

Meet the
Zebbras

CREATIVITY BUILDS BRIDGES

Cris Beswick



“A great book that I will definitely recommend to any change professional or business leader responsible for keeping their business current.”

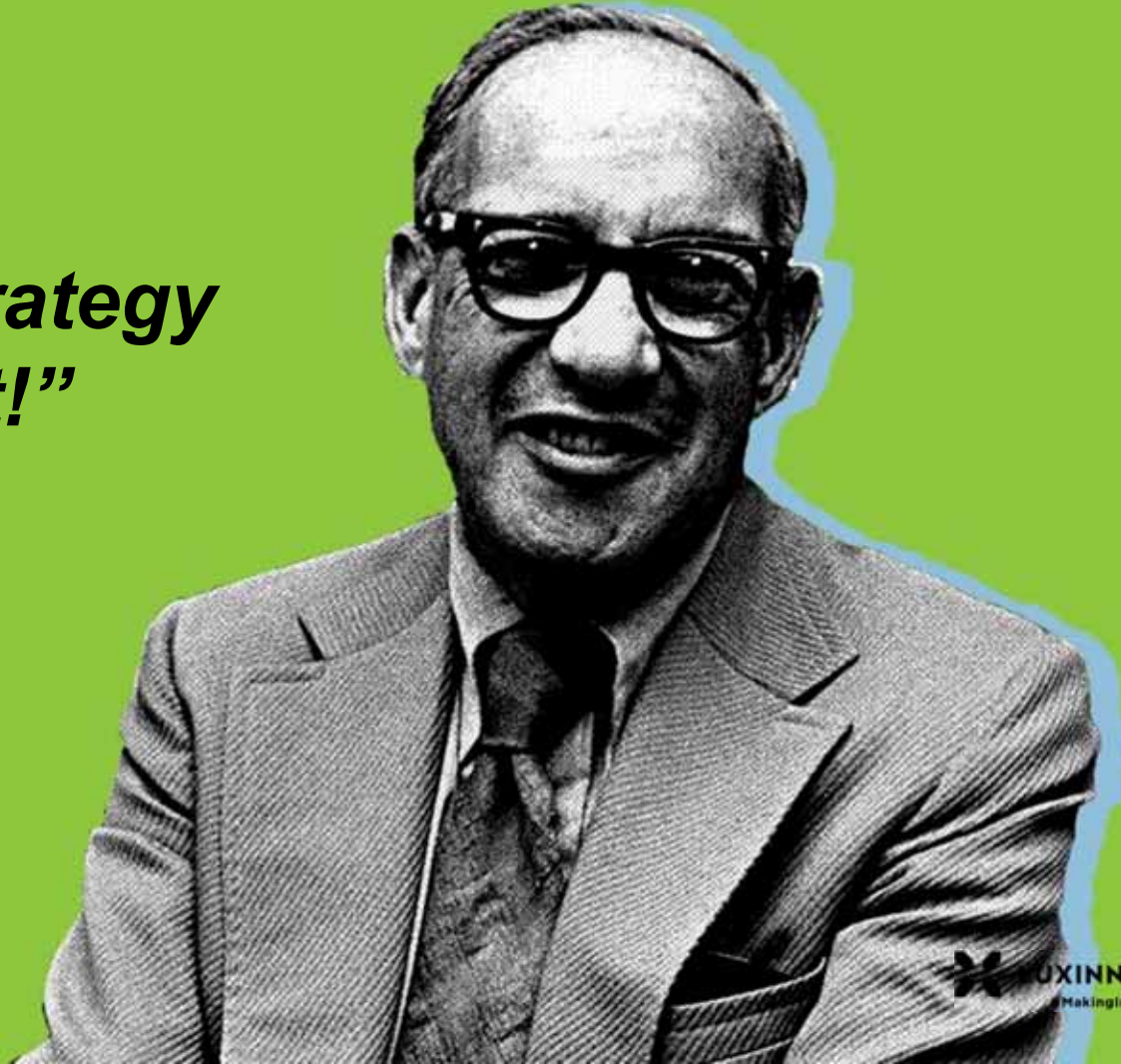
Catherine Rutter
Group Operations Change Director
Lloyds Banking Group



