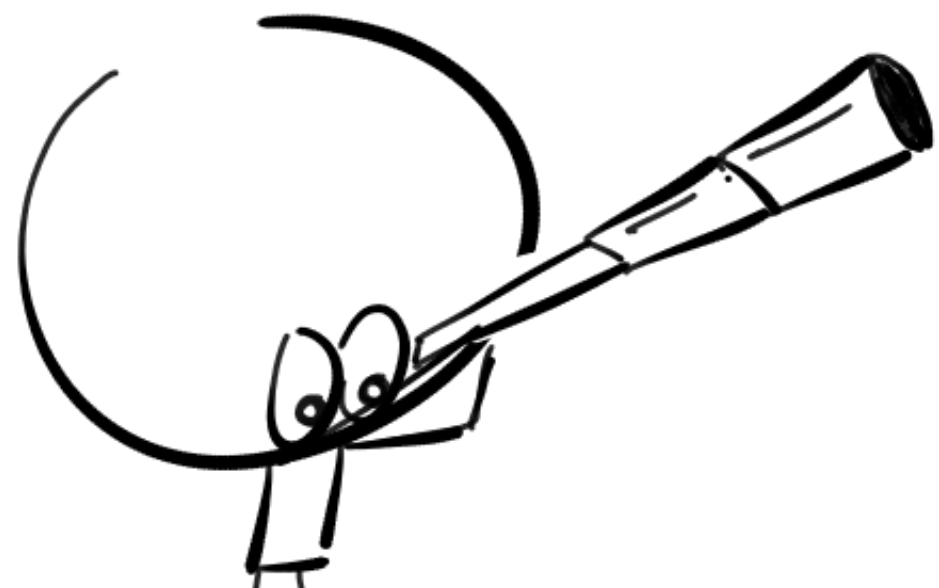
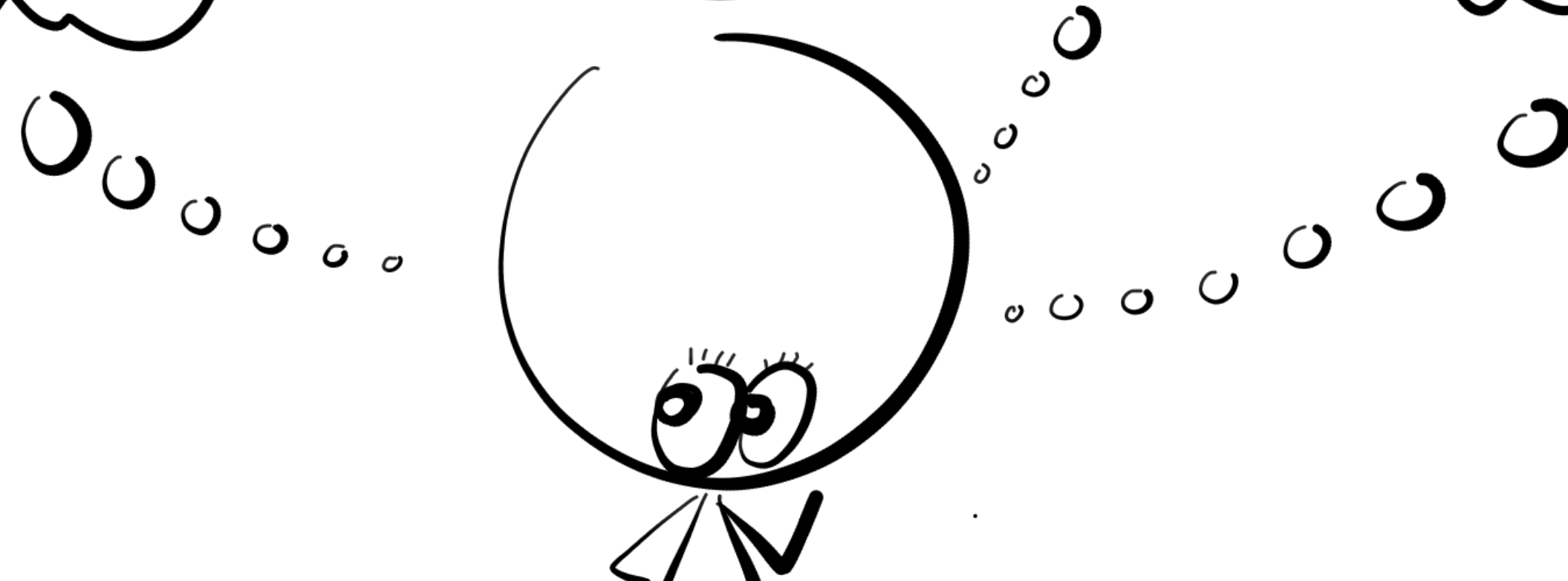
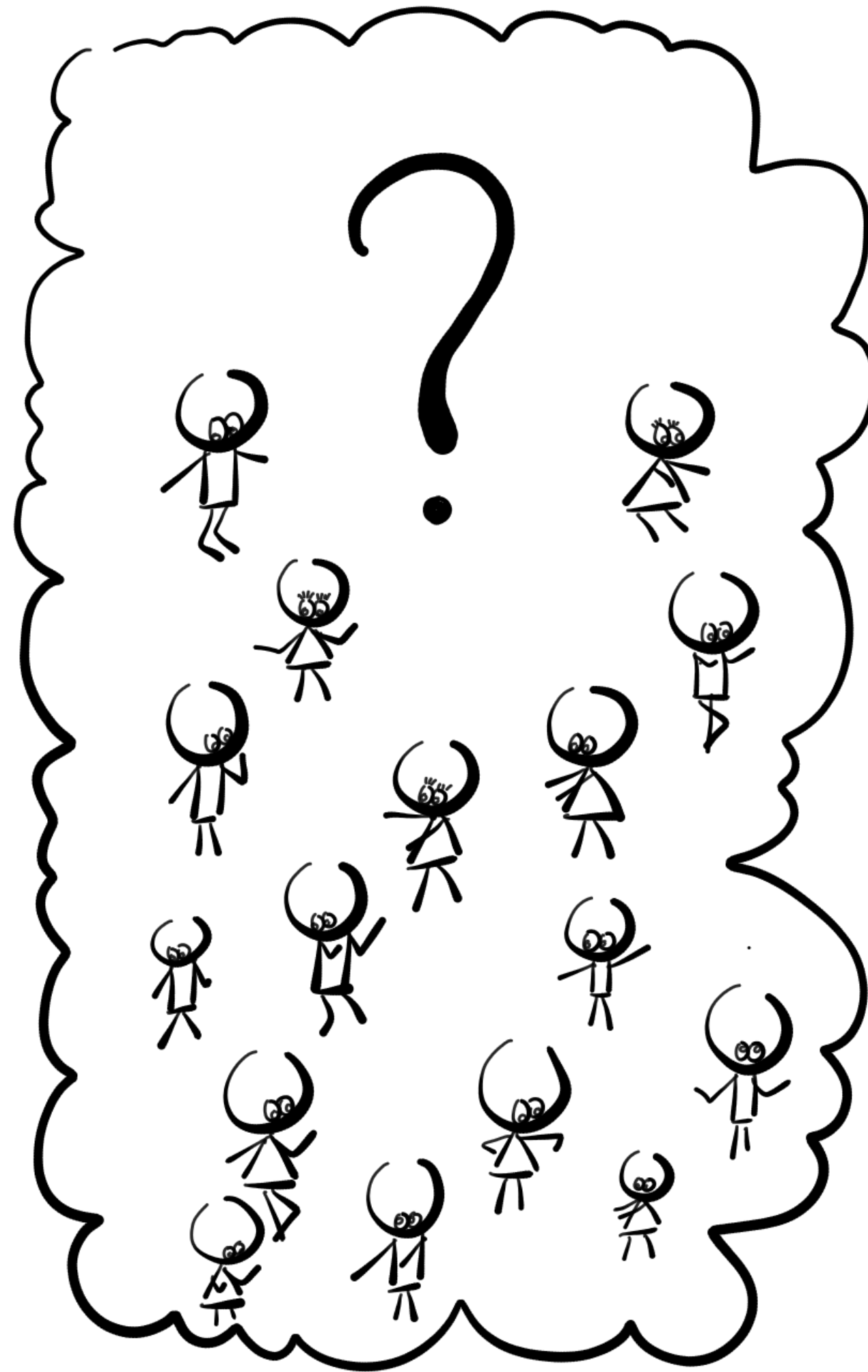
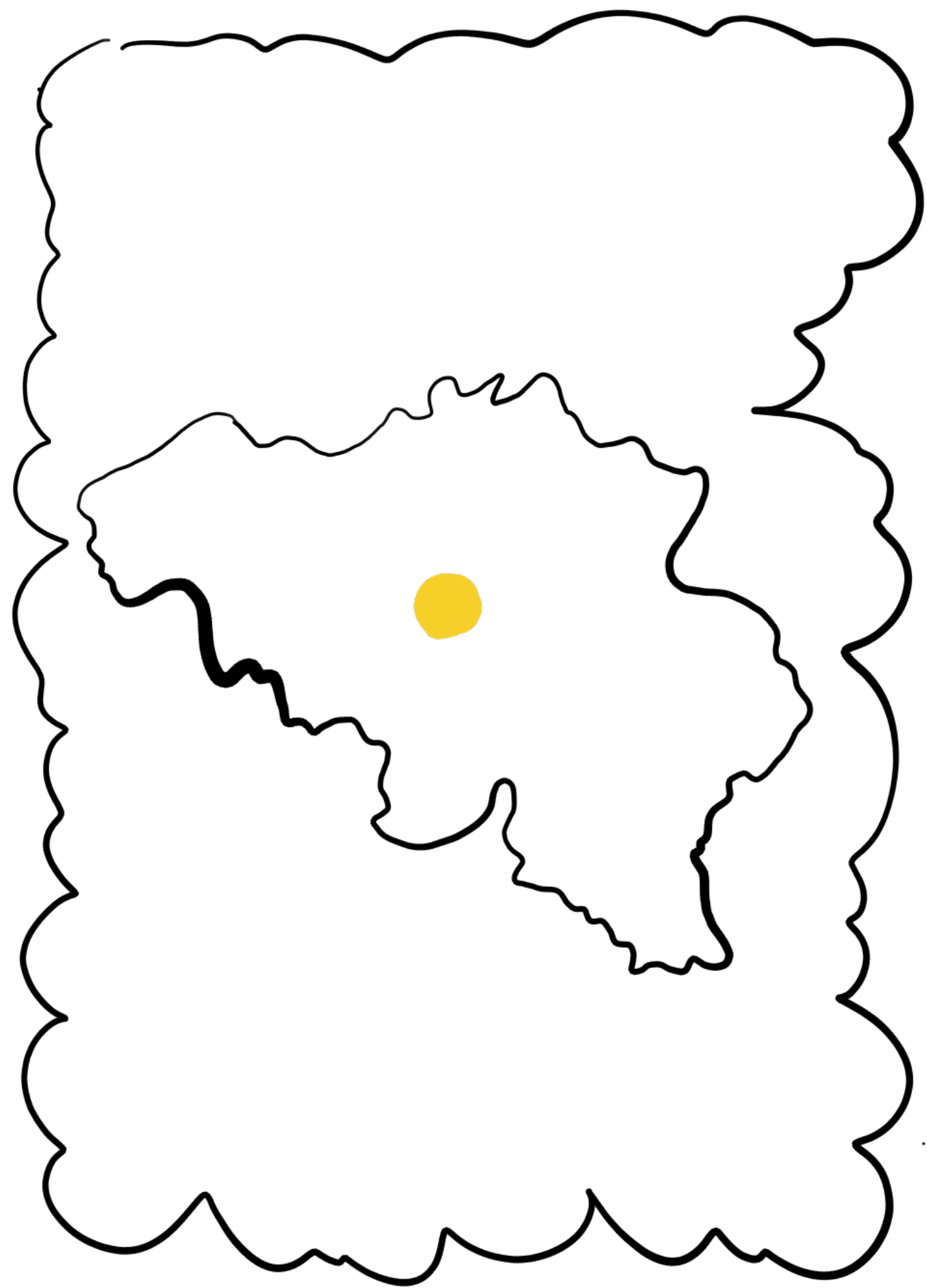


