

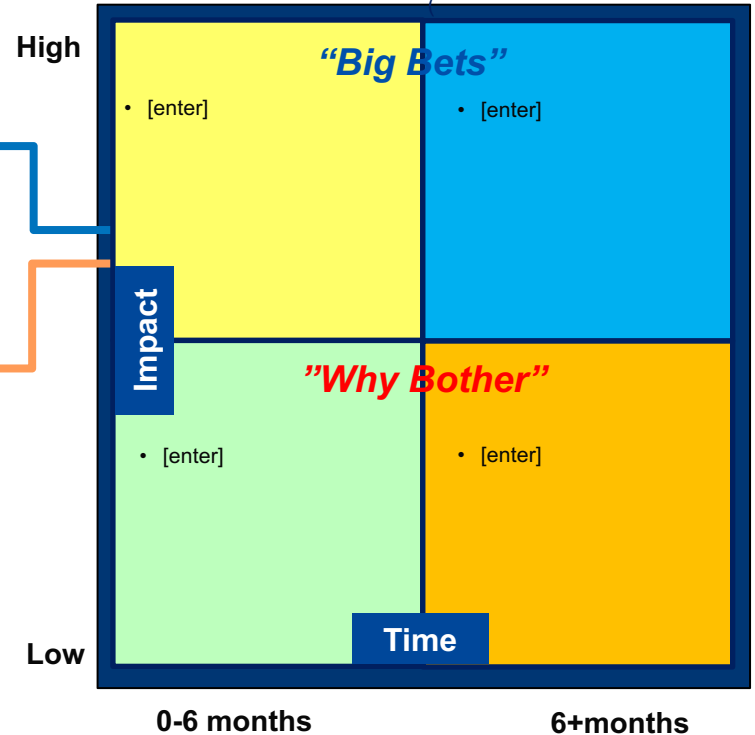
Going on the Offense Exercise (20 mins)

Re-Imagining Your Organization

1 New Preferences & Behaviors

<p>Customer</p> <ul style="list-style-type: none"> • [enter]
<p>Consumer/End Customer</p> <ul style="list-style-type: none"> • [enter]
<p>Employees</p> <ul style="list-style-type: none"> • [enter]

2 Imagine New Opportunities for 2021



Instructions

1. With your leadership team, take 30 mins to brainstorm new preferences and behavior changes you're seeing with **Customers, Consumers, and Employees.**
2. Take 30 more mins to brainstorm **New Opportunities** and write down what **Big Bets** you think your organization can take as a result of changing behaviors.
3. Spend 1 hour documenting key insights and next steps.

How Can you Be Super Relevant to Customers, Consumers and Employees?

Email us if you wish to receive this in a black and white version