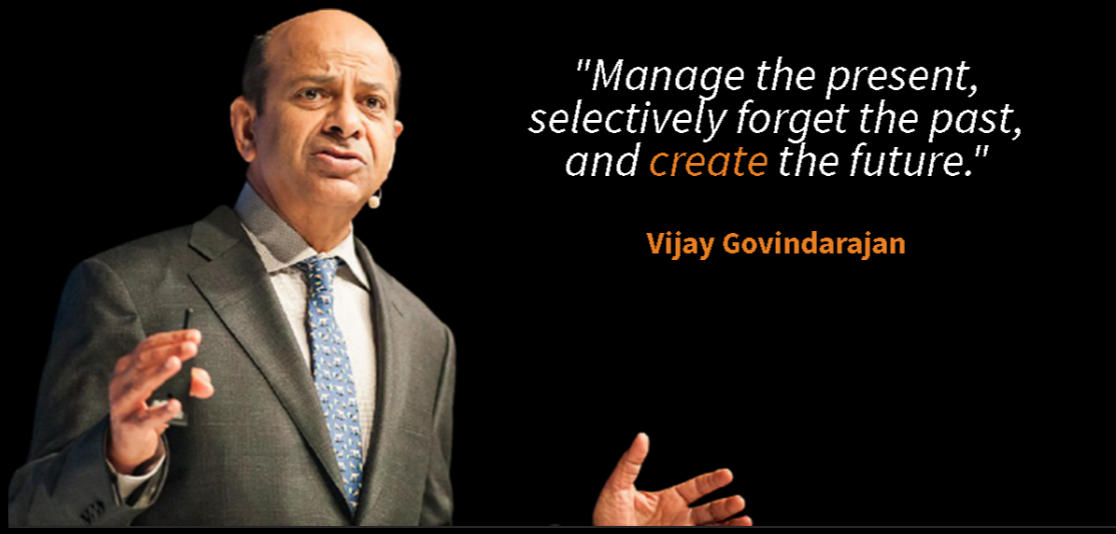


◆ NORDIC BUSINESS FORUM

LEADER'S DIGEST



"Manage the present,
selectively forget the past,
and *create* the future."

Vijay Govindarajan

3 LESSONS ON INNOVATION AND CHANGE

Last week we hosted an online bootcamp where **Seth Godin**, **Lisa Bodell**, **Gary Hamel**, and **Paul Polman** shared their ideas on innovation and change. A few key lessons that came up over the course of the day were:

Lesson #1: Accept Change and Decide to Change. Seth mentioned that many of us still long for old and stable times, but you shouldn't. Making change happen is actually the thing you should focus on. "Choose to decide that you want to change the game."

Lesson #2. Simplify Your Work to Make Space for Change. Lisa highlighted that it's impossible for people to change and innovate if meaningless work and busyness take all the time of people's workdays. So, clear up space for change by, for example, killing stupid rules.

Lesson #3. Include Your Entire Organization in Innovation. "You need to turn on the creativity of every single employee", underlined Gary. He argued that innovation cannot be successful if it only happens at the top of the organization.

[Read more about these lessons from our blog.](#)

READ THE ARTICLE

REINVENTION IS THE KEY TO SUCCESS

How can a company succeed in this never normal we live in today?

According to **Peter Hinssen**, by becoming a *phoenix*. For a long time, many were obsessed with *unicorns* – the fast-growing valuable startup companies. But what we've seen during the crisis is that "unicorns are not immune to these systemic shifts and seismic shocks". So, the secret lies not in fast growth, but in reinvention (= in becoming a phoenix).



To learn more, [watch Hinssen's keynote from this webinar recording](#) (available until 7 May).

WATCH THE VIDEO

LATEST ARTICLE BY

NORDIC Business Report



REDEFINING EMPLOYEE EXPERIENCE

The reframing of work has been going on for quite some time. Mainly driven by technology, this development has progressed quietly in the background, with such small steps some of us have hardly noticed them.

Until 2020. As the pandemic hit and people left their offices, everything accelerated.

[Read more.](#)

READ NORDIC BUSINESS REPORT

FREE WEBINAR WITH KJELL A. NORDSTRÖM

We know that many of you are tired of the pandemic. However, the reality is that it will still affect our lives for some time.

Therefore, it's important for you to understand what does the post-pandemic world look like.

On **May 6 at 10:00 (EEST)**, we give our virtual stage to **Kjell A Nordström**, an economist and author, who will share his insights on the issue.

[Join us for the webinar by signing up!](#)

SIGN UP FOR THE WEBINAR

WHAT INSPIRES US

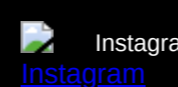
How can you become a well-functioning team with a bunch of strangers?

In this short TED talk, **Amy Edmondson**, a Harvard Business School professor, shares her ideas on how this can be done: situational humility, curiosity, and psychological safety allow us to team up.



WATCH THE VIDEO

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