# The Change Mindset

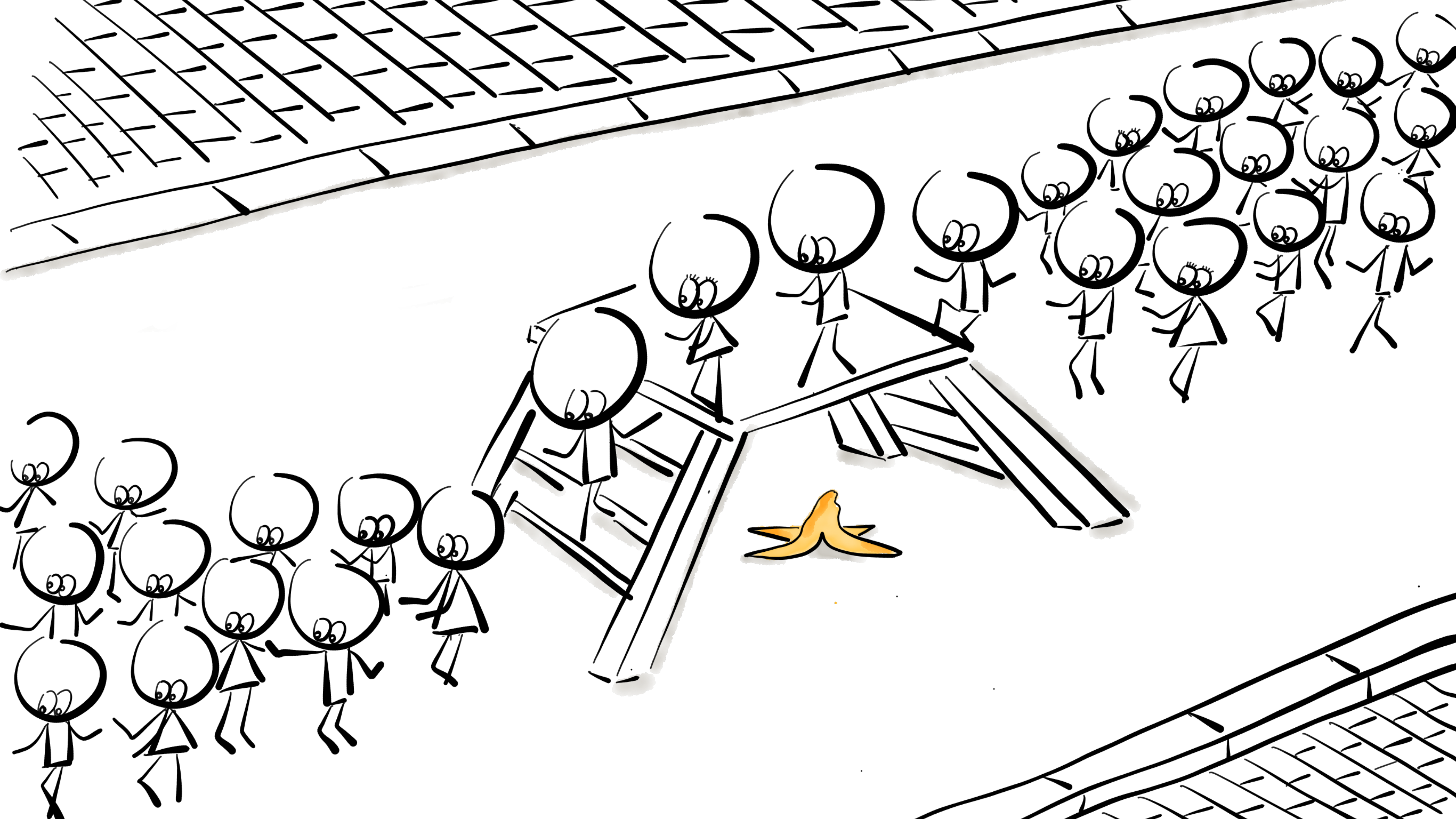
'Survival Kit for professionals  
in change'



