

1 TALK IN A LANGUAGE THAT PEOPLE UNDERSTAND

Global issues, wants and needs on business are too often vaguely articulated.

EXTERNAL BARRIERS

2 TRANSLATE WHAT MATTERS FOR THE BUSINESS?

Industry issues and solutions.

INTERNAL BARRIERS

3 STRUCTURE THE WAY TO GET THERE

Create actionable multistakeholder projects.

INTERNAL BARRIERS

4 DELIVER CHANGE IN THE VALUE CHAIN

Get the capability to deliver and make the change stick.

