

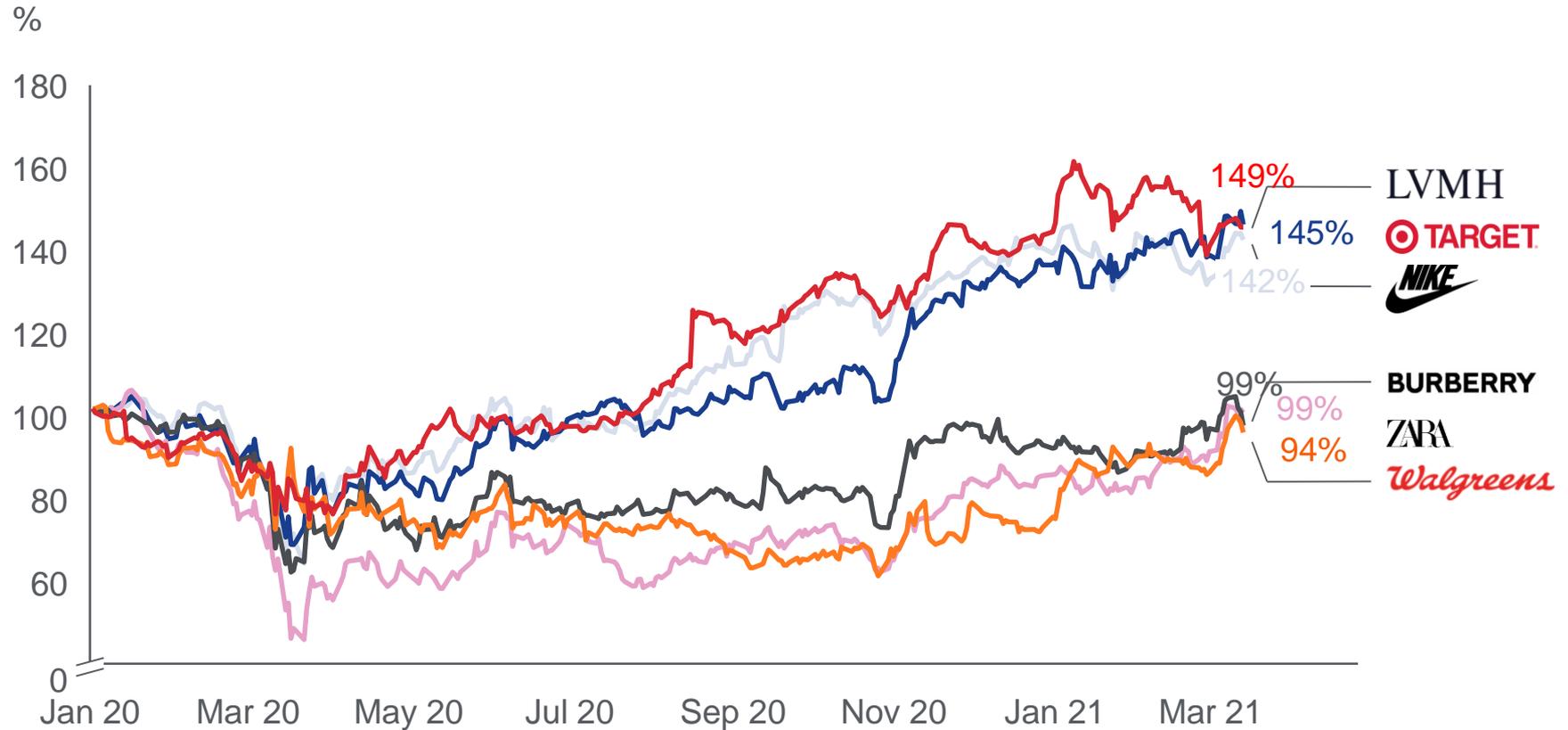


LEAP: How To Thrive As A Future-Ready Organization

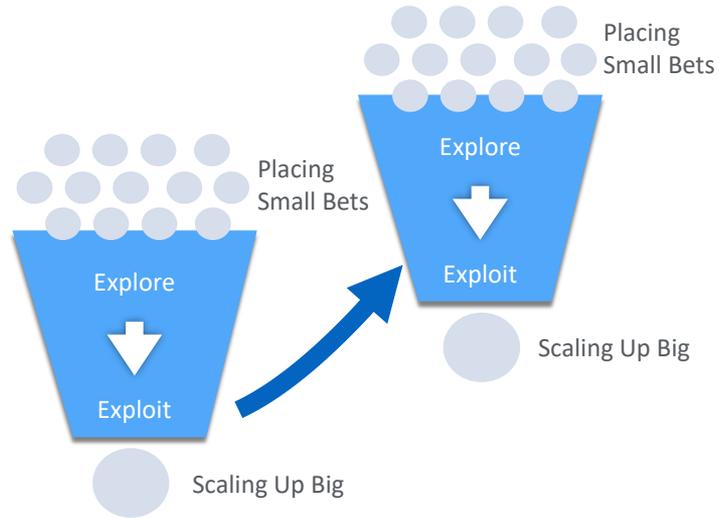
Howard YU

LEGO chaired professor of management and innovation