@CyrielKortleven









“Don’t mind the Change.

Change your Mind.”

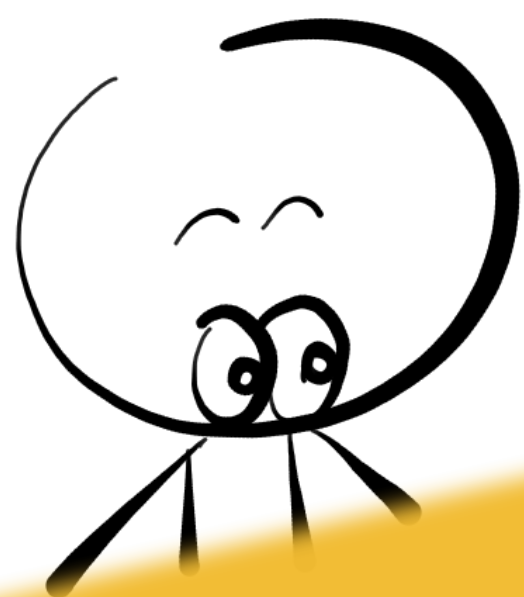




# Yes And Act



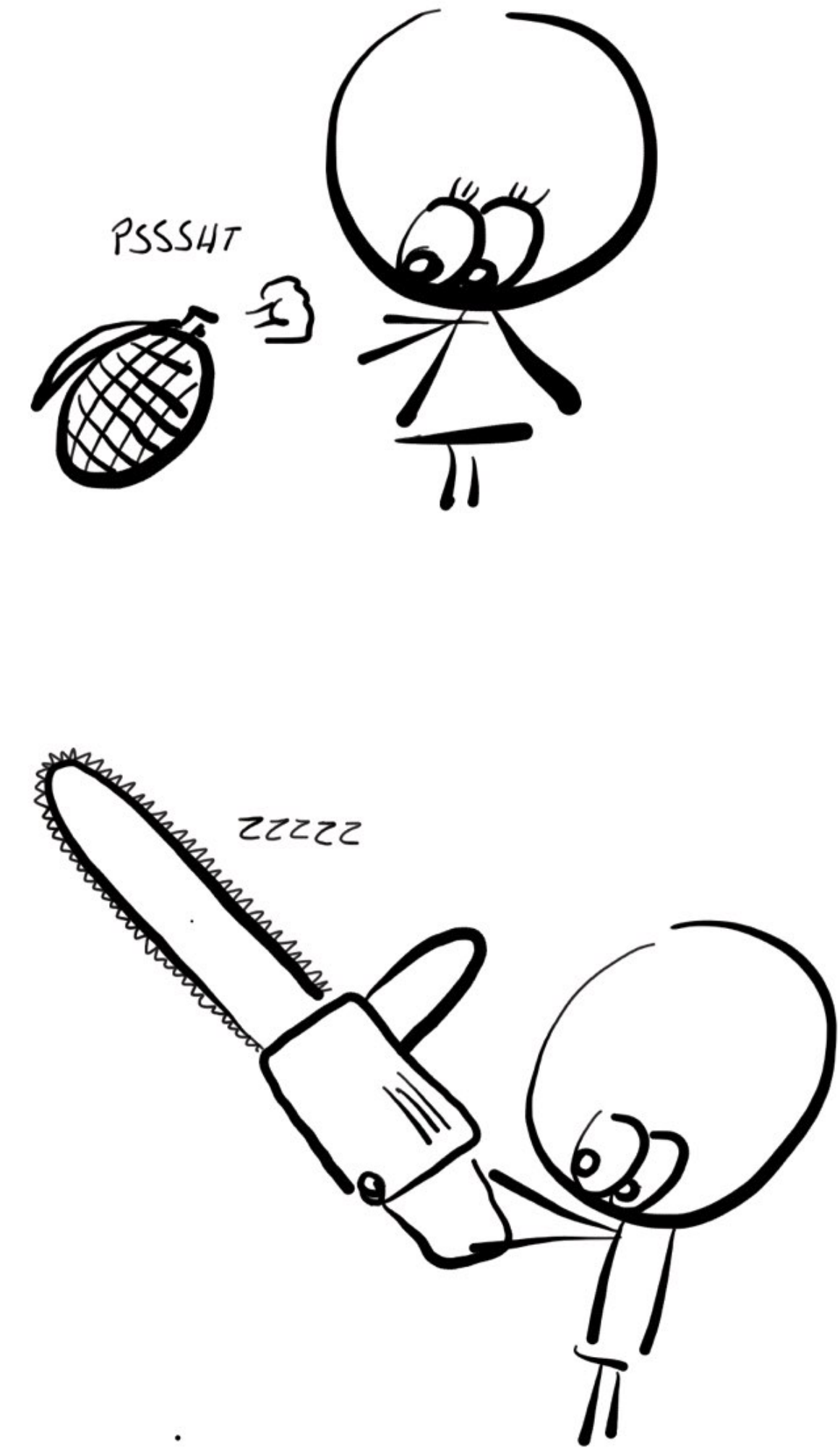
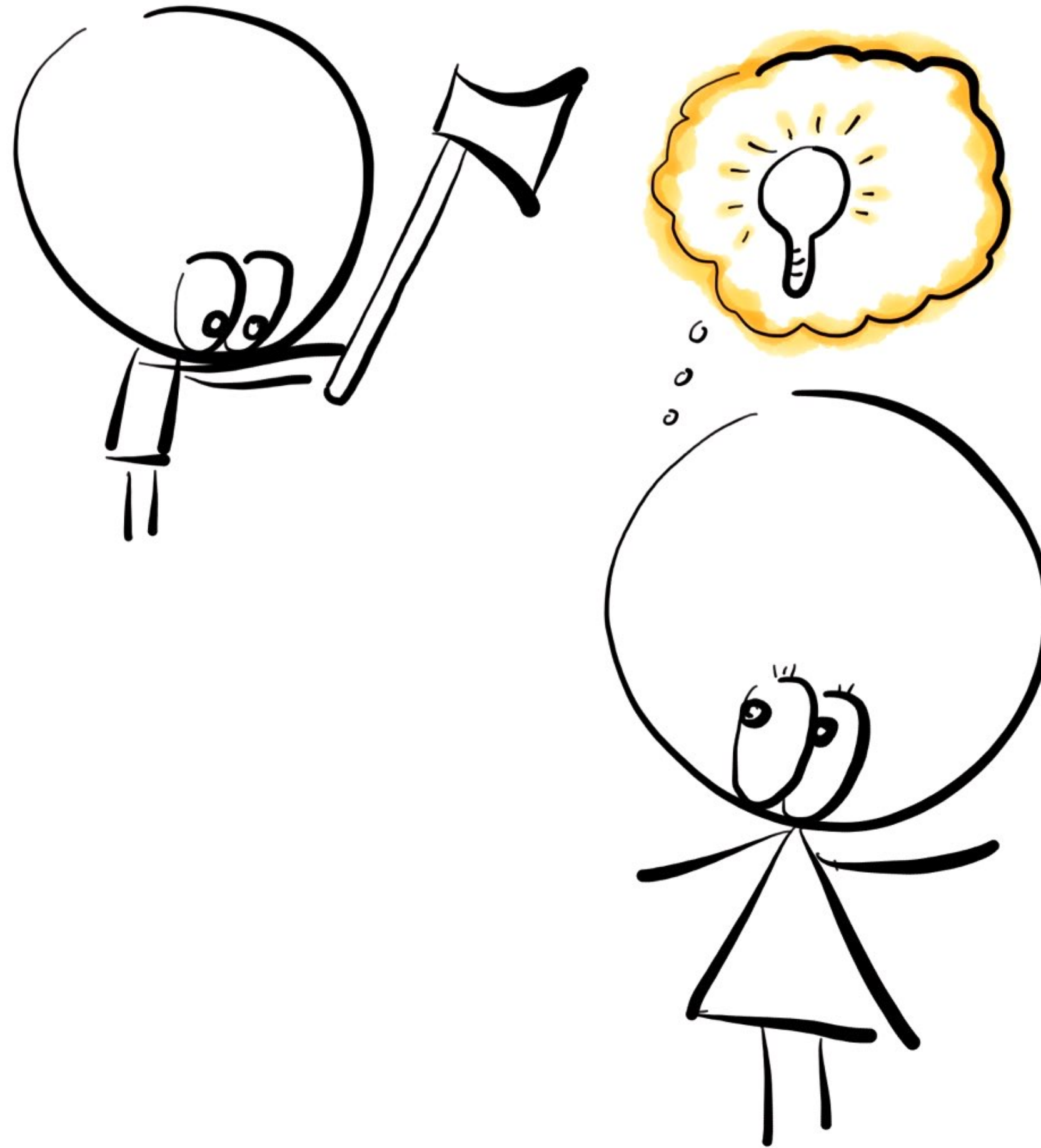
# Yes



