

**7 principles
for managing
change in
2021**

Co-creation over collaboration

Co-creation takes collaboration to the next level. Stakeholders dive in deep, bringing out each individual's unique perspective, skills and experiences to produce the most **impact**.

Be agile, not Agile

You don't need to be a scrum master,
you do need to focus on delivering
value incrementally and staying close
to your stakeholders' needs.

Leverage diversity of thought

Avoid honing in on one scenario to the detriment of being able to **imagine** others' viewpoints. What are your blind spots?

EQ & AQ trumps IQ

Intelligence may be the bare minimum to hold down a job, but the ability to manage your own and other's emotions, combined with the ability to **adapt** and pivot is what determines long-term success.

Talk to the future that is unfolding now

The future doesn't happen all at once...it unfolds unevenly. Have **conversations** with those who are already at the forefront rewriting the rules.

Sponsorship cannot be delegated

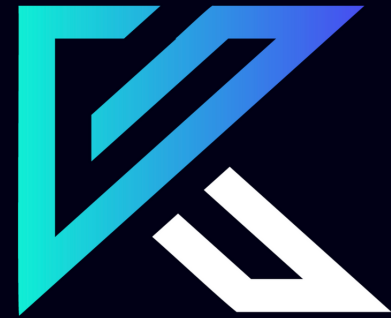
Effective sponsorship is not outsourced; regular and visible role modeling and advocacy is needed to **sustain** change.

Resistance should be welcomed

It surfaces concerns and skepticism,
enabling these to be addressed
openly and transparently.



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