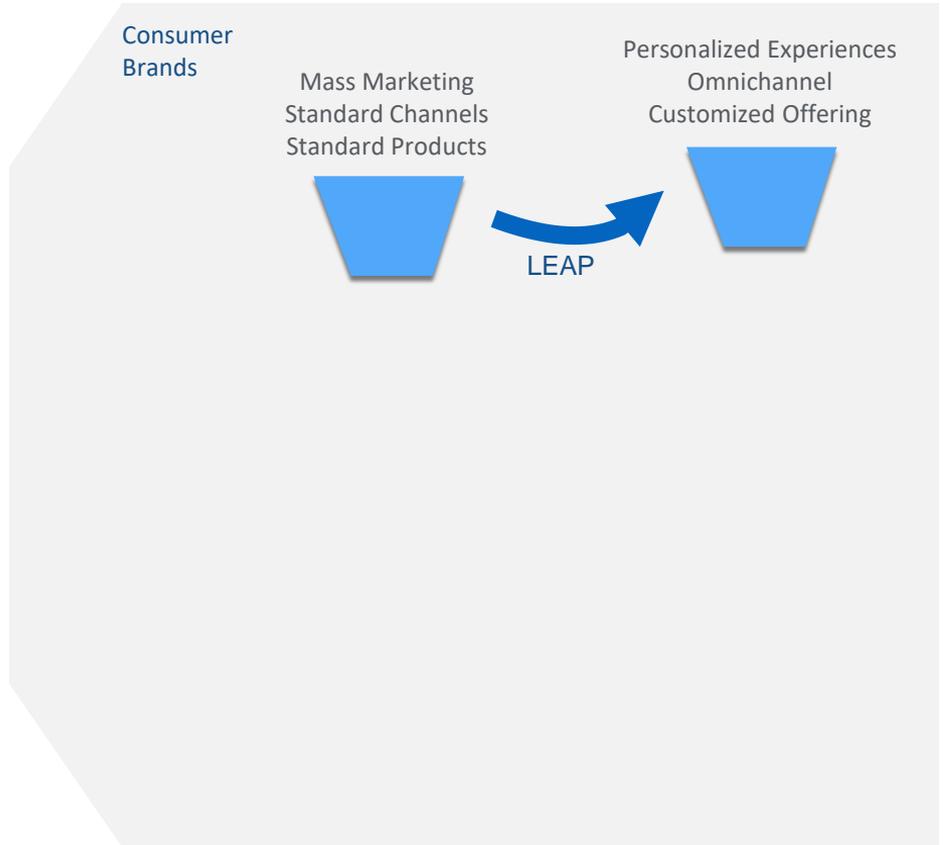
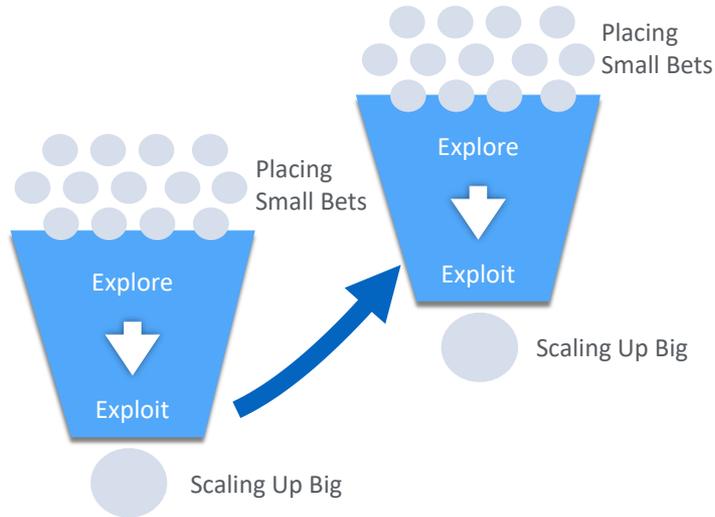
Retailers and Consumer Brands



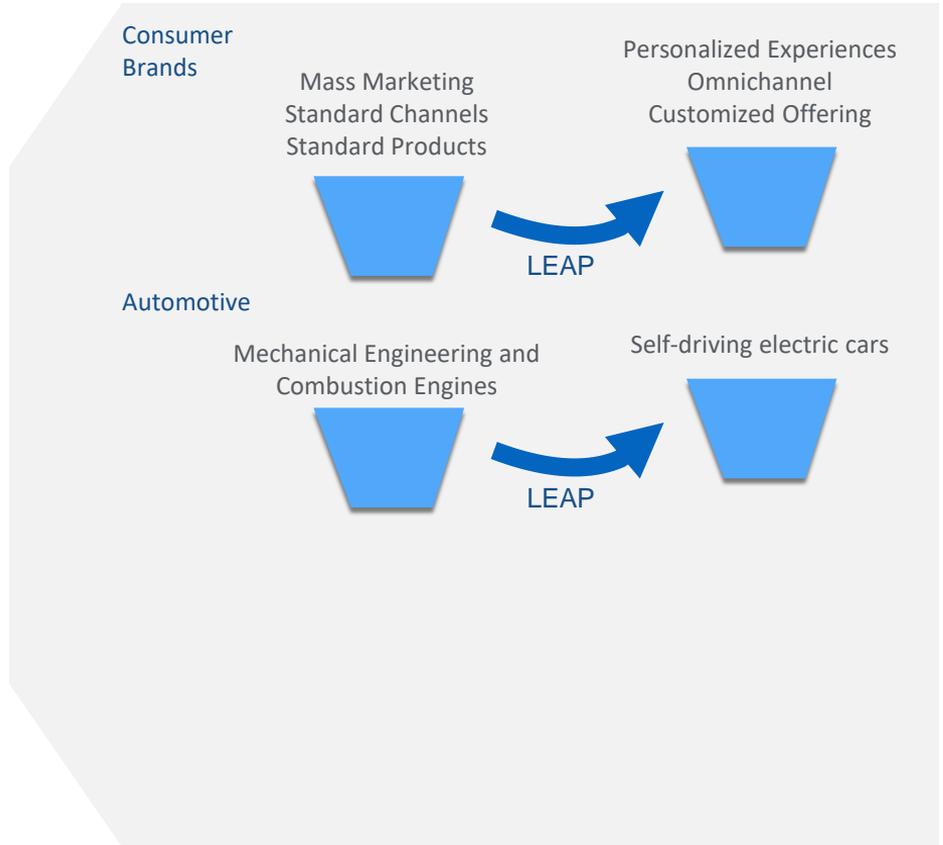
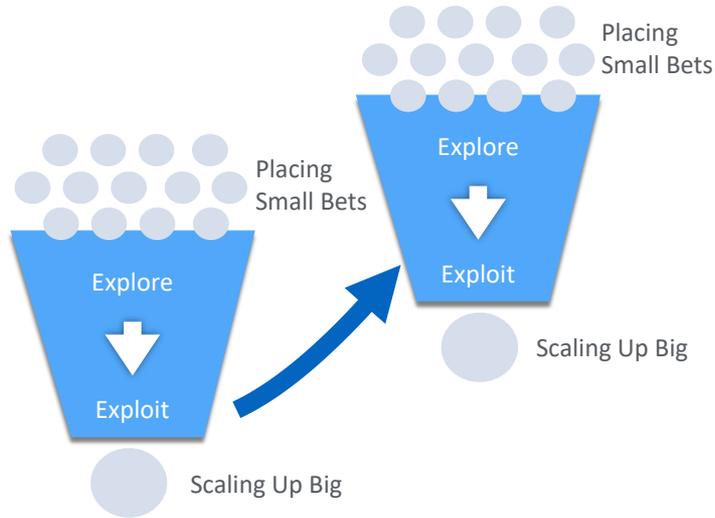
How LEAP works