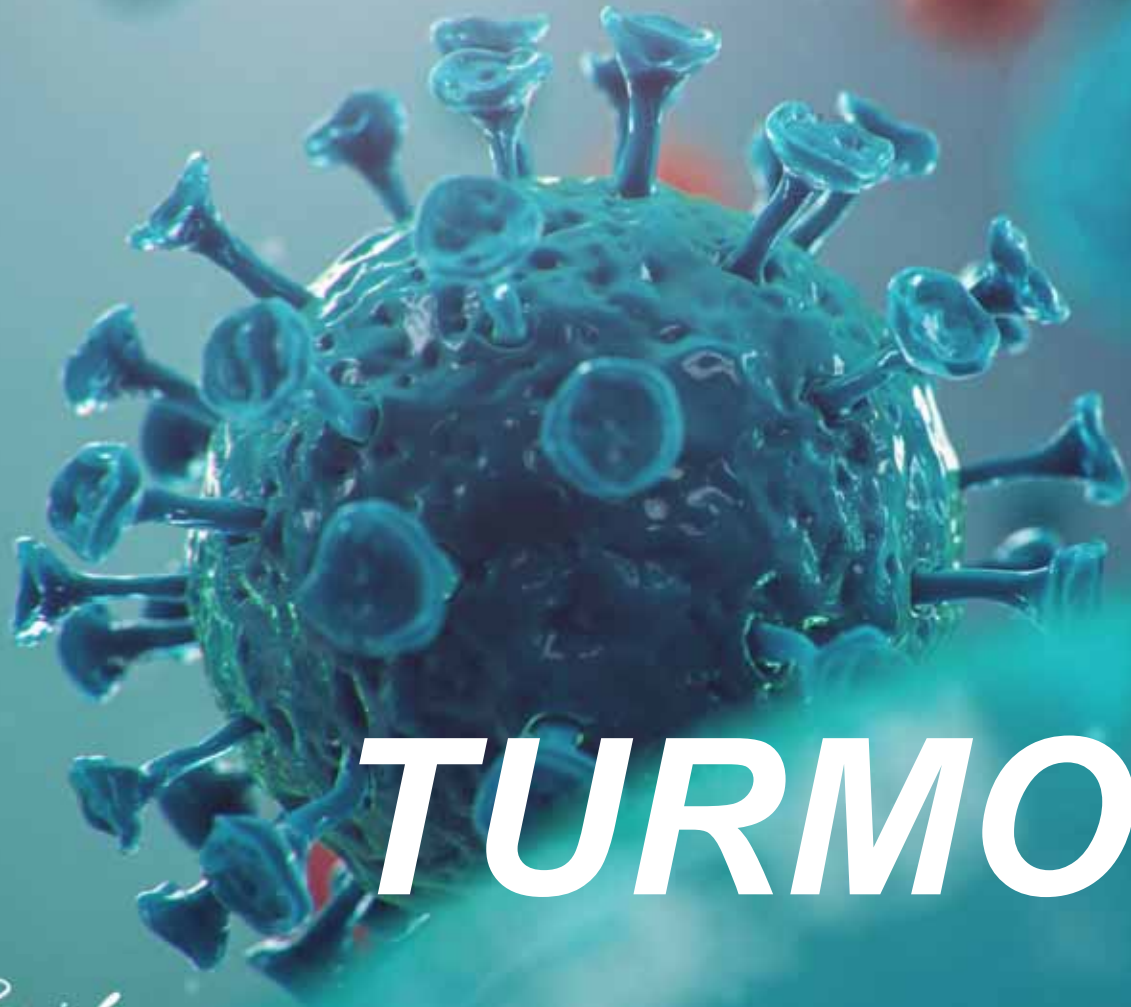
Cris Beswick

***“Culture eats strategy
for breakfast!”***

Peter Drucker




Cris Beswick



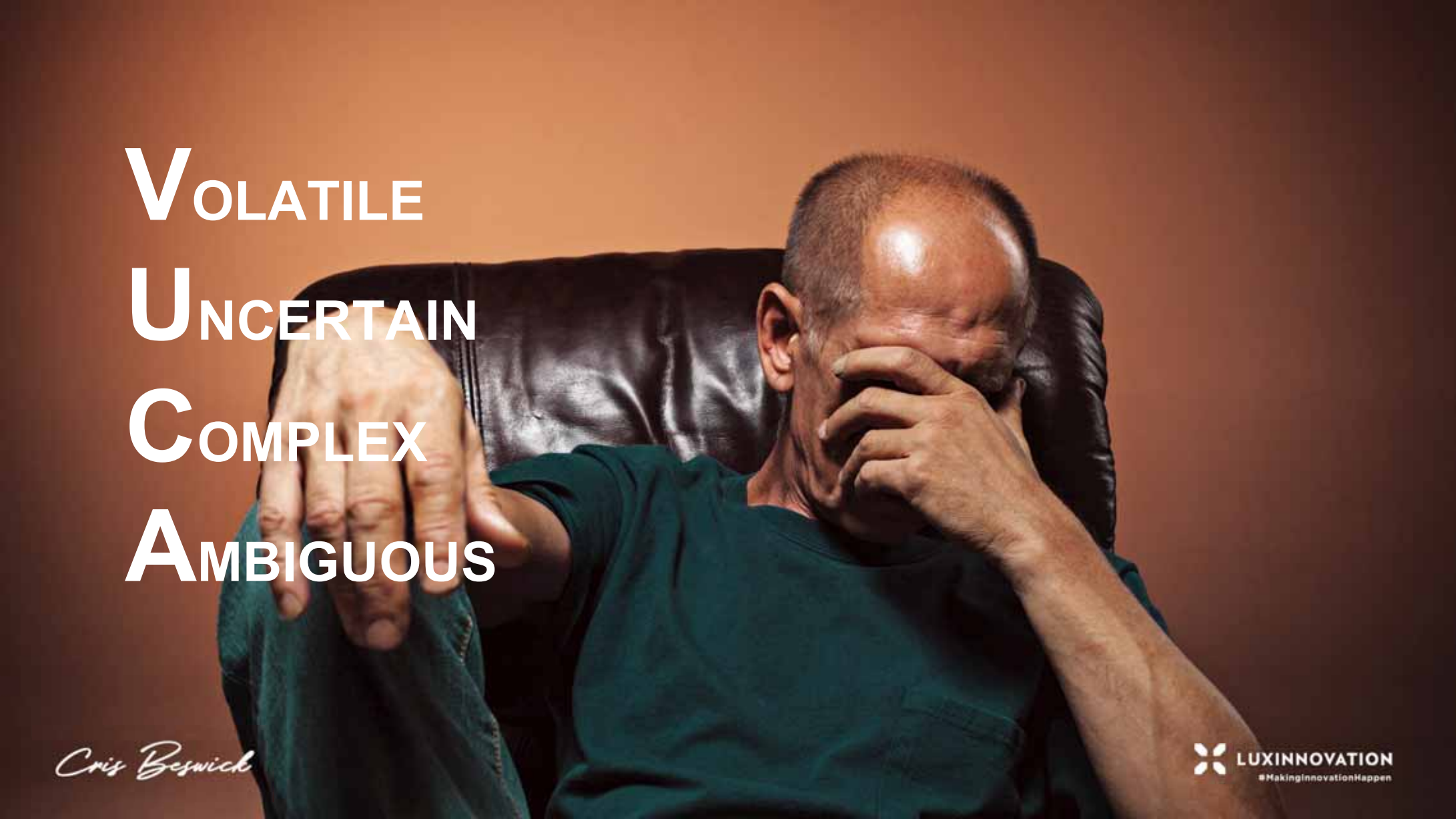
TURMOIL

Cris Beswick



***“Wicked
problems
require
wicked
solutions!”***

Cris Beswick



VOLATILE
UNCERTAIN
COMPLEX
AMBIGUOUS

Cris Beswick



MINDSET

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VISIONARY
UNBOUNDED
CURIOUS
AUTHENTIC

Cris Beswick



FLOW

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PURPOSE

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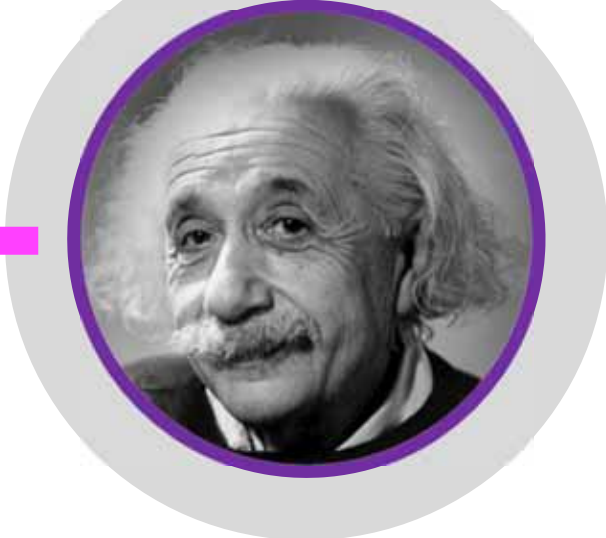
CREATIVITY

Cris Beswick

PURPOSE



CREATIVITY



CURIOSITY

Cris Beswick

“I’ll never be able to ride a bike, I’m just not one of those pedaling people.”

Cris Beswick

A man in a blue shirt is sitting at a long, low table in a room filled with various collectibles, including figurines, shoes, and framed art. The room has shelves on the walls displaying more items. A large, ornate painting is on the wall behind him. The word "ENVIRONMENT" is written in large, white, bold letters across the bottom of the image.

ENVIRONMENT

Cris Beswick

A group of people are gathered around a table, engaged in a collaborative activity. They are looking at various charts, graphs, and sticky notes spread out on the table. One person is holding a coffee cup. The scene is brightly lit, suggesting an office or meeting room environment. The word "COLLABORATE" is overlaid in large, white, bold letters across the center of the image.

COLLABORATE

Cris Beswick



LOVE

Cris Beswick


 LUXINNOVATION
#MakingInnovationHappen

***“If you want to shape
the future, Strategy,
Leadership & Culture
need to eat breakfast
together!”***

Cris Beswick



Cris Beswick



***MAKE FIRE
WITH THE
WOOD THAT
YOU HAVE!***

Cris Beswick

A black and white close-up photograph of a zebra's face, focusing on its eye which is closed. The zebra's distinctive black and white stripes are clearly visible. The background is a plain, light grey color.

BE A ZEBRA!

Cris Beswick

Thank you!

Cris Beswick

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 **LUXINNOVATION**
#MakingInnovationHappen

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