Suspend judgement.



Oh no ... an idea.



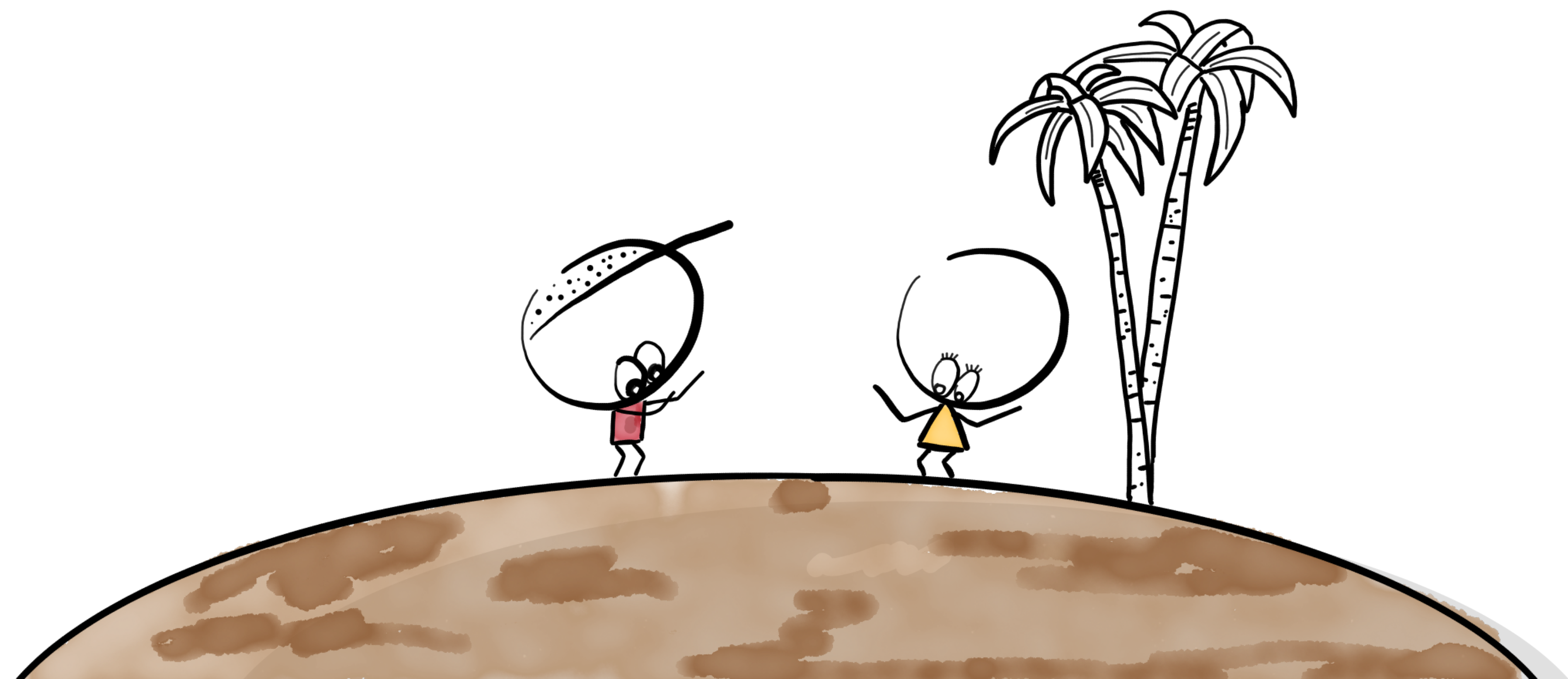


# Yes but ...





Yes and ...





# IDEA KILLERS...

REASONS WHY CREATIVITY AND INNOVATION DON'T FLY IN YOUR ORGANISATION

**Yes, but...** It already exists! Our customers won't like that!

WE DON'T HAVE TIME... **NO!** It's not possible...

**It's too expensive!** Let's be realistic... *That's not logical...*

*We need to do more research...* THERE'S NO BUDGET...

**I'm not creative...** We don't want to make mistakes...

The management won't agree... **GET REAL...**

*It's not my responsibility...* It's too difficult to master...