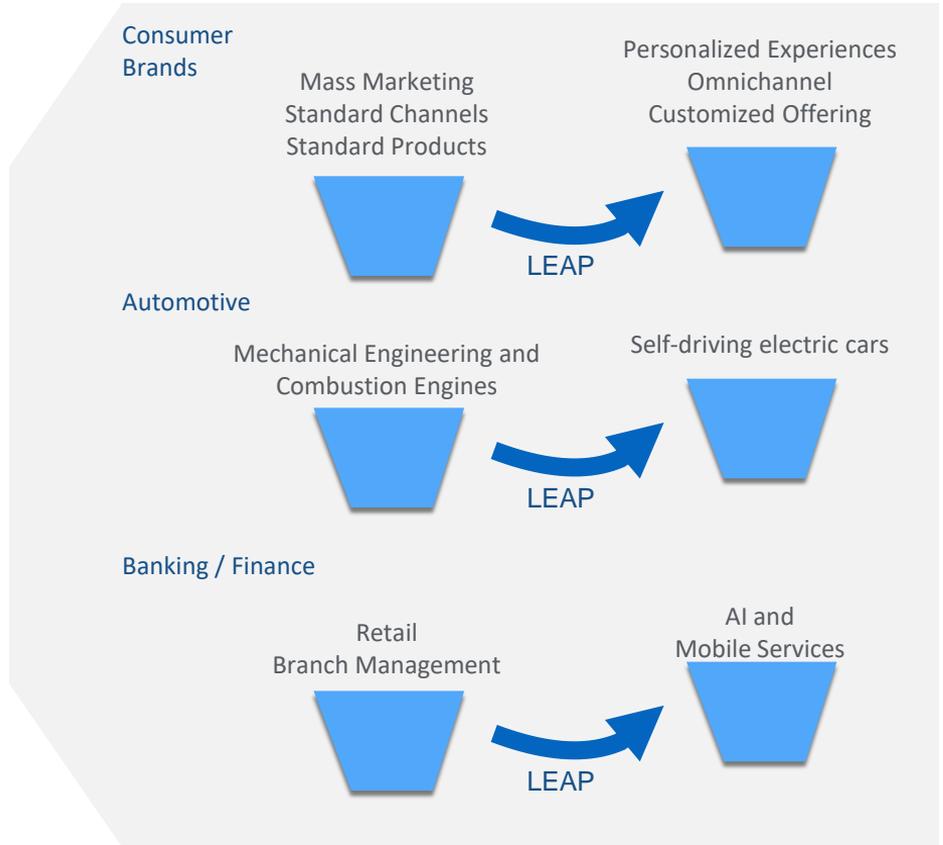
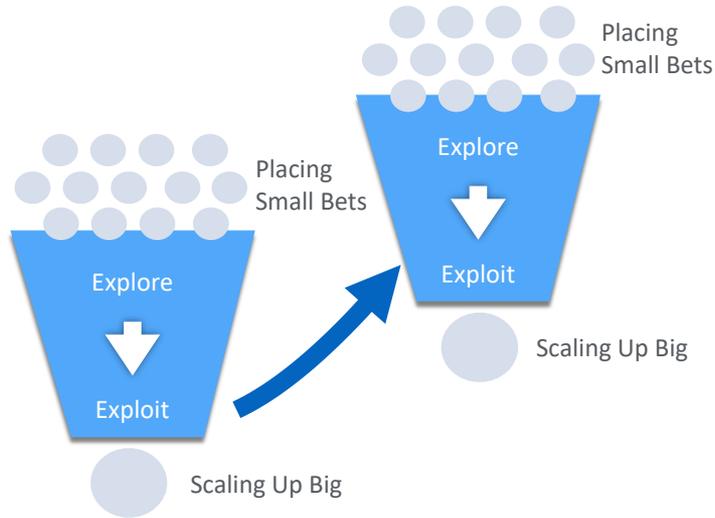
How LEAP works



