

How to **change** the world, step by step

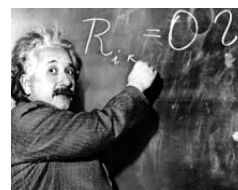
Dream

Flip your problem into a hopeful future.



Model success

Put your brains trust to work.



Scale

Set a realistic size and location.



Excite

Add surprise so people buzz, come, and play.



Familiarise

Become well-informed. Listen.



Prototype

Mock up and test a prototype.



Define

Specify actors and actions.



Start a buzz

Tell a remarkable story.



Track

And modify the project.



The **Changeology** Master Class

Space to think, learn and create

Melbourne 17-18 October: Sydney 25-26 October

For more info and booking: www.enablingchange.com.au

**Presented by
Les Robinson**



Based upon