**THAT'S TOO BIG A CHANGE...**

The market is not ready yet... *Let's keep it under consideration...*

**It is just like...** The older generation will not use it...

WE ARE TOO SMALL FOR THAT

*It might*

SINCE WHEN

There are

**IT IS NOT**

Poster from the book  
Download your own

# IDEA BOOSTERS...

THE ATTITUDE TO BOOST CREATIVITY AND INNOVATION IN YOUR ORGANISATION

**Yes, and...** Let's find the concept behind it...

Wow, interesting... **YES!** Maybe now is the right time...

You are on to something... **Good, let's enrich the idea...**

**How do they do this in other industries?...** *Tell me more...*

Let's look at the financials later... **Let's ship!**

*Our industry is ready for disruption...* **Let's experiment...**

**Great!** LET'S MAKE IT EVEN MORE CONCRETE...

*It's time for change...* I will try it tomorrow with one client...

What's the worst thing that could happen?... What are we waiting for?...

**WHAT IF A COMPETITOR WOULD STEAL THIS IDEA?...**

**I love you!** Let's spend the lunchtime on it today...

the hell not...

pany...

ing!

www.ideaKillers.net



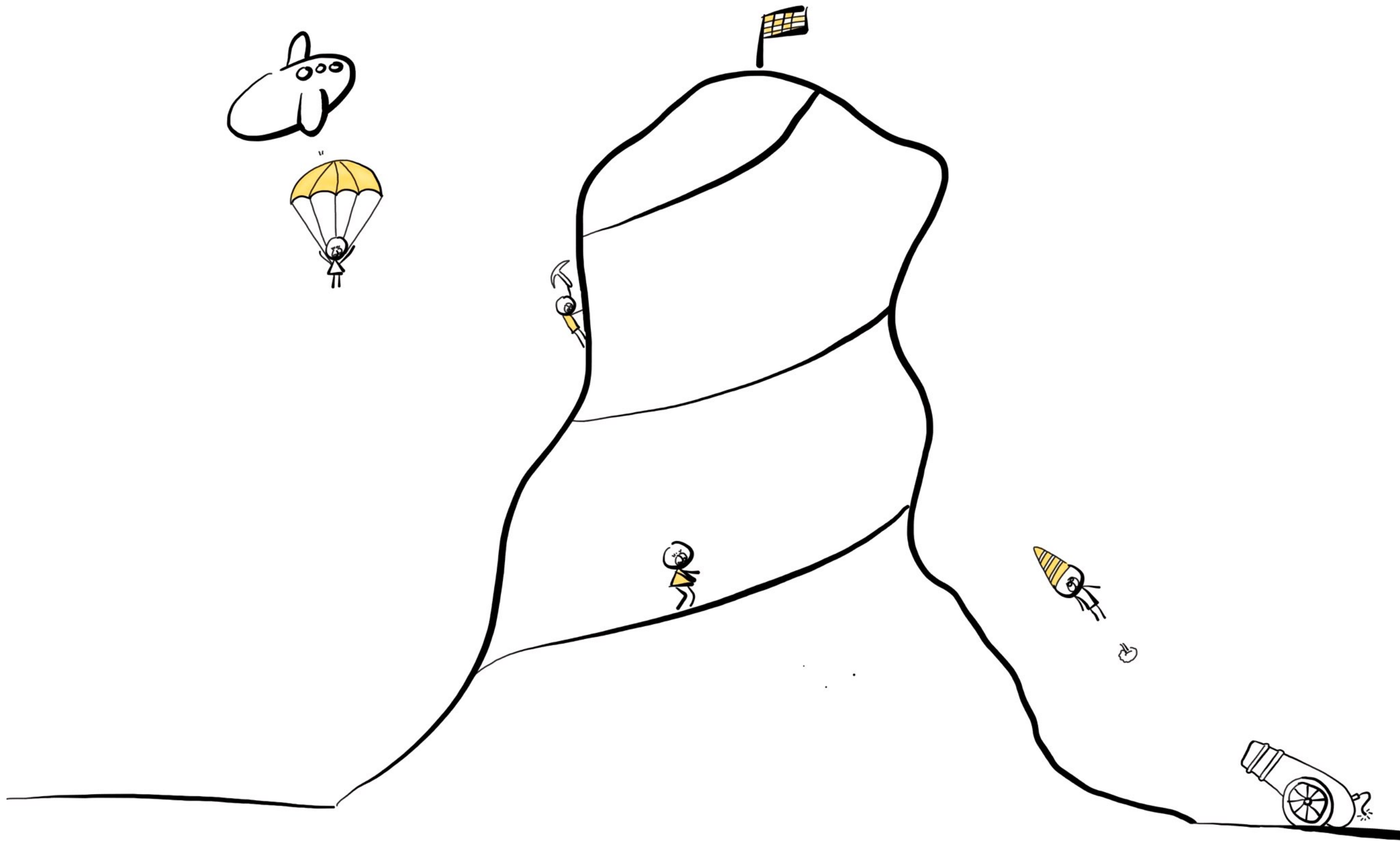


# And



Look at the world from a different perspective.





A E I F U



How can you personally  
stay agile and open  
during this corona-crisis?