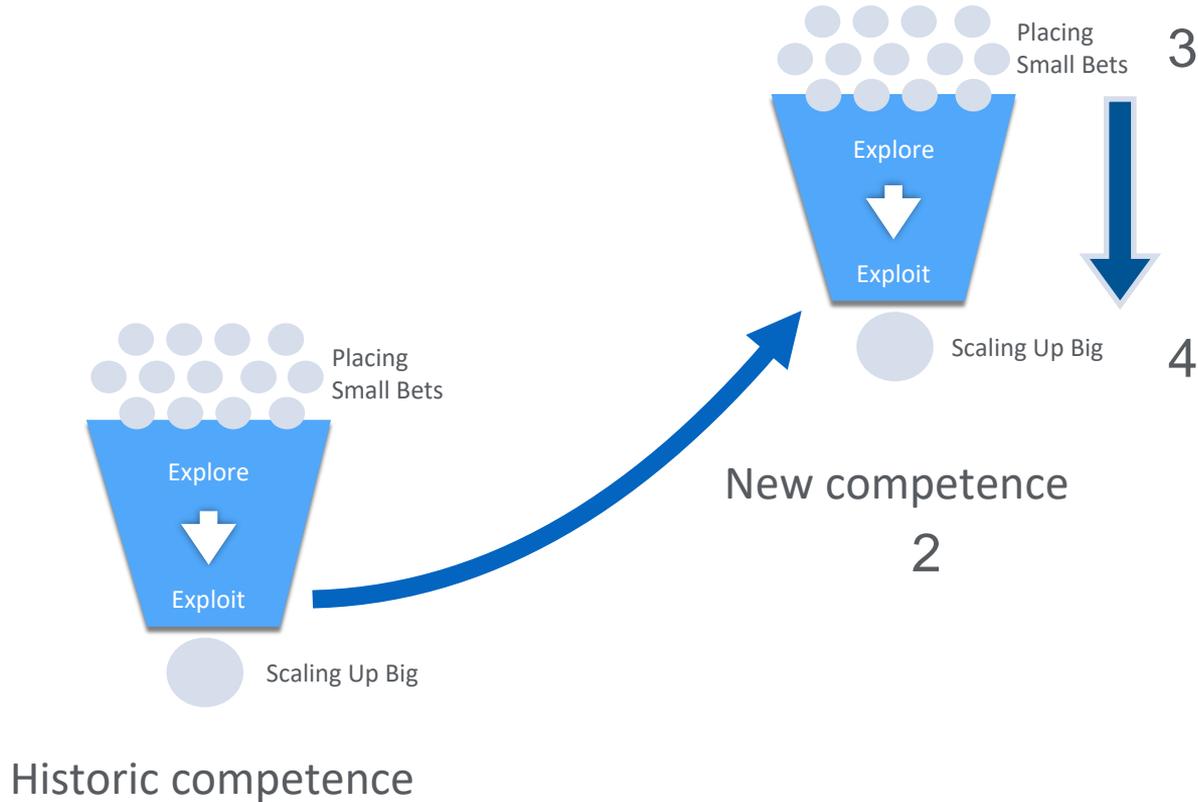
How LEAP works



How LEAP works



Where is YOUR own LEAP?



For a more detailed concept of LEAP...



2019 Axiom Business Book Awards Gold Medal



Top 3 business book on strategy in 2018



10 Best Business Books of 2018

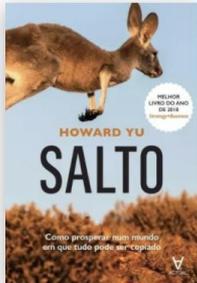


Best Business Books Of The Month



#1 New Release on Amazon for "Industrial Management and Leadership"

