



Change!!!!

How can we get others to embrace it?

Know the story

- What
 - Why
 - How
 - When
-
- Make sure you start with why!



Vision is key

And you must 'get' it



Who needs to know?

What? And when?

What has happened to your market?

What needs to change in response to change?

Communication.....

*And more communication, and more
communication.*



Sharing the vision

Events

All in this together

How to manage the woodpeckers in the ark.