# Crossing Borders

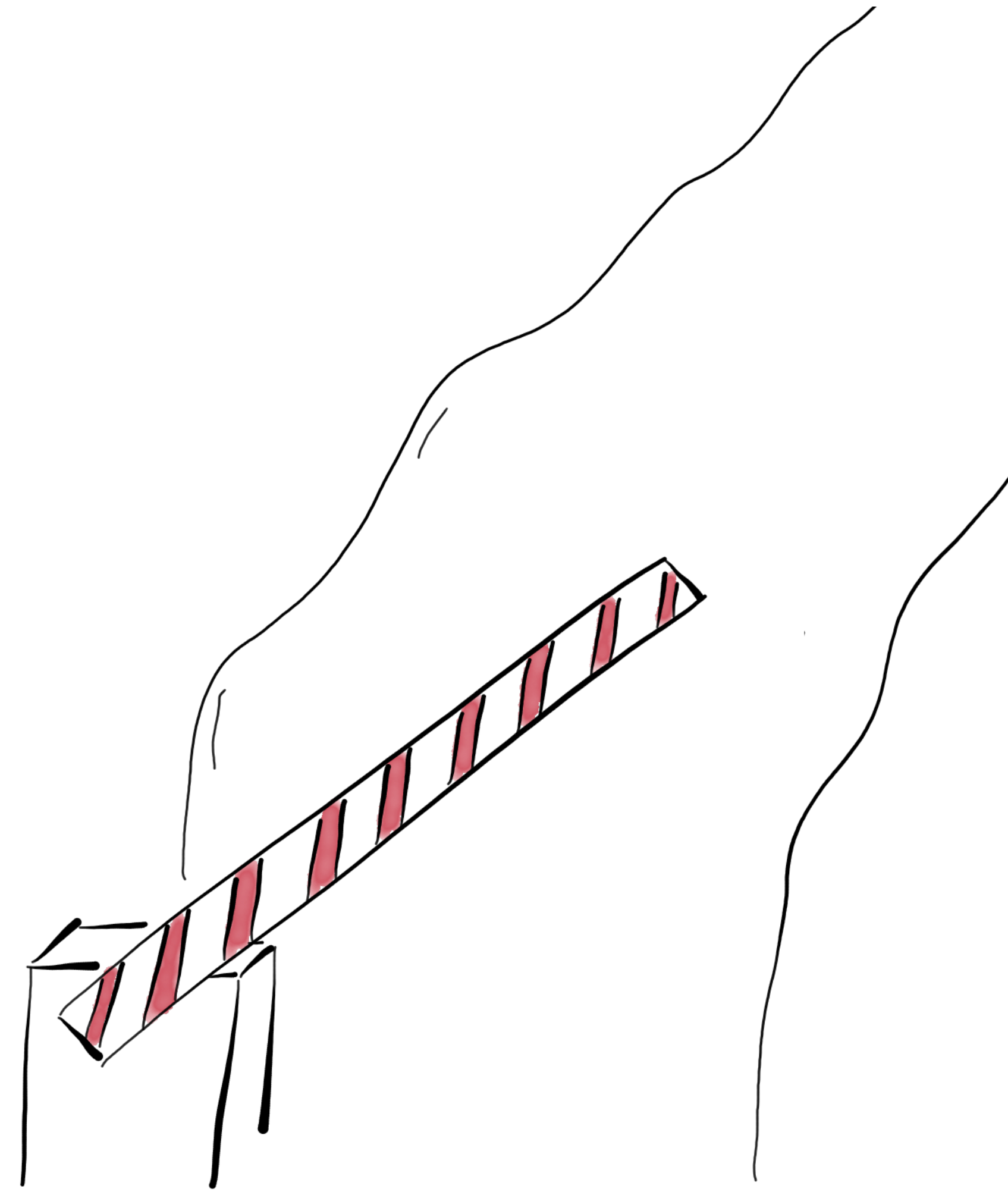
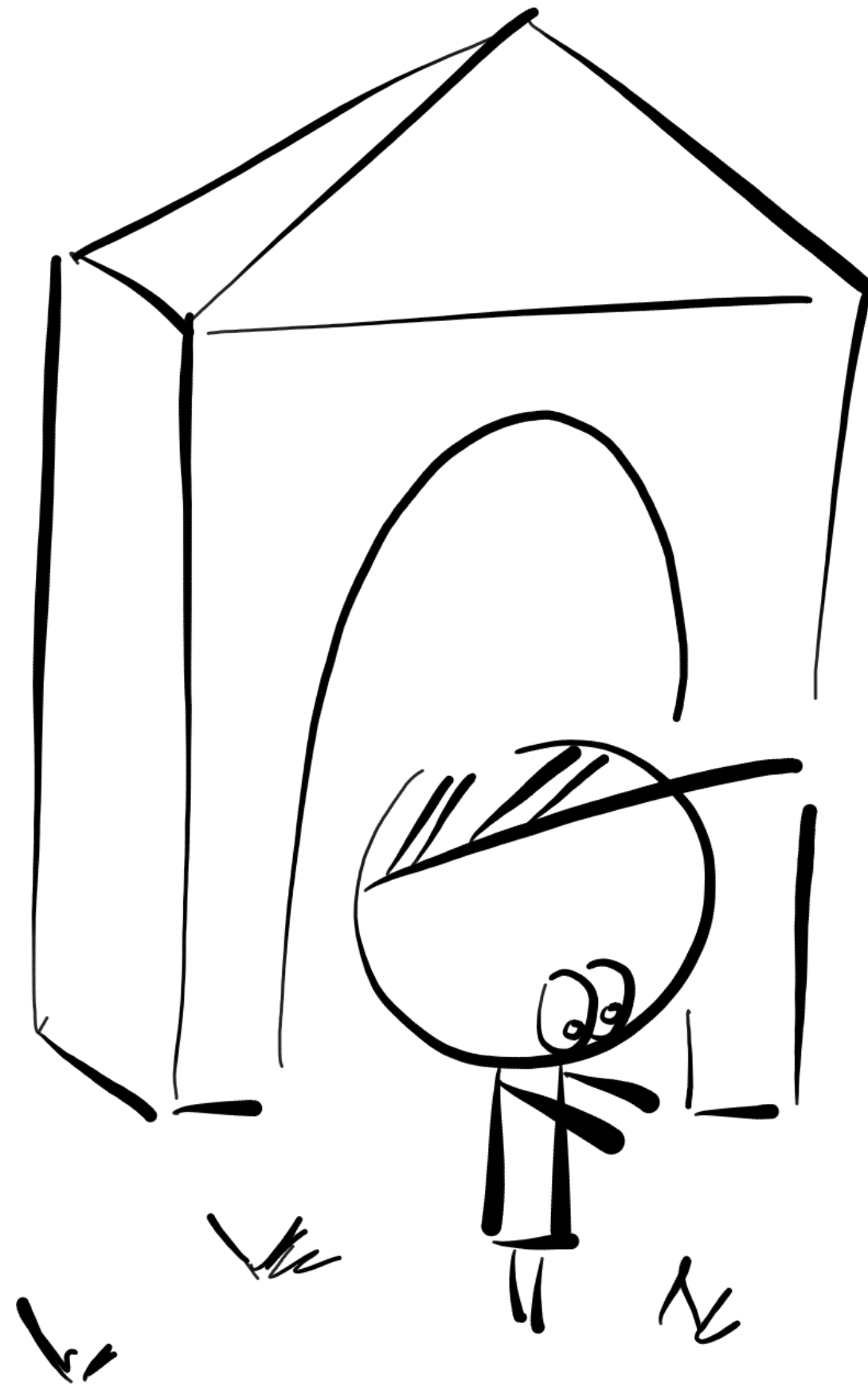
≠ function

≠ organisation

≠ industry

≠ culture

≠ random





# Experiment Mini-Maxi-Brainstorm

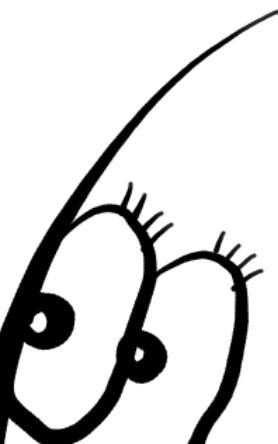
- Breakout rooms (subgroups)
- Share Google Document
- Part 1: generate ideas (3 minutes)
- Message in the breakout room
- Part 2: generate ideas based on inspiring companies
- Back plenary

How can you personally  
stay agile and open  
during this corona-crisis?

