

THE BUSINESS OF CHANGING  
THE WORLD ... FOR GOOD:  
*A Manifesto*

1. WE ARE ALL IN THE *Experience* BUSINESS.
2. THE CORE OF ANY GREAT EXPERIENCE IS *Connection*.
3. *Story* IS FUNDAMENTAL TO *Leadership*.
4. SOMETIMES OUR BEST *Stories* ARE THE ONES WE HAVEN'T TOLD YET.
5. YOUR BUSINESS MUST CREATE *Value*, BUT IT ALSO HAS THE POWER TO CREATE *Meaning*.
6. *Innovation* REQUIRES A MOVE FROM THE COMFORT ZONE TO THE *Uncharted*.
7. THE PATH TO TRULY *Understanding* THE CUSTOMER REQUIRES *Care* AND *Empathy*.
8. *Respect* IS AT THE ROOT OF *Sustainability*.
9. IT'S NOT JUST *What* YOU DO, BUT MORE IMPORTANTLY *How* AND *Why*.
10. THIS IS ALL A *Human* EXERCISE.