


BeyondTM

Becoming a Leader of Innovation and Change

Results through **INNOVATION**



Beyond

The word “beyond” is not in the English dictionary, but almost everyone seems to know intuitively what it means.

A Beyonder is:

- Anyone one who goes beyond what is expected.
- Anyone who has gone beyond where they have ever gone before.
- Anyone who goes beyond what anyone else has done.

Beyonders...

- Take great delight in deep thinking, anticipation of the future and purposeful action.
- Are tolerant of mistakes by themselves and others.

Beyonders...

- Are able to feel comfortable as a minority of one.
- Love the work that they do and do it well.

Beyonders...

- Have a sense of mission and purpose, and the courage to be creative.
- They do not waste needless energy trying to be well rounded.

Beyonders...

- Make innovation happen.
- Are market leaders.

We become Beyonders when we...

- Have the courage to take a leap beyond.
- Trust ourselves to go to unexplored regions.
- Study and use true creativity.
- Put our vision into action.
- Inspire others to become beyonders themselves.

Beyond

*You need to be a “Beyonder”
because real innovation is the only path to
sustained competitive advantage in times of
unprecedented change.*

Imagine if everyone in your organisation was a “Beyonder”...

Results through INNOVATION