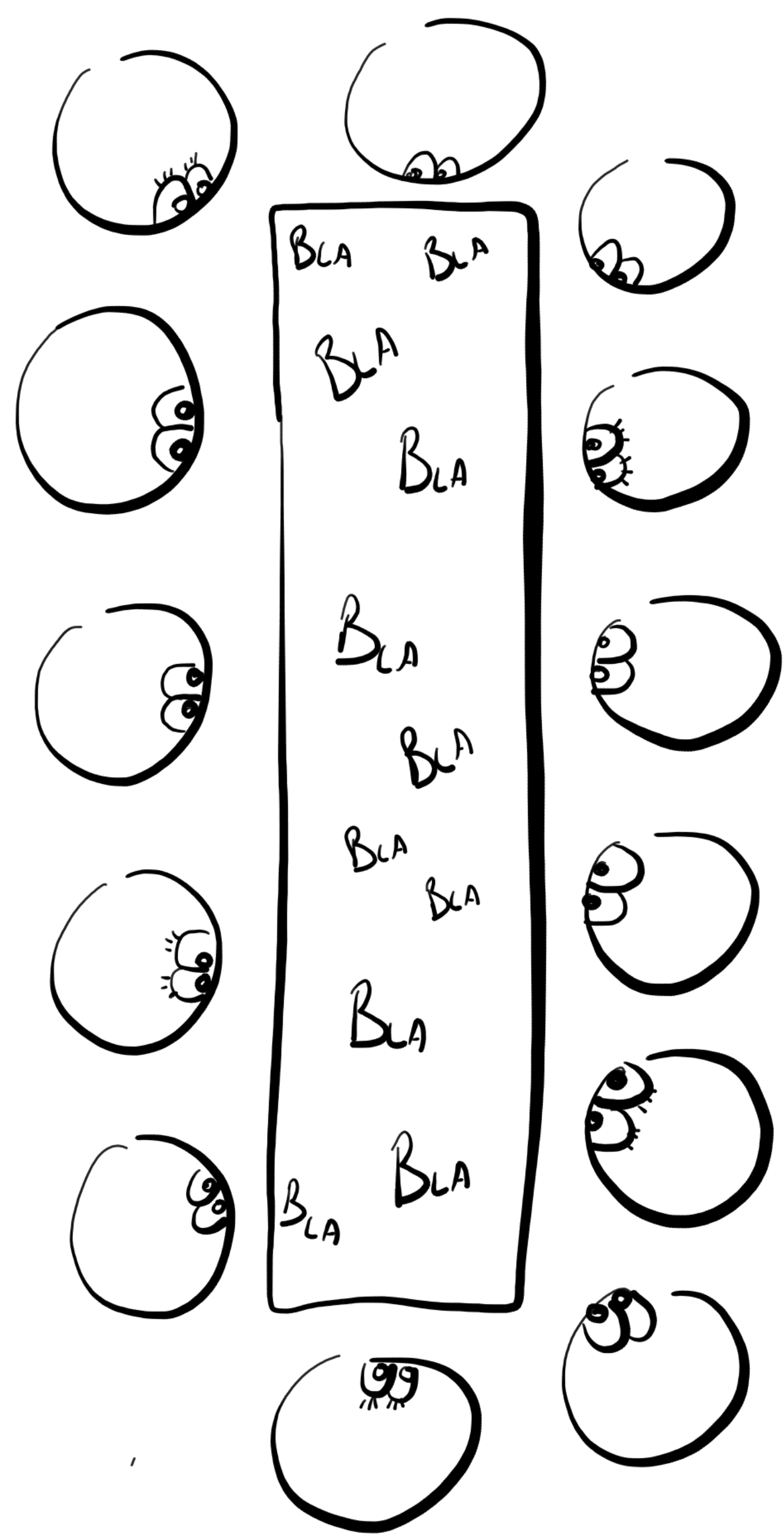


# Act

Get into action. Experiment.



|       |       |       |       |       |       |       |
|-------|-------|-------|-------|-------|-------|-------|
| ~~~~~ | ~~~~~ | ~~~~~ | ~~~~~ | ~~~~~ | ~~~~~ | ~~~~~ |
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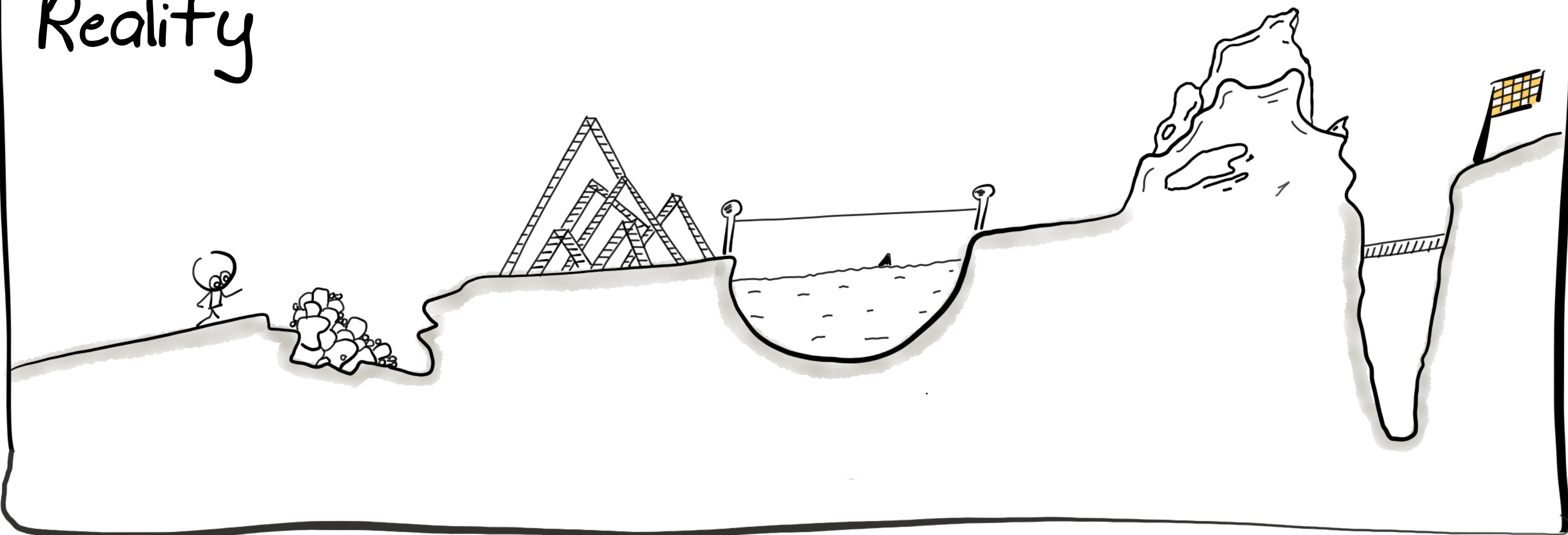




