

Creating a Sense of Urgency

Lesson 1: Change or Die

WHY?

1. _____ is _____

2. _____ is _____

3. _____ is _____

Success can lead to _____.

CASE STUDIES:

1. Circuit City vs. _____

2. Blockbuster vs. _____

"Never-ending creative _____."

3. Traditional vs. _____

Don't confuse the _____ and the _____.

Why are we doing that? Why are we doing it like that?

Change is _____ because complacency is _____.