

# Workshop Themes

## 1. Breakthrough Ideas

Do they:

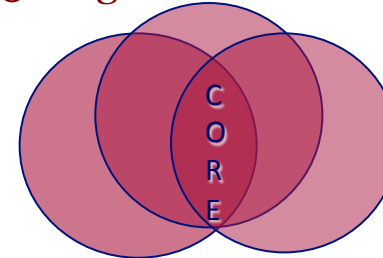
- Simplify customer choice?
- Redefine the competitive landscape?
- Work for our brand and our people?
- Relegate the opposition?



## 2. Trust and Accountability



## 3. Organisational 'Core'



Core: the central, innermost, or most essential part of anything

## 4. Team Impact

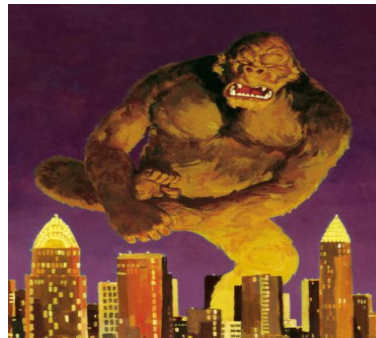


## 5. True Leadership



"When we identify the discomfort, we have found the place where a true leader is needed."

## 6. How Mentally Tough are We?



Small but tough. Polo. VW

## 7. Courage



"The first one through the wall always gets bloody."

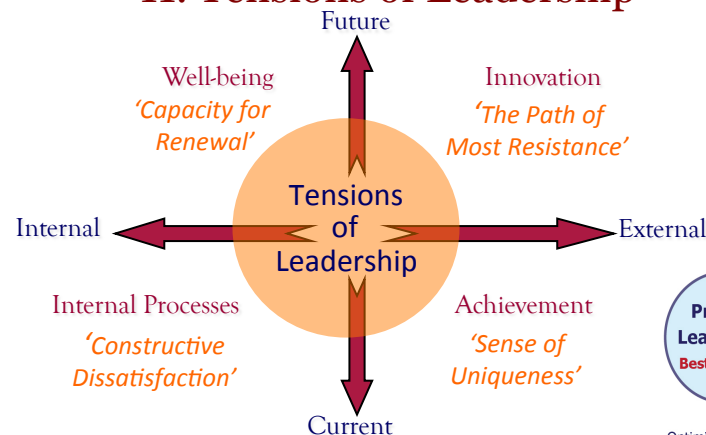
## 8. Combatting Compromise



## 9. Change, The New Constant



## 11. Tensions of Leadership



## 13. Defining 'Core' Strength



## 12. Market Leadership



## 10. What do we see?