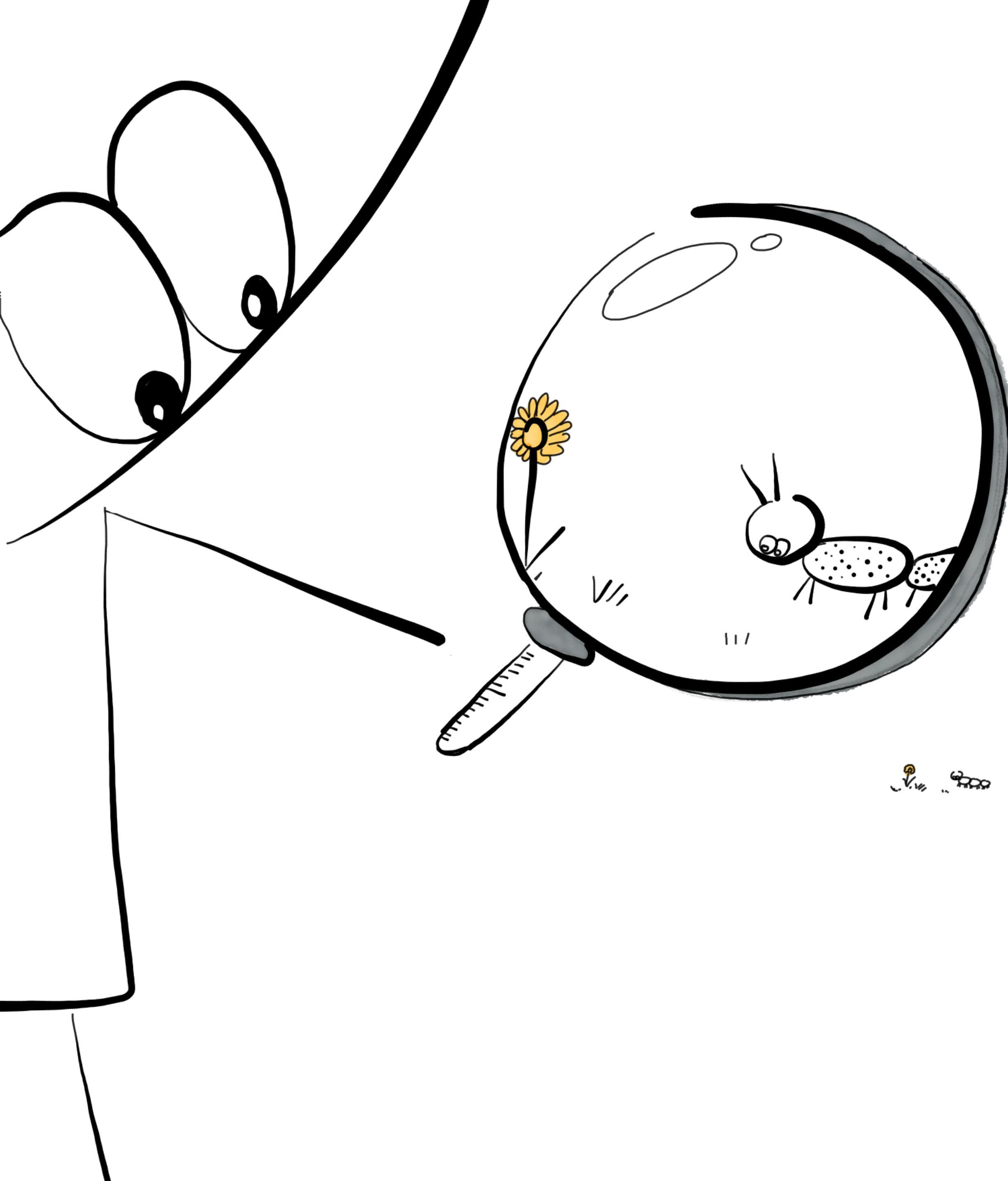
Your plan



Reality

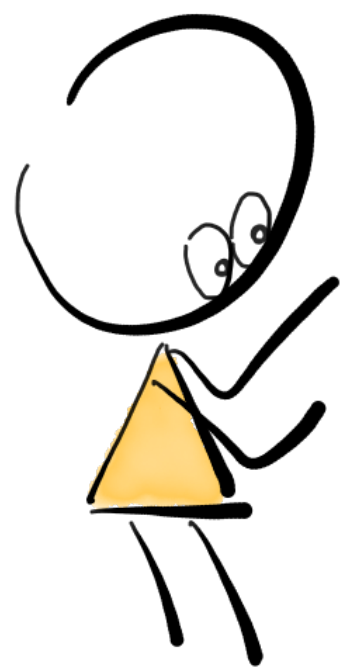


# NaNo-action



- **Limited budget (max 10 euro)**
- **Limited time (max 1 hour)**





# YES

AVOID: YES, BUT... IT ALREADY EXISTS, OUR CUSTOMERS WON'T LIKE THAT, I'M NOT CREATIVE, THE MARKET IS NOT READY YET, IT'S TOO DIFFICULT, WE ARE TOO SMALL, NO BUDGET, LET'S BE REALISTIC, ETC...

## NO IDEAKILLERS

KNOW THAT THE IMPOSSIBLE IS ONLY TEMPORARY  
OUT OF THE BOX OR OUT OF BUSINESS?

BELIEVE 200% IN YOUR IDEAS **DREAM BIG**

SUSPEND JUDGEMENT START SMALL

EVERY PROBLEM CAN BE **TRANSFORMED** INTO AN OPPORTUNITY

DON'T GET STUCK IN THE TRAP OF MEDIOCRITY

# D I V E R G E

FIND A SECOND SOLUTION

AND A THIRD... AND A FOURTH... AND A FIFTH... AND A SIXTH...

AND A SEVENTH... AND A THIRTIETH... AND A NINETY NINTH...

THE INTERESTING STUFF HAPPENS OUTSIDE YOUR COMFORTZONE

TAKE A DIFFERENT PERSPECTIVE

## THINK IN ALTERNATIVES

LOOK AROUND AND USE THE WEIRDEST OBJECT IN YOUR SIGHT AS INSPIRATION TO GET NEW IDEAS

# WHAT IF?

WHAT WOULD STEVE JOBS, GANDHI, SUPERMAN, A CHILD OF SIX OR YOUR NEIGHBOUR DO?

# IMAGINE

MAKE NEW ASSOCIATIONS!

BREAK, BURN OR BAN THE BOX

EXPLORE THE WORLD AND IMMERSE YOURSELF IN NEW CULTURES

# ACT

A NEARLING IS A POSITIVE WORD FOR SOMETHING NEW THAT WAS DONE WITH THE RIGHT INTENTIONS, WHICH HAS NOT -YET- LED TO THE RIGHT RESULTS.

SHOW UP IN THE ARENA

# EVERYDAY

LIFE IS AN EXPERIMENT IT'S EASIER TO ASK FORGIVENESS

BECOME A PASSION-A-HOLIC THAN IT'S TO ASK PERMISSION

EXPLORE START ANYWHERE... JUST **START**. DARE TO STOP

**BE AMAZED** HAVE THE GUTS TO LET GO OF CONTROL

GO FOR **NANO-IDEAS**. TAKE THE NEXT SMALL STEP

FAIL FAST, OFTEN AND FORWARD  
**CHANGE THE WORLD**  
(AND START WITH YOURSELF)

THERE'S ONLY ONE MOMENT TO DECIDE  
TO CHANGE YOUR LIFE. LIFE IS SHORT

## CHOOSE LIFE

# NOW



Download cool stuff

Slides



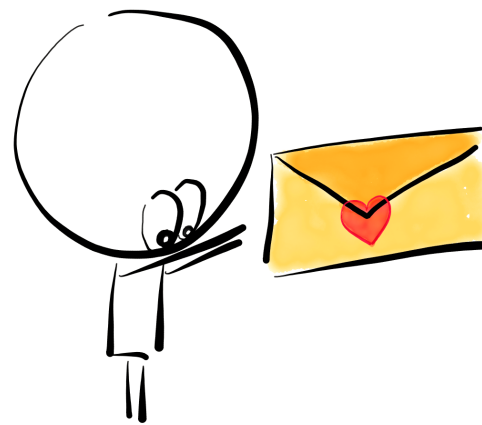
[www.YesGiveMeMore.com](http://www.YesGiveMeMore.com)

The Change Mindset Toolbox

# Thank you



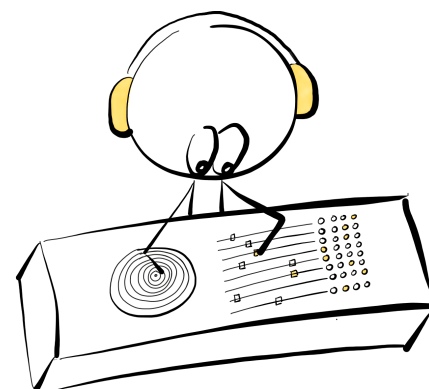
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