INTERNATIONAL VERSIONS



Portuguese



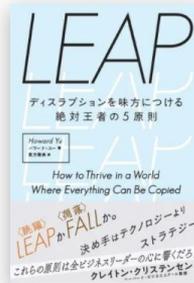
French



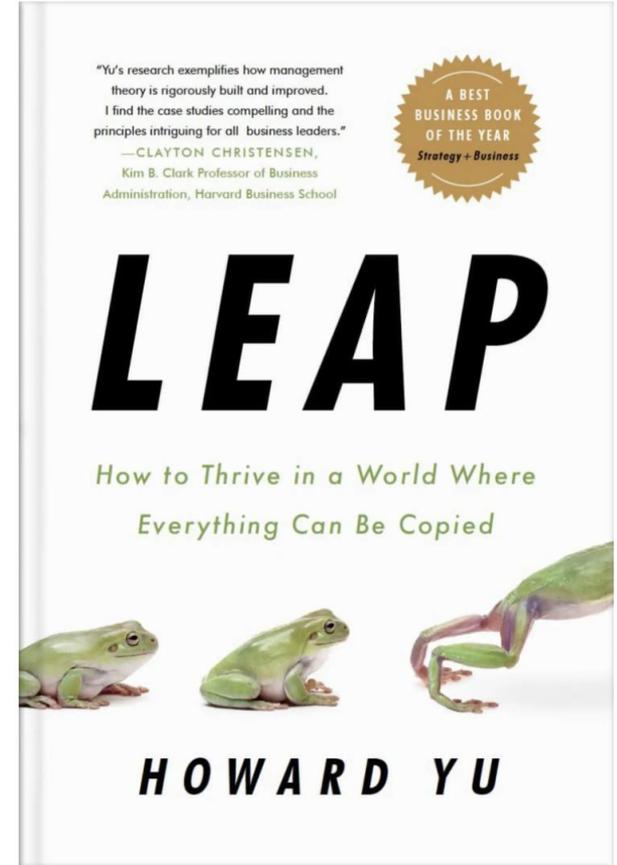
Chinese



Vietnamese



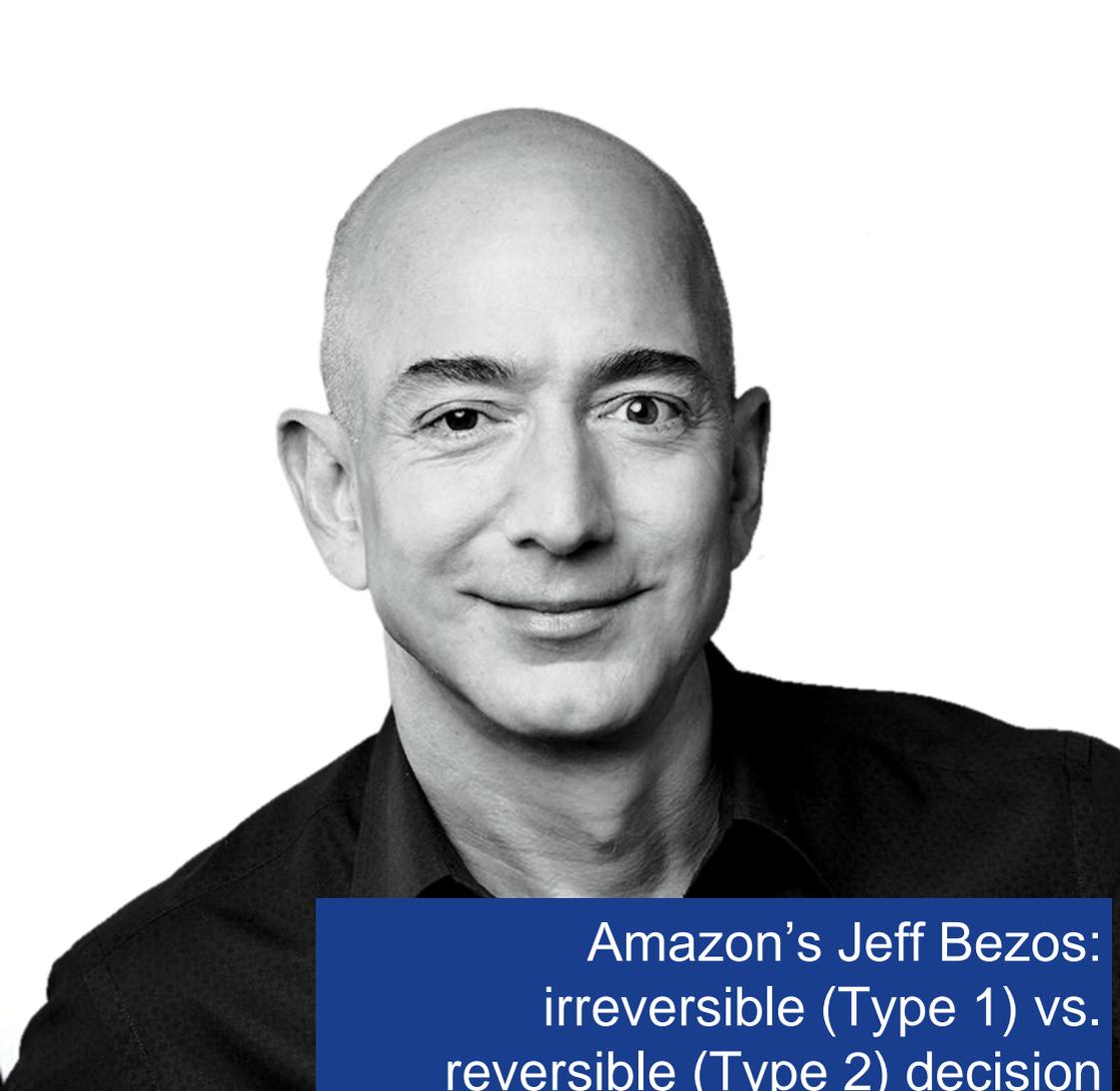
Japanese



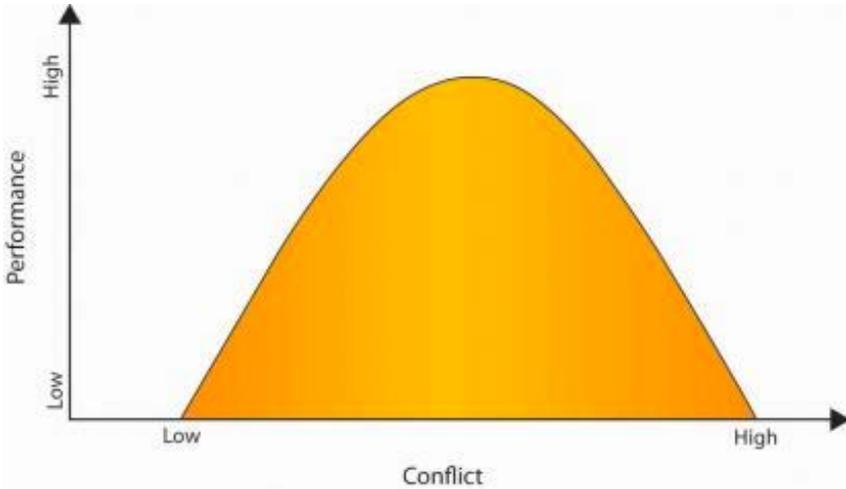
Behavior 1: Be Clear On Decision Type

A color portrait of Reed Hastings, CEO of Netflix. He is a middle-aged man with short, graying hair and a goatee, wearing a blue blazer over a white collared shirt. He is smiling slightly and looking towards the camera.

Netflix's Reed Hasting:
farming for dissent

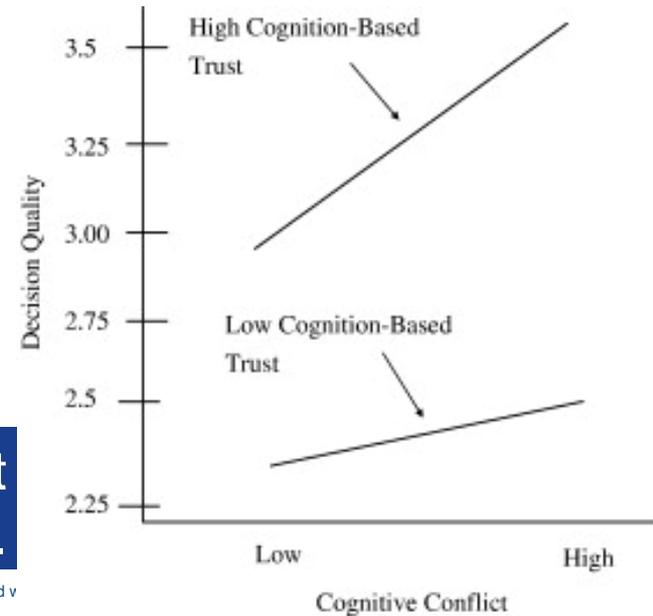


Amazon's Jeff Bezos:
irreversible (Type 1) vs.
reversible (Type 2) decision



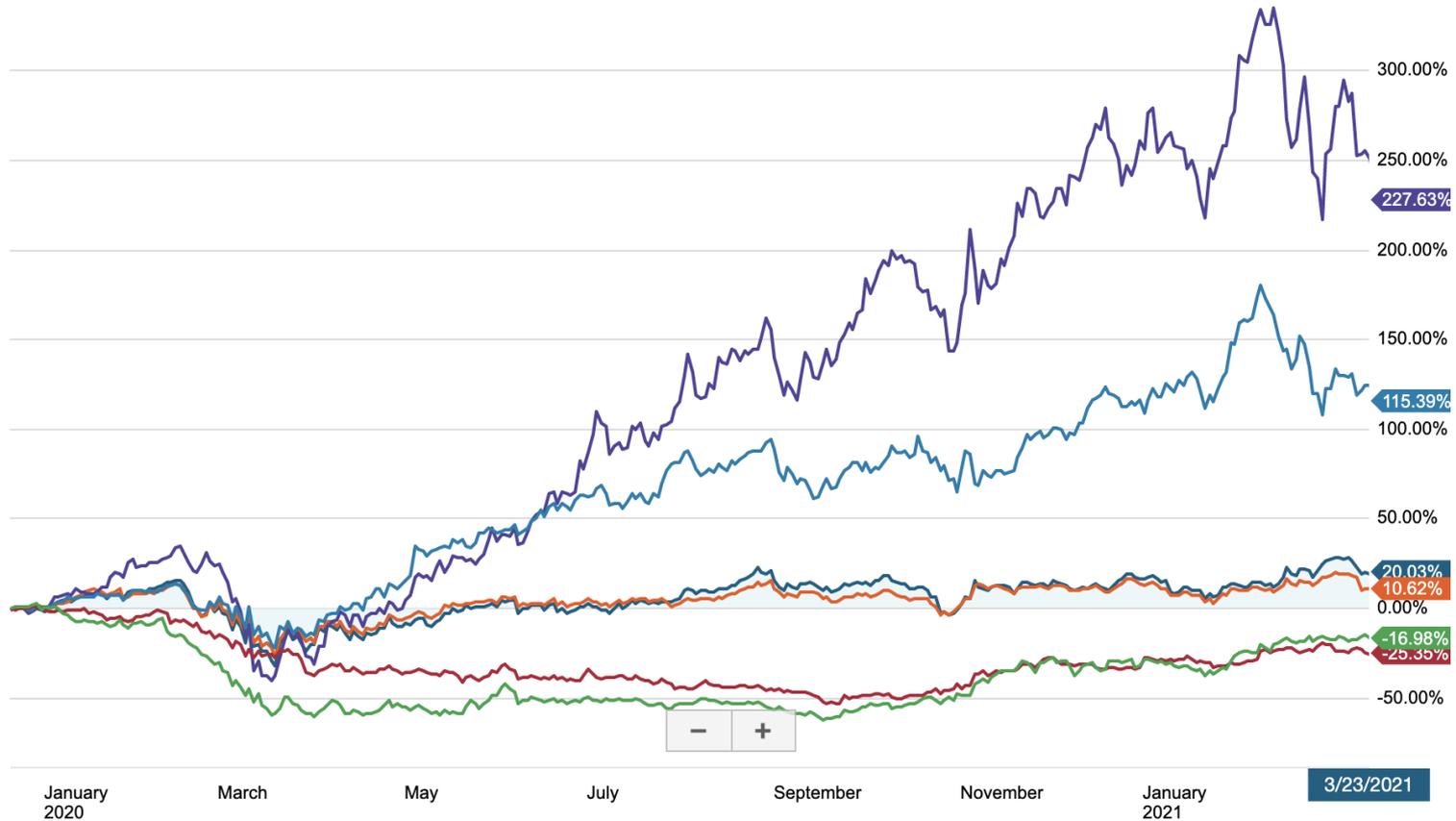
This is what most people think and do.

This is how high performing teams act and behave.

