

How to Live Forever

The Principles that lead enduring organizations

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Let us explore
the obvious:
**The World is
Changing –
Fast!**



Evolve!

Change is not the
issue. That is
permanent.

Our adaptation is.



How to Evolve

- 1. Keep the Timeless**
- 2. Understand the New Realities**
- 3. Modify for New Realities**
- 4. Pass on the Traits**

Keep the Timeless

- Understand
Customers Best
- Satisfy Customers
Best



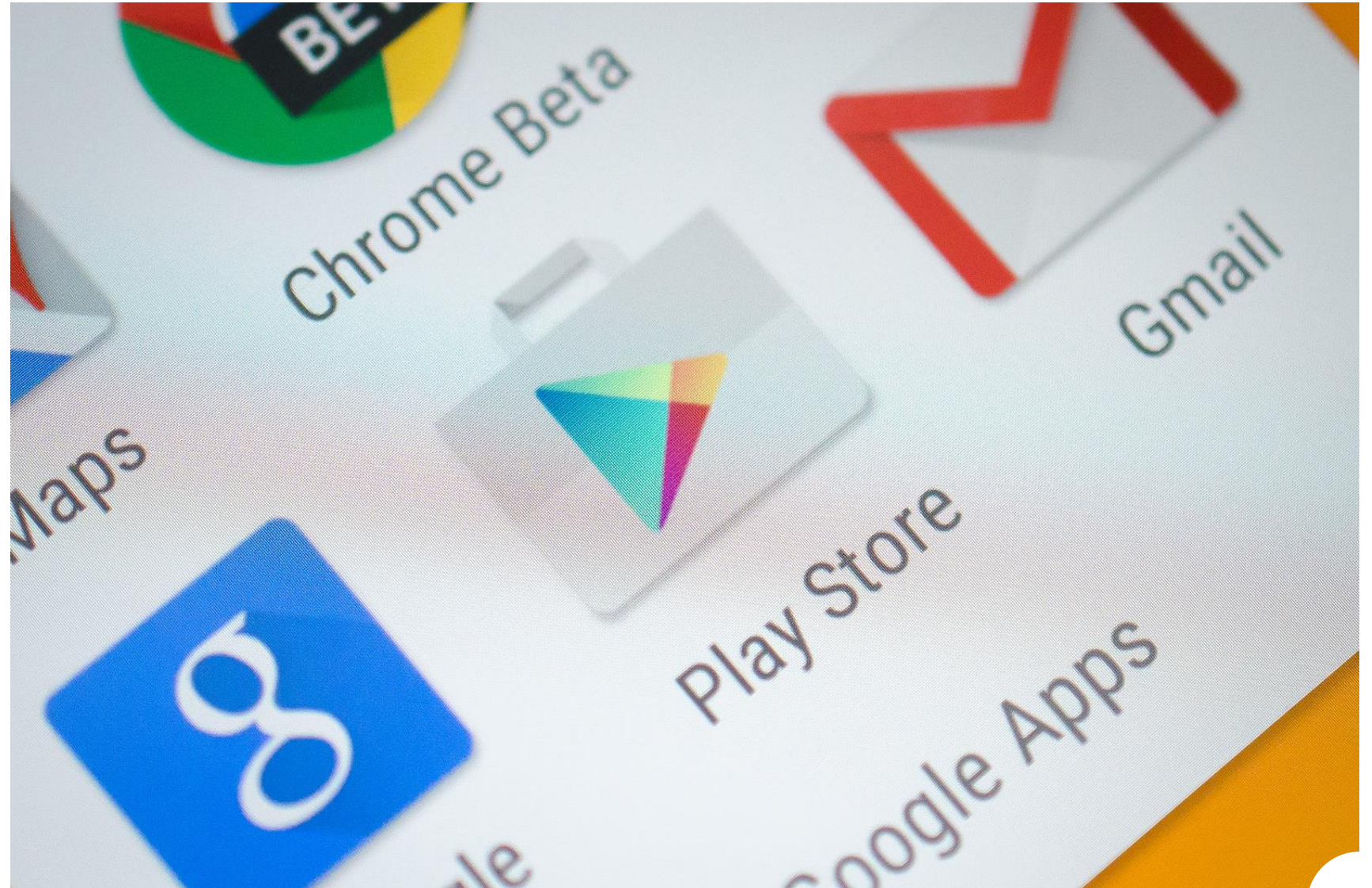
Understand New Realities

- What has changed?
- Why has it changed?



Modify for New Realities

How do I apply my new understanding?



Pass on the Traits

We live on through
the lives of people
we have touched.



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One Ending for Everyone:
Death

Two Different Outcomes:
Better or Worse

Live the best that you may
LEAVE the best.

Live on through the lives of
people you have touched.

Thank You!

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