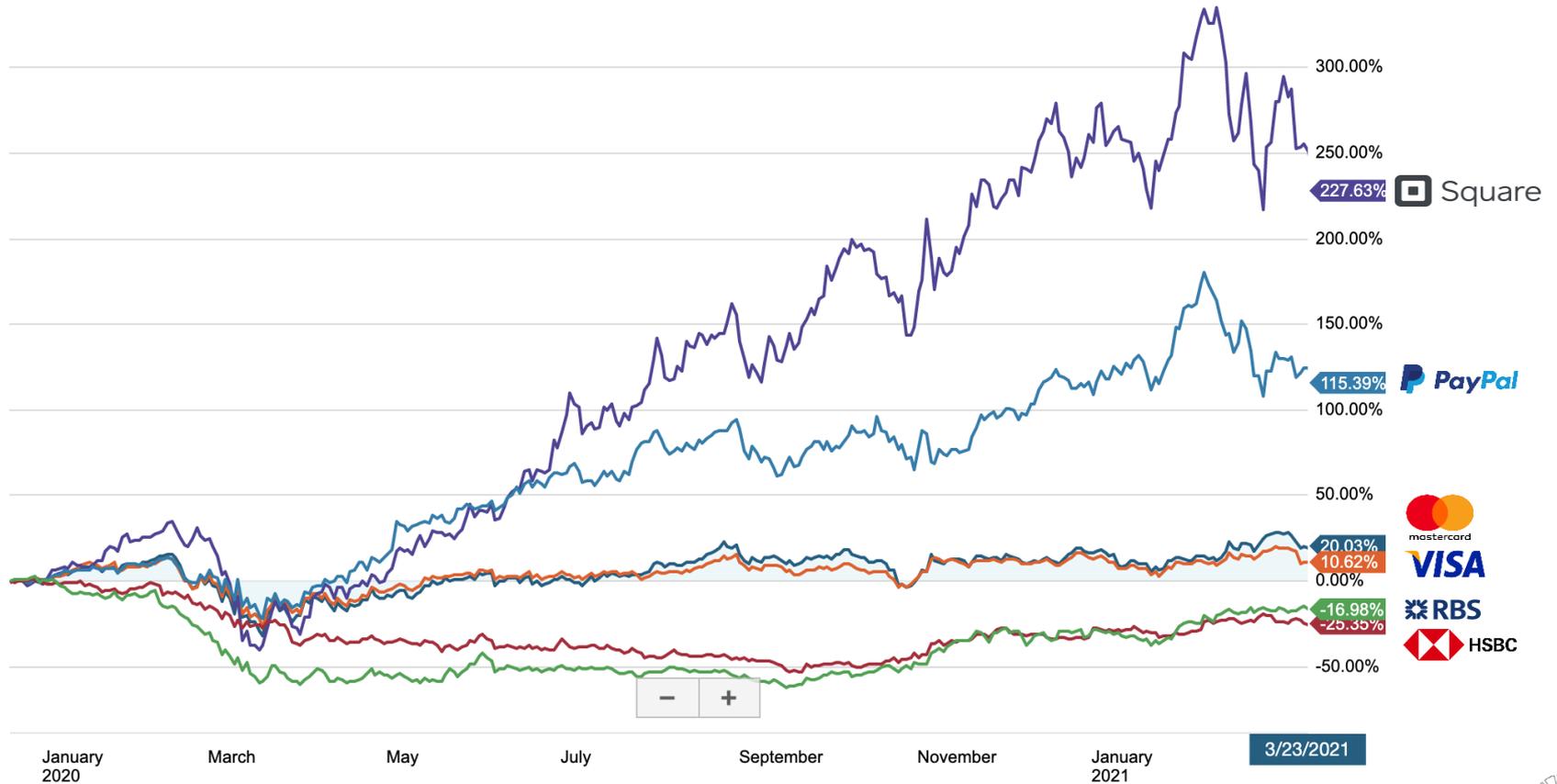


Behavior 2: Identity Update—An Evolution

Share price performance since Covid crisis



Share price performance since Covid crisis



2019 LEAP Readiness Ranking

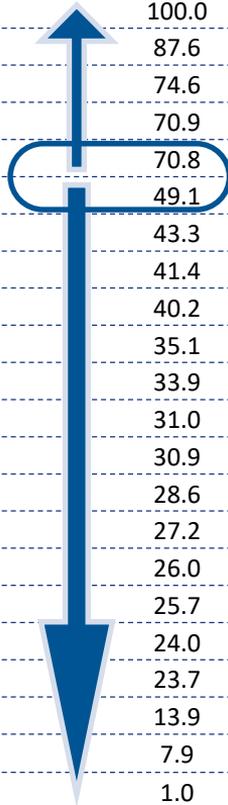
Company Name	Score	Rank
 MASTERCARD	100.0	1
 VISA INC	80.9	2
 SQUARE, INC.	71.9	3
 PAYPAL HOLDINGS, INC.	67.7	4
 DBS BANK	56.3	5
JPMORGAN CHASE & CO. JPMORGAN CHASE & CO	38.6	6
 BANK OF AMERICA CORPORATION	37.1	7
 PING AN INSURANCE (GROUP) CO. OF CHINA LTD	35.9	8
 ZURICH ZURICH INSURANCE	33.9	9
 WELLS FARGO & COMPANY	33.4	10
 UBS AG	31.5	11
 CITI GROUP	29.9	12
 CAPITAL ONE	26.7	13
 AMERICAN EXPRESS COMPANY	25.9	14
CREDIT SUISSE  CREDIT SUISSE AG	25.8	15
 ALLIANZ SE	24.4	16
 ING GROEP NV	24.3	17
 HSBC	19.9	18
 RBS	19.2	19
 AXA SA	15.3	20
 AMERICAN INTERNATIONAL GROUP	1.0	21

How Visa and Mastercard become Future-Ready

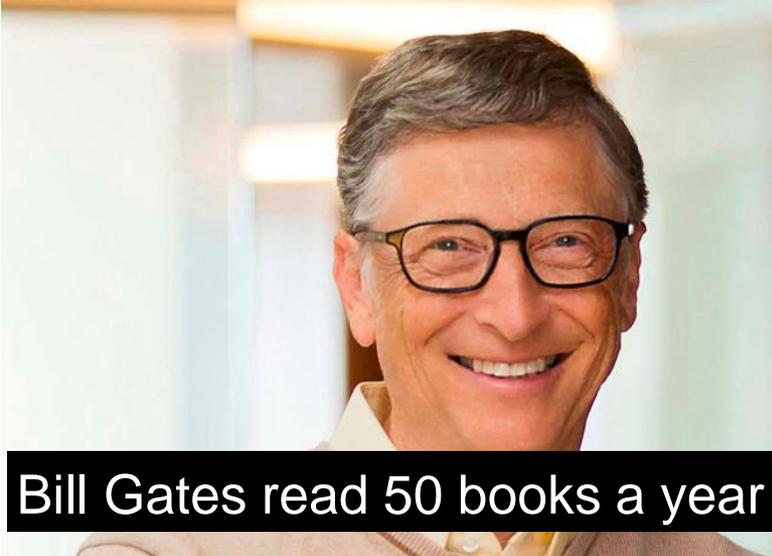


2021 LEAP Readiness Ranking

Company Name	Score	Rank	Change
 ANT GROUP	100.0	1	new
 MASTERCARD	87.6	2	-1
 SQUARE, INC.	74.6	3	0
 VISA INC	70.9	4	-2
 PAYPAL HOLDINGS, INC.	70.8	5	-1
 DBS BANK	49.1	6	-1
 CREDIT SUISSE AG	43.3	7	+8
 JPMORGAN CHASE & CO	41.4	8	-2
 BANK OF AMERICA CORPORATION	40.2	9	-2
 PING AN INSURANCE (GROUP) CO. OF CHINA LTD	35.1	10	-2
 HSBC	33.9	11	+7
 AMERICAN EXPRESS COMPANY	31.0	12	+3
 ALLIANZ SE	30.9	13	+3
 ING GROEP NV	28.6	14	+3
 UBS AG	27.2	15	-4
 RBS	26.0	16	+3
 ZURICH INSURANCE	25.7	17	-8
 WELLS FARGO & COMPANY	24.0	18	-8
 CITI GROUP	23.7	19	-7
 CAPITAL ONE	13.9	20	-7
 AXA SA	7.9	21	-1
 AMERICAN INTERNATIONAL GROUP	1.0	22	-1



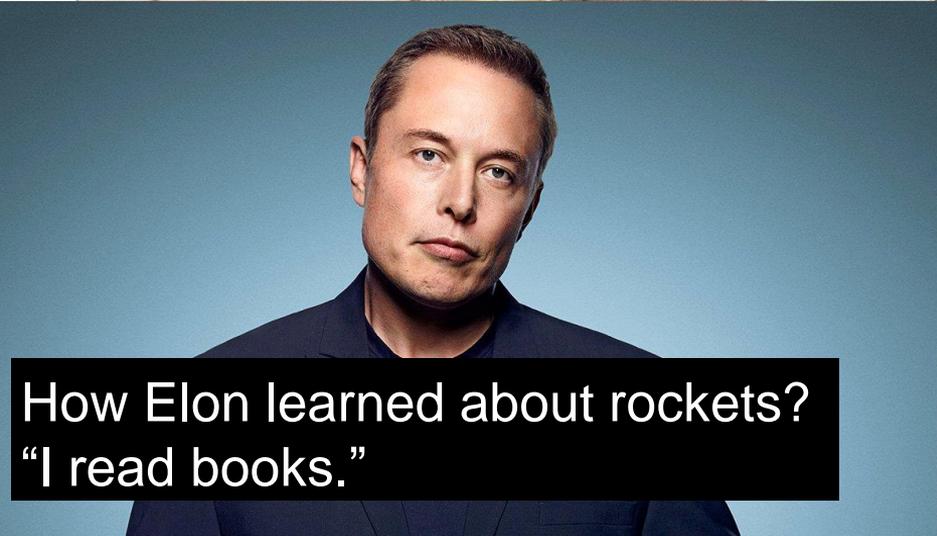
Most Important Behaviour of All: being curious



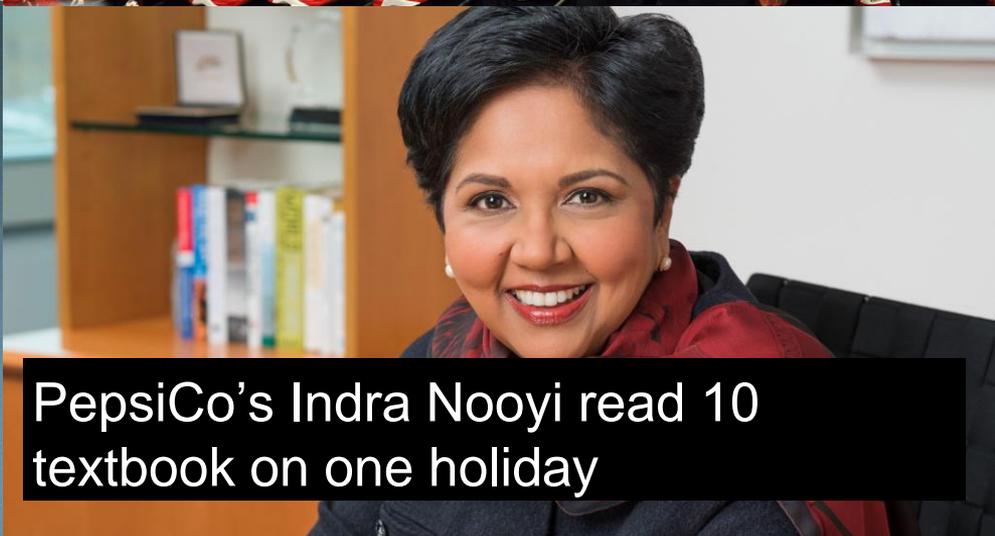
Bill Gates read 50 books a year



Nike's Phil Knight just "love reading."



How Elon learned about rockets?
"I read books."



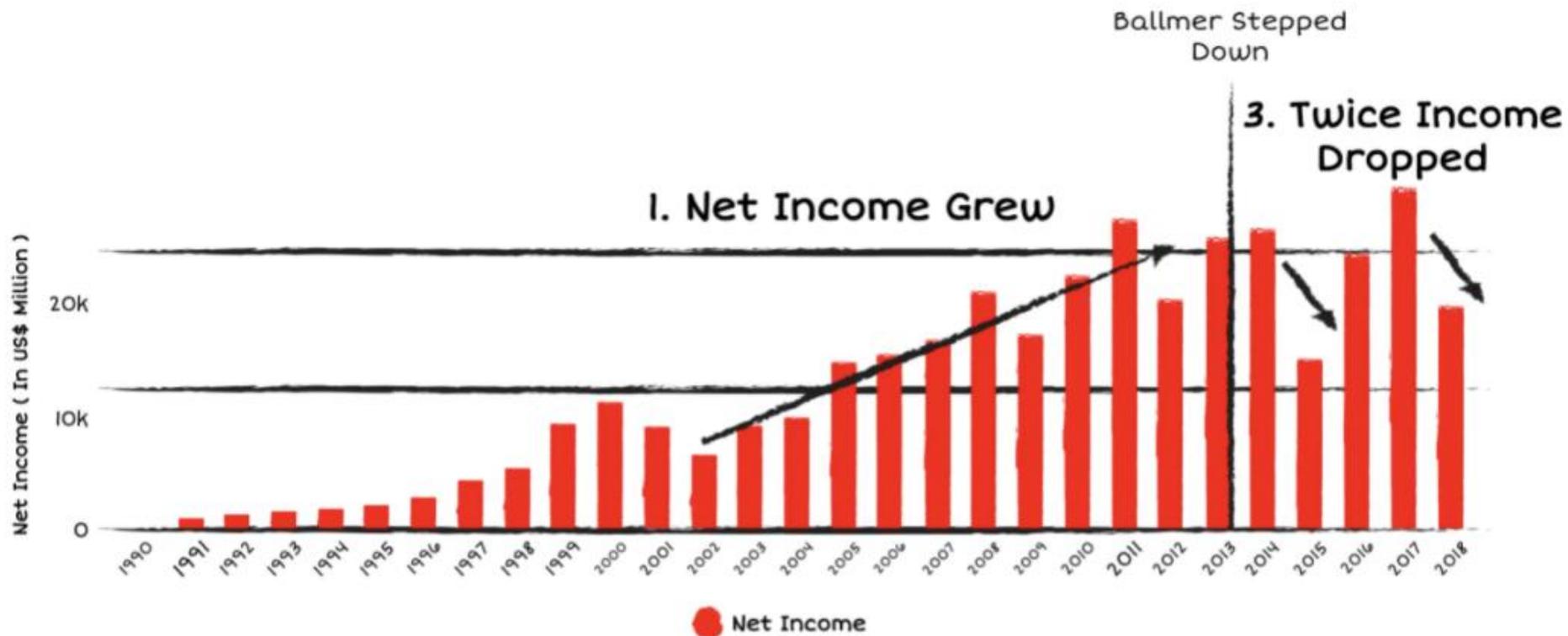
PepsiCo's Indra Nooyi read 10
textbook on one holiday



Microsoft CEO Satya Nadella

“The learn-it-all does better than the know-it-all.”

Microsoft Net Income by Year (by fiscal year)



Microsoft Total Return Price % Change



When can you block your own agenda
this month so that you'll have time to
“learn from outside?”



Three ways to stay in touch

Center Website



The Center for Future Readiness



SCAN ME

Weekly Newsletter

www.howardyu.org



SCAN ME

LinkedIn



